



FAIRTRADE AUSTRALIA

MAKE YOUR MARK

**FOR PEOPLE AND THE PLANET WITH THESE
FAIRTRADE PRODUCTS**



WELCOME TO FAIRTRADE FORTNIGHT:

TWO WEEKS TO SET THE STAGE FOR THE YEAR AHEAD

Thanks for joining us for Fairtrade Fortnight, two weeks in August when we take a moment to celebrate the labour and love that goes into producing products we cherish and savour.

Here, we'll unearth some interesting facts about several popular Fairtrade products while sharing how you can support people and the planet through your everyday actions by purchasing products that feature the Fairtrade Mark.

Here are some of the products we'll discuss:



Cotton



Coffee



Tea



Chocolate



Sports Balls



Gold



In addition to sharing some of our favourite brands with you, we'll explore popular retailers where you can find Fairtrade products.

WELCOME TO FAIRTRADE FORTNIGHT!

We hope you're ready to explore with us. Stick around, won't you?





NEEDS

IT TAKES A LOT OF WORK TO CLOTHE THE WHOLE WORLD.

If you had to guess, how many households would you say are involved in the production of cotton?

5 million? Maybe 20 million?



The real answer is
**100 MILLION
HOUSEHOLDS¹**



Cotton is crucial for the worldwide textile industry, but unstable product prices mean that many small farmers have to sell their crop at undesirable rates, sometimes even at a loss.

Organised groups of farmers in India and elsewhere come together to improve their farming practices and raise their incomes, by joining the Fairtrade movement. Along the way, they have the opportunity to reinvest Fairtrade Premium payments into their communities.

SEVERAL POPULAR AUSTRALIAN APPA BRANDS SELL CLOTHING MADE FROM FAIRTRADE COTTON. THESE COMPANIES INCLUDE:

- Kowtow
- Macpac
- Yuki Threads

ARE YOU A FAN OF FLAT WHITES OR A BELIEVER IN LONG BLACKS?

Recently, the rest of the world has grown to appreciate a beverage that's been beloved for years by coffee drinkers on either side of the ditch: the venerable flat white.

But where does this caffeinated treasure hail from originally?

Kiwis claim it was invented by mistake in 1989 when Wellington's Fraser McInnes fell short of crafting a frothy cappuccino by using low-fat milk.² Some Aussies, on the other hand, support Sydney's Alan Preston who says he created the name in 1985 to describe a modified version of a drink that originated in Queensland during the previous decades.³

We'll refrain from offering an opinion on this matter and simply point out some of the brands that are coming together to produce exceptionally bold, Fairtrade coffee varieties.



FOR YOUR NEXT COFFEE, TRY OUT SPECIAL BLENDS FROM:

- Grinders
- Bean ground & drunk
- República





IT TAKES A LOT OF WORK TO MAKE A LITTLE CUPPA.



Care to guess how many people earn their income from producing tea?

Let's break down the numbers by country.⁴



2 MILLION

Seasonal labourers in India.



3 MILLION

People work in tea cultivation in Kenya.



80 MILLION

Tea growers in China.

In many tea-producing regions, wages are low, hours are long and women in particular are vulnerable to exploitation.

Fairtrade helps support both small-scale farmers and workers on plantations to improve the working and living conditions for thousands of people who work to produce tea.

WHY NOT TRY OUT FAIRTRADE VARIETIES FROM THE FOLLOWING BRANDS DURING YOUR MORNING TEA?

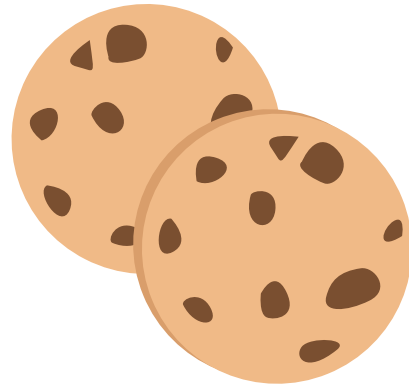
- Serenitea
- Eloments
- Clipper

SAVOUR THE FLAVOUR OF THESE TASTY CHOCOLATE TREATS

Vegan Salted Chocolate Chip Cookies

Ingredients

- 1 1/4 cup all purpose flour
- 1/4 tsp salt
- 1/4 tsp baking soda
- 1/2 tsp baking powder
- 2/3 cup coconut or cane sugar
- 1/3 cup melted coconut oil
- 1/4 cup warm water
- 1/3 cup salted dark chocolate



Directions

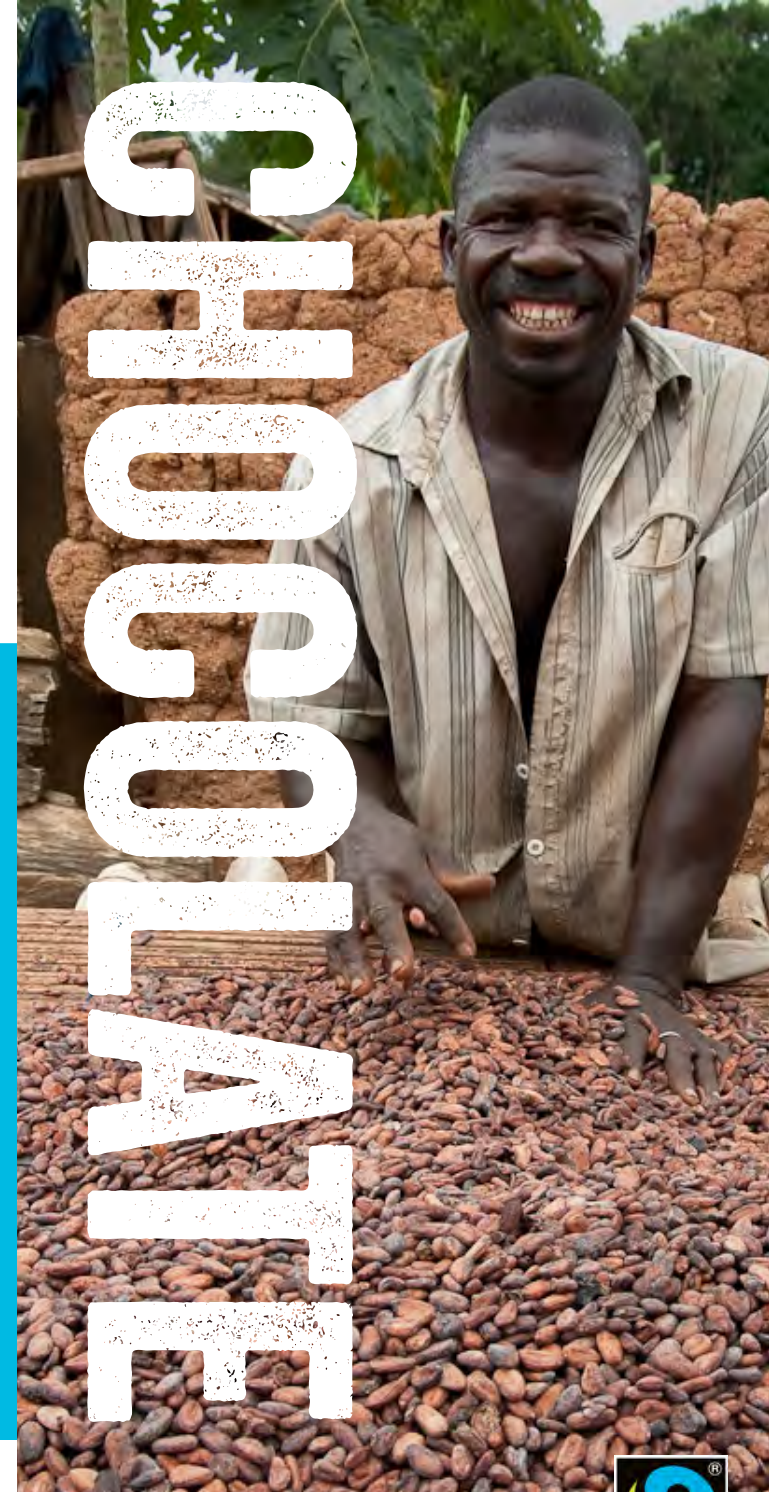
- Preheat the oven to 180°C.
- Whisk together the flour, salt, baking soda, and baking powder in a bowl and set aside.
- In a separate bowl, combine the sugar, oil, and water. Add the wet mix to the dry mix and combine.
- Fold in your chocolate, and on two parchment lined baking sheets, place around 16 cookie dough balls.
- Bake your cookies for around 14-16 minutes (depending on desired chewiness).



This vegan cookie recipe from Alter Eco, yields chewy, delicious chocolate chip treats, combining flavors of salty and sweet.

TO GET YOUR FAIRTRADE CHOCOLATE FIX, TRY OUT THESE BRANDS:

- Heart of Chocolate
- Alter Eco
- Pico
- Bennetto Natural Foods Co.





PLAY ON THE FAIRTRADE TEAM

It takes a lot to make team sports happen. Without dedication, practice, training, teamwork and a spirit of togetherness, they wouldn't exist.

But when those magic ingredients come together, there's nothing quite like it. Participating in team sports also builds confidence and physical fitness, which is important.

The unfortunate reality is that supply chains for sports balls sometimes rely on child labour. At Fairtrade, we believe in exercise, inclusion and fairness. Girls who take part in team sports here in Australia are part of the same global community as children halfway around the world, who also deserve time for exercise and a quality education.

For Australian girls, do you know what the leading participation sport is?

According to Netball Australia, which was founded in 1927 as the All Australian Women's Basketball Association, it's netball! Today, this fast-paced sport is enjoyed by 1.2 million Australians of all ages and genders.⁵



PICK UP FAIRTRADE NETBALLS, AS WELL AS EQUIPMENT FOR SOCCER, FOOTBALL, RUGBY AND MORE, FROM SOME OF OUR FAVOURITE ATHLETIC SUPPLIERS:

- JintaSport
- RREPP

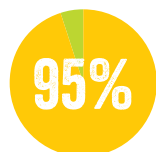
DAZZLING DISPLAYS ACQUIRED THE FAIRTRADE WAY.

Given that gold has been associated with wealth for centuries, and that it's still highly valued for stylish jewellery today, **you probably know that gold is big business on the international stage.**

It might surprise you to learn just how many small-scale miners are responsible for sourcing the commodity at the start of this globe-spanning supply chain.

There are approximately 30 million small-scale miners in the industry.⁶

To ensure these workers receive a better share of the proceeds, Fairtrade miners earn:



A guaranteed Fairtrade Minimum Price that's tied to 95% of the London Bullion Market Association rate.



\$2,000 in Fairtrade Premiums for each kilogram.



If you're looking for a fine gift or a new accent piece to complement your favourite outfit,

**LOOK FOR ETHICALLY-SOURCED
FAIRTRADE GOLD PIECES FROM
THESE RESPECTED JEWELLERS:**

- Zoë Pook
- Larsen Jewellery
- Scott Rogers Design

GO
GOLD



WE'RE RIGHT WHERE YOU ALREADY SHOP.

Are you worried that Fairtrade shopping means making long trips to far-flung specialty stores or ordering all of your supplies online from boutique retailers? Think again!

Also, in addition to the products mentioned throughout this guidebook, make sure to look for fizzy drinks and treats from **Karma Cola** and **Batchwell**, as well as **Ben & Jerry's** ice cream.

ALDI

The store: ALDI is one of Fairtrade's most dedicated global partners. With a wide variety of fresh produce and own-brand products, this supermarket brand is no stranger to affordable shopping.

Fairtrade products they offer: ALDI stocks many Fairtrade chocolate and coffee option.

WOOLWORTHS

Fairtrade products they offer: Woolies keeps Fairtrade tea, coffee and ice cream in stock, as well as vanilla and chocolate.

SEVERAL MAJOR OUTLETS ACROSS AUSTRALIA STOCK FAIRTRADE PRODUCT LINES THAT YOU CAN INCORPORATE INTO YOUR REGULAR ROTATION.

CO
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CONVENIENT SHOPS

FOR FINDING FAIRTRADE GOODS



VISIT THE FAIRTRADE FORTNIGHT PAGE AND SIGN UP TODAY TO LEARN MORE ABOUT THE PEOPLE BEHIND FAIRTRADE PRODUCTS. YOU'LL ALSO GET UPDATES ABOUT HOW YOU CAN HELP SUPPORT INITIATIVES FOR ECONOMIC JUSTICE AND SUSTAINABILITY THROUGHOUT THE YEAR.



There's no shortage of popular stores where you can find Fairtrade products.

IGA

The store: With locations in every corner of Australia, IGA is a popular destination for shoppers seeking quality products, friendly service and affordable prices. With over 1600 independently owned stores, IGA are truly 'local'.

Fairtrade products they offer: At IGA supermarkets, you can find Fairtrade coffee, tea, drinking chocolate, vanilla, chocolate and ice cream.

COLES

Fairtrade products they offer: At Coles, you can find several varieties of Fairtrade coffee as well as ice cream and chocolate.

Thanks for taking a journey with us through the world of Fairtrade products. While Fairtrade Fortnight is a once-a-year celebration, the Fairtrade movement continues all year long.



1. <https://fairtrade.com.au/Fairtrade-Products/Cotton/Why-buy-Fairtrade-cotton>
2. <https://www.independent.co.uk/life-style/flat-white-coffee-culture-antipodean-mcdonalds-advert-starbucks-latte-a8246111.html>
3. <https://www.nzstory.govt.nz/stories/who-invented-the-flat-white/>
4. <https://fairtrade.org.nz/Fairtrade-Products/Tea/Why-buy-Fairtrade-Tea>
5. <https://netball.com.au/about>
6. <https://fairtrade.com.au/Fairtrade-Products/Gold>
7. <https://www.aldiunpacked.com.au/shop-fairtrade-at-aldi-and-empower-farmers-and-workers/>
8. <https://www.woolworths.com.au/shop/productgroup/2007-display-fairtrade>

<https://fairtrade.com.au/Fairtrade-Products/Cotton/Why-buy-Fairtrade-cotton>
<https://www.independent.co.uk/life-style/flat-white-coffee-culture-antipodean-mcdonalds-advert-starbucks-latte-a8246111.html>
<https://www.nzstory.govt.nz/stories/who-invented-the-flat-white/>
<https://www.cancer.org.au/get-involved/events/australias-biggest-morning-tea.html>
<https://netball.com.au/about>
<https://fairtrade.com.au/Fairtrade-Products/Gold>
<https://www.aldiunpacked.com.au/shop-fairtrade-at-aldi-and-empower-farmers-and-workers/>
<https://www.woolworths.com.au/shop/productgroup/2007-display-fairtrade>