



FAIRTRADE FORTNIGHT

3-16 AUGUST 2022

COMMUNITY TOOLKIT

WELCOME TO FAIRTRADE FORTNIGHT 2022

Fairtrade Fortnight is our annual campaign where we take the opportunity to celebrate the Fairtrade community and the impact we are making together for a fairer future for the planet, and its people.

We would love to see the Fairtrade community step up and help us make our voice louder this year.

To make things easier, this toolkit has everything you need to spread the word.

GET INVOLVED

fairtradeanz.org/fairtrade-fortnight/

@fairtradeanz



SAY IT WITH US, THE FUTURE IS FAIR

A bit of oomph to catch someone's eye on Instagram.

Make sure to tag us:
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Messing up the planet for our future.
Sound fair?



fair is simple.
fair means treating people with respect and looking after the world we live in.



The Fairtrade Standards require small producers to take steps to:

- Adapt to climate change
- Reduce greenhouse gases and increase carbon sequestration
- Avoid deforestation and protect forests
- Tackle soil erosion and increase soil fertility
- Reduce water wastage

Choosing fair is child's play.

"When farmers already struggle to afford essentials like nutritious food, healthcare, children's schooling, due to the low price that they get for their crops, how can we expect them to meet the cost of investing in green energy, planting trees or cutting their on-farm emissions?"

"For those who may have some doubts, I am hereby confirming that farming itself requires financial resources, and sustainable farming requires even more financial resources."

- Anne-Marie Yao, Fairtrade Africa Regional Cocoa Manager and former cocoa farmer



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YOUR MESSAGE

Copy for your social media posts.

Greenwashing – and fairwashing – are everywhere because big business has realised that we care about the planet and its people, and we want them to care as well.

But don't be fooled. If a T-shirt is \$5 or your favourite coffee brand has vague claims about saving rainforests, then you need to examine more closely. For me, the easiest way is to look for the Fairtrade mark - then I know that what I'm buying is really sustainable.

We all want to protect the planet and its people but sometimes it seems complicated. Who do you trust? There are lots of companies who SAY they are doing the right thing but unless they can show you that they are paying EVERYONE in their supply chain fairly AND working to improve social and environmental outcomes, then they're only doing half the job.

That's why I buy Fairtrade. There's no second guessing or greenwashing with them, just a fairer future for everyone.

If you had to choose between sending your child to school or planting trees for your long-term future, what would you pick?

Sustainable farming isn't cheap farming but if you buy Fairtrade certified coffee, chocolate or cotton then it means the farmers who produced those things can support their families AND look after the environment.

Sounds fair to me.

It's common sense really. If you're struggling to feed your family then planting trees and farming sustainably won't be your top priority.

So, join with me this Fairtrade Fortnight and buy Fairtrade. That way your shopping helps to fix the problem of poverty so that everything else, including a more sustainable environment, follows.

if you can't copy and paste

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