

A Users Guide to ACT Fair Cuppa 2007

Thank you for organising a Fair Cuppa event this Fair Trade Fortnight. By choosing fair trade products, you guarantee a better deal for disadvantaged producers in the developing world.

This information sheet is designed to give you some ideas on how to run a successful fair cuppa event, background information about fair trade and ideas on how you can support fair trade on an ongoing basis. If you have any more questions, please do not hesitate to contact Cameron Neil on: **02 6125 1504** or audit@fairtrade.com.au.

Why is a fair cuppa taking place?

A Fair Cuppa is one of many events taking place around Australia to celebrate Fair Trade Fortnight and World Fair Trade Day. It is an ideal opportunity for you to introduce your friends, family and workmates to the delicious taste of Fairtrade certified tea and coffee and to learn more about fair trade.

The contents of my fair cuppa kit

As well as this leaflet, your Fair Cuppa kit should contain:

- ❑ 1 packet of 25 Fairtrade certified tea bags from Sri Lanka, supplied by Universal Village
- ❑ 1 250g packet of roasted and ground Fairtrade coffee from either Ethiopia or East Timor, freshly ground and packed by local roasters Wagonga Coffee
- ❑ A poster to use in your work place to promote your event
- ❑ Brochures on Fairtrade to distribute at your Fair Cuppa event
- ❑ Demand cards to hand out to your colleagues so they can help persuade more local supermarkets or cafés to stock Fairtrade products
- ❑ A procurement guide to sourcing Fairtrade products in the ACT (and NSW)
- ❑ Information on how to become a Fair Trade Workplace, including an application form
- ❑ A Fairtrade label lapel pin for you as our wonderful Fair Cuppa organiser!

How I should run my Fair Cuppa event?

You can run your Fair Cuppa event however you like. We know that the public service love their morning teas, so this is an ideal time to share this 'energy' with a good cause! The purpose of the event is to introduce other people to fair trade, so we would recommend that you distribute the Fairtrade leaflets, demand cards and buyer guides at the event.

Make sure you have organised plungers for the coffee if necessary, and you might need to purchase some milk and sugar depending on your workplace. If you anticipate needing more tea or coffee, please use the procurement guide to find where you can purchase more products locally.

You might also, if you are so inclined, like to get into the 'spirit' of the Fair Cuppa by baking some tasty goodies with Fairtrade chocolate. (In my experience Chocolate muffins and cookies go stupendously well with the flavours of Fairtrade tea and coffee!)

But above all have fun and help us celebrate Fair Trade Fortnight!

For more events in the ACT and around the country for Fair Trade Fortnight see
<http://www.fairtrade.com.au/ftf/index.html>

Information and Contacts: Global Fair Trade - Local Action

What is fair trade?

International trade has brought increased prosperity for many people around the world. But the benefits of international trade are not being equally shared amongst the world's population and many of the world's poorest people are being left behind.

Take the coffee industry for example: the livelihoods of 25 million farmers and their families in the developing world are dependent on coffee. In recent years, volatile international coffee prices have left many disadvantaged producers struggling to support themselves and their families. Coffee prices have fallen so low at times that farmers have been unable to cover their production costs, let alone support their families.

Typically less than 3 cents from a \$3 cappuccino goes to the farmer who grew the coffee!

Fair trade is an alternative model of international trade, which aims to share the benefits of trade more equitably between consumers, producers and the environment.

Fair Trade ensures a better deal for marginalised producers in the developing world through:

- ❑ A fair and stable price for their product
- ❑ Long term trading relations and advance payments
- ❑ Investment in local community development
- ❑ Environmentally sustainable farming methods
- ❑ Support in gaining the knowledge and skills needed to operate successfully in the global economy

What can I do to support fair trade?

- ❑ Buy fair trade products whenever possible
- ❑ Ask your local retailers to stock fair trade products – use the FAIRTRADE demand cards from your Fair Cuppa kit to ask for Fairtrade labelled tea, coffee or chocolate
- ❑ Encourage your workplace to use Fairtrade tea or coffee & sign up your work place as a Fair Trade Workplace (see the information in this kit)
- ❑ Encourage your friends, family and workmates to buy fair trade products.
- ❑ Join a local campaign to change unjust international trading rules or to convert your town, church, university or school to a Fair Trade Community!
- ❑ Join the ACT Fair Trade group by contacting audit@fairtrade.com.au or contact the ACT Oxfam committee on actcommittee@oxfam.org.au.

How can I find out more?

For more information about fair trade and Fair Trade Fortnight, visit the following websites:

www.fairtrade.com.au

www.oxfam.org.au

www.ifat.org

www.fairtrade.net