



FAIRTRADE FORTNIGHT 2-15 AUGUST 2023

COMMUNITY TOOLKIT

WELCOME TO FAIRTRADE FORTNIGHT 2023

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:
[@fairtradeanz](#)
#ChooseFairtrade

**Planting trees
AND paying
people fairly.**
**Now that
sounds fair...**



**With higher incomes
farmers can take positive
steps.**
**In 2022, using Fairtrade
Premium, Fairtrade
producers across Latin
America and the
Caribbean have planted
more than 300,000 trees
across 20 countries.**

**Over 76% of farmers
surveyed reported
feeling that their co-
operative spent the
Fairtrade Premium on
projects which helped
them prepare for
climate change.**

•As well as the impact of the Fairtrade Minimum Price and Premium, Fairtrade partnerships with government agencies and businesses have introduced big scalable projects like our Fairtrade Climate Academies and agroforestry projects that put farmers in the driving seat and enable them to swap skills and knowledge so they adapt to the climate crisis.

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

**Research has shown areas
where many Fairtrade
products are produced,
including Central America,
East Africa and the
Caribbean, are very likely to
experience increasingly
extreme weather which will
negatively affect their
ability to grow crops**

**In a recent survey with
Kenyan coffee farmers,
72% of farmers surveyed
agreed that the Fairtrade
price they receive for
their coffee harvests
helps them to invest in
their farms to prepare for
climate change .**



[DOWNLOAD SOCIAL TILES](#)

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.

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.

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.

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.

Make sure to tag us:
[@fairtradeanz](https://www.instagram.com/fairtradeanz) [#ChooseFairtrade](https://www.facebook.com/ChooseFairtrade)