

THE FAIRTRADE MARK IS 25

JOIN THE PARTY!



25
YEARS
CELEBRATING

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It's a quarter of a century since we launched the **FAIRTRADE Mark in the UK**. Powered by people and community action, it's grown from an idea about justice and fairness among a few into a household name. It's also overturned how we think about the people who produce the food, drink and clothing we enjoy every day.

Twenty-five years on, we know that the need for Fairtrade, and the fair deal this small but powerful Mark represents, is as acute as ever. So whilst the Mark remains at the core of our movement, and continues to evolve, we'll keep on building on top of certification in our campaigning. This will be essential to meet today's challenges and for the farmers and workers who we'll continue to rely on for the next 25 years to achieve living incomes and living wages.

And so as we celebrate the past and look to the future, it's time to recognise the contributions of everyone who has battled to get Fairtrade products into the mainstream and onto supermarket shelves. Let's raise a mug to those who have helped bring Fairtrade to high streets up and down the country, to town halls and schools, corner shops and cafes.

Help us celebrate 25 years of the FAIRTRADE Mark in early October – and propel the Fairtrade movement into another generation of making trade fair.

JOIN THE PARTY!



Photos: John Sargent, Fairtrade Haworth



WHAT WE'VE ACHIEVED TOGETHER

The last 25 years show that by coming together, we really can achieve transformational change. And so we're celebrating the life-changing impact of the FAIRTRADE Mark.

More than 1.66 million farmers and workers in over 1,200 producer organisations around the globe are now part of Fairtrade. The Fairtrade Minimum Price protects against unfair and volatile prices, while the Fairtrade Premium supports people to bring about real change in their communities. That means children going to school, whole villages drinking clean water, farmers being able to grow their businesses and women raising their voices – the list goes on.

Shoppers, communities, schools, places of worship, progressive businesses – and, of course, farmers and workers themselves – have all played a role in making these changes possible.



Photos: Sean Hawkey, Simon Rawles, Eduardo Martinho, Rogier van Zaal



WHERE NEXT TO MAKE TRADE FAIR?

Although we're celebrating what's been achieved so far, let's not overlook the distance still to go and the majority of exploited farmers and workers who aren't able to access Fairtrade.

The effects of climate change are becoming more damaging. The imbalance of power in supply chains still squeezes the profits of trade away from the hardworking people who grow the things we rely on. 'Fairwashing' is on the rise. Widening inequality and uncertainty closer to home add to the sense of urgency for change.

Together, we've created a platform for the next generation who have grown up with Fairtrade around them – tomorrow's shoppers and decision-makers – to tackle the challenges that lay ahead.

Use the 25th anniversary to show why Fairtrade is still as needed and relevant as ever, and think about inviting people you'd like to join you to take things forward.



When a landslide destroyed their coffee crops and homes, seven affected families received food and financial support from a natural disasters fund set up by their Fairtrade coffee co-operative, KOPEPI Ketiara, in central Aceh, Indonesia.



Photos: Nathalie Bartrams, Andy Wilson



GET READY TO PARTY!

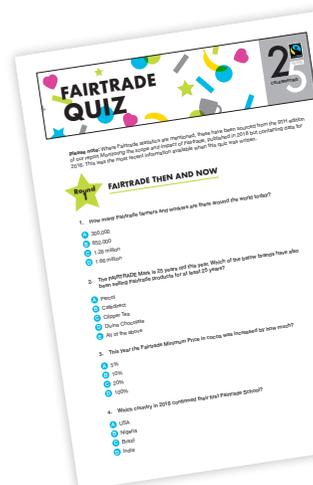
Whether you've spread the Fairtrade message, organised events, championed Fairtrade in the council, your workplace or other organisation, or simply bought Fairtrade products, we want you to get involved! Some people have been at it for 25 years or more, and others have joined in more recently. Celebrating really key individuals is nice, but our real strength to highlight is what can be achieved when we all work together.

We'll be focusing national celebrations around 5-6 October, but you could organise a party whenever suits you close to this time.

You'll find 25th birthday resources for local authorities, schools and the public at fairtrade.org.uk/Fairtradeat25

HELP GROW FAIRTRADE FURTHER

Your donations will help grow Fairtrade over the next 25 years and achieve more impact for farmers and workers. If you hold an event, adding in some simple fundraising activities or collecting donations will maximise the impact of your efforts. For ideas and inspiration, visit fairtrade.org.uk/fundraise
To order a donation box, balloons or other celebratory materials, visit shop.fairtrade.org.uk



MAKE YOUR MARK COUNT



Photos: Andrew Adams, Durham Fair Trade Partnership, Fairtrade Mossley, Wimborne Minster, Fairtrade Arnhem, Jose Luis Casuso



However you join the party, get creative with the FAIRTRADE Mark – from flowerbeds and flags to aerial photos and art installations. And cake! Make a big FAIRTRADE Mark for an impactful visual component to the party. It could be something to do together as an activity, or a specially planned stunt to get some press coverage. **Best of luck!**