

## Shoppers in Fareham celebrate Fairtrade

The Fareham Borough Fairtrade group followed up the celebrations of Fareham's ten years as a Fairtrade Borough with a very successful stall in Fareham Shopping Centre on Saturday, to celebrate the beginning of Fairtrade Fortnight. The centrepiece of the stall was a tea set, surrounded by delicious Fairtrade goodies, to illustrate the theme of this year's Fortnight, "Put Fairtrade in your break". Group members were on hand to give out Fairtrade bananas, chocolate and other treats (kindly donated by the Co-op), and to explain to shoppers how choosing Fairtrade products gives us a delicious break while also breaking the cycle of poverty for rural communities in the developing world.

Fareham's Mayor Cllr Connie Hockley, with her consort Cllr Geoff Hockley, came along to show their support for Fairtrade, as did Executive Leader of Fareham Borough Council Seán Woodward, and Cllrs Pam Bryant and Louise Clubley.

Chair of the Borough Fairtrade group Rachel Hicks said: "It's been great to chat with people today, and send them away with a new understanding of the benefits of Fairtrade. Fairtrade is a really simple way to make a real difference to poor communities in the developing world. By choosing products that bear the Fairtrade mark, you can be sure that your purchase will give those who produced it a fair price and a better life."

ENDS



The display illustrating "Put Fairtrade in your break"

Full-size version can be downloaded from  
<http://fftb.org.uk/images/ftf17/full/DSC00764.JPG>.



From left: Fairtrade Borough chair Rachel Hicks, Cllr Louise Clubley, Mayor Cllr Connie Hockley, Cllr Seán Woodward, Cllr Pam Bryant, Cllr Geoff Hockley.

Full-size version can be downloaded from  
<http://fftb.org.uk/images/ftf17/full/DSC00783.JPG>.

Notes to editors:

1. Fairtrade Fortnight 2017 runs from 27<sup>th</sup> February to 12<sup>th</sup> March. The theme of this year's Fortnight is “Put Fairtrade in your break”. A variety of events will be held throughout the UK - details of local events are available at <http://fftb.org.uk/hfn/page.php?id=diary>.
2. The Fareham Borough Fairtrade group (<http://fftb.org.uk/>) is the steering group for Fairtrade in the Borough of Fareham. Fareham has been recognised as a Fairtrade Borough since 2007. For more information please contact Rachel Hicks on 01329 312895.
3. The Fairtrade Mark is a registered certification label for products sourced from producers in developing countries. For more information please see <http://www.fairtrade.org.uk/en/what-is-fairtrade/using-the-fairtrade-mark>.