

## Ten years of solidarity - Fareham celebrates a decade as a Fairtrade Borough

On a cold Saturday morning in February 2007, members of the Fareham Borough Fairtrade working group gathered outside the Civic Offices for a photo opportunity with Fareham Council leader Seán Woodward and Mark Hoban MP. The occasion was the declaration of Fareham's status as a Fairtrade Borough: recognition of the widespread support for Fairtrade across the community of Fareham.

On Friday 17<sup>th</sup> February 2017, the group met for a celebration meal, to hail the tenth anniversary of that declaration. Fareham's Fairtrade status has been maintained, and formally renewed several times, over the past decade: an achievement that has only been possible through the hard work of campaigners, and the support and goodwill of the borough's citizens and civic leaders.



Rachel Hicks was among the founders of the push for Fareham to be a Fairtrade Borough, and has led the working group since its inception in 2005. She said: "All the people of Fareham can be rightly proud of what the Borough has contributed, over the last decade and more, to the Fairtrade movement - and even more importantly of the real benefits which we have brought to people in the developing world. Don't ever let anyone tell you that you can't make a difference in the world - you can, and over the past ten years you have, by choosing to buy products that carry the FAIRTRADE

Mark when you shop."

The focus of Fairtrade campaigners now turns to Fairtrade Fortnight, the annual, national celebration of Fairtrade. This year's Fortnight runs from 27<sup>th</sup> February to 12<sup>th</sup> March and focuses on "Putting Fairtrade in your Break" - encouraging people to choose Fairtrade products for their tea and coffee breaks and by doing so to give a break to poor farmers in developing countries. In Fareham, there will be a stall in the Shopping Centre on Saturday 25<sup>th</sup> February, at which all are welcome to find out more about Fairtrade and sample some Fairtrade goodies. A wide range of events are taking place across the area; for details visit the Hampshire Fairtrade Network's diary of events, at <http://fftb.org.uk/hfn/page.php?id=diary>.

### Pictures

That was then (February 2007)...



<http://fftb.org.uk/images/P2170037.JPG>

and this is now!



<http://fftb.org.uk/images/DSC00756.jpg>

Full-size copies of these pictures can be downloaded using the links shown.

### Notes to Editors

1. The FAIRTRADE Mark is a registered certification label for products sourced from producers in developing countries. It confirms that the product meets international

Fairtrade standards set by the certification body Fairtrade International. The Mark guarantees that the Fairtrade ingredients in the product have been produced by small-scale farmer organisations or plantations that meet Fairtrade social, economic and environmental standards, which include protection of workers' rights and the environment, payment of the **Fairtrade Minimum Price** and an additional **Fairtrade Premium** to invest in business or community projects.

2. Fareham's status as a Fairtrade Borough means that it meets the criteria of the Fairtrade Towns scheme administered by the Fairtrade Foundation. These include the support of the Council, an active steering group, press coverage of the campaign, community support, and widespread availability of Fairtrade goods in the retail and catering sectors. Once granted, Fairtrade status has to be renewed every two years. There are over 600 Fairtrade towns, cities, villages, islands, boroughs, counties, zones, districts and regions in the UK, and over 1600 worldwide.

For more information please contact Rachel Hicks at [chair@fftb.org.uk](mailto:chair@fftb.org.uk), or on 01329 312895, or visit the Fairtrade Foundation's website at <http://fairtrade.org.uk>.