

# Fairtrade in Dumfries and Galloway



Issue 6

Spring 2021

## Successful renewal of D&G Fairtrade Zone Status!

The Fairtrade Foundation announced on 27th January 2021 that our application to renew our status has been approved! It confirms our status for the next two years.

In approving the continued status, the Foundation commented:

*"It's been fantastic to hear about everything that you have achieved in the past few years. Your group has demonstrated dedication to take your campaign forward and ensure*

*Fairtrade becomes part of daily life in Dumfries and Galloway. Your team has no doubt been very busy and we appreciate the hard work you have put in.*

*We were particularly impressed by the reach of your events and are very pleased of the celebration on their 10th anniversary milestone of Dunscore and Castle Douglas as Fairtrade Communities. You have managed to engage successfully with a great number of people across the region and have raised awareness through a range of interesting events and also through newsletters and social media.*

*It is also very promising to hear that you are asked to participate in local events including 2019 Beautiful Scotland Award which are promoting Fairtrade to a wider audience. You have also built a very strong relationship with the Council and we are glad to hear that they are supporting your group in different ways through their direct support and by encouraging teachers and local schools to engage with Fairtrade".*

Special thanks to Rhona Macgregor of Dumfries and Galloway Council and Alison Wright for collating all the evidence and submitting it to the Foundation within the required timescale.



## Scottish Fair Trade Forum 2020 Awards - Special Recognition Award – Colin Smyth MSP

At the SFTF annual ceremony on 16th November 2020, Colin Smyth won the coveted 'Special Recognition Award' for his steadfast commitment to Fair Trade for over a decade.

Nominated by the Dumfries and Galloway Regional Fairtrade Steering Group, the nomination cited:

*"Colin has shown sustained commitment to Fairtrade for over a decade; his support for meetings and events is incredible, particularly given the demands on his time in his professional and personal life; his chairmanship is inclusive and supportive; and his leadership is inspirational in that he connects our grassroots activity with the tangible outcomes it contributes to at local, national and international level. (And he is always willing to eat and drink Fairtrade products!).*

*During the past thirteen years, Colin has demonstrated a steadfast commitment to Fairtrade which has yielded significant and lasting progress and we know that our region and our nation are bigger and stronger supporters of Fairtrade because of him".*

# Fairtrade Fortnight 2021 is almost here!



From 22nd February until 7th March 2021, the Fairtrade Fortnight campaign will highlight the growing challenges that climate change provides to Fairtrade farmers and workers.

Climate change is one of the biggest challenges facing farmers and workers right now. When consumers choose Fairtrade it provides them with a Minimum Price for their products and extra money through the Fairtrade Premium, which is used to meet community needs.

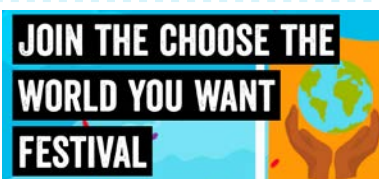
A range of special activities have been organised throughout Fairtrade Fortnight which you can take part in, even from home!

## NATIONAL EVENTS



### Poster competition for young people

Young people between the ages of 5 and 25 are invited to share their vision of the world they want for farmers and workers worldwide and the planet we share. Submit your artwork, poem, prose or film for a chance to be exhibited in the online Youth Exhibition at the 'Choose the world you want' festival between **22nd February and 7th March 2021**. [Click here to get involved](#).



### 'Choose the world you want: Fairtrade, climate and you' Festival

The Fairtrade Foundation will host this online festival where you can take part in music, art and interactive workshops as well as hear how the climate crisis poses an immediate threat to farmers and workers. [Sign up for details](#).



### What's Fairtrade got to do with fighting the climate crisis?

[Sign up](#) to participate in or just listen to this roundtable event with the Fairtrade Foundation and the Centre for Climate Justice on **Wednesday 24th February from 12noon to 1:30pm**.



### Wake up and taste the coffee

On **Saturday 27th February, from 10-11am**, the Scottish Fair Trade Forum will host a coffee morning for participants to hear directly from those most affected by the climate crisis. [Sign up to register](#) and receive a free sample of coffee from the Sholi Fairtrade Cooperative in Rwanda.

### Producer event

The Cross-Party Group on Fair Trade is holding a virtual meeting on **3rd March at 6pm**.

Please contact [martin.rhodes@sftf.org.uk](mailto:martin.rhodes@sftf.org.uk) in advance of the meeting to attend.

# Fairtrade Fortnight 2021 is almost here!

## LOCAL EVENTS

### Castle Douglas

The Group has rented a shop front window on King Street, the main shopping and walking route, from Friday 26th February 2021 - Monday 1st March 2021. There will be a different display each day using posters made by local people and showcasing products available in local shops; with free individually wrapped samples of tea, coffee, hot chocolate and biscuits given out too- compliant with social distancing and hygiene requirements.

Local businesses are also being provided with posters to display in their windows.

There will also be a Fairtrade 'Town Trail' quiz.

### Dumfries

There will be an online Coffee Morning, with a quiz, short films, and recipes, as part of this year's campaign to increase awareness of the urgent message of Fairtrade and climate change. Saturday 6th March, 11am, online - details on how to join in are on our website - [www.dumfriesfairtrade.org.uk](http://www.dumfriesfairtrade.org.uk), and our Facebook page (Dumfries Fairtrade Group) and Twitter @FairDumfries.

Chair of the group, Rosemary Buwert explained, "We are sorry not to be able to have any of our usual events this year, but we hope that as many people as possible will join us online for our coffee morning on March 6th. Of course you will have to make your own coffee - or tea, but we will be sharing recipes for cakes, biscuits and other treats made with Fairtrade ingredients on our website and Facebook page in the run up to event, so we can all enjoy a fair treat together".

### Dunscore

Dunscore Fairtrade Group have arranged a 'Zoom' chat with a Fairtrade Wine Producer from South Africa! Click here to join the event at 6pm on Tuesday 23rd February. Bosman wine is available in some Co-operative supermarkets.

### Kirkcudbright

Kirkcudbright Fairtrade Group will organise several displays of Fairtrade products in local shops to showcase the wide variety of Fairtrade products which are available to purchase. They will also display their Fairtrade banner in the town to remind everyone that it's Fairtrade Fortnight!

### Dumfries and Galloway Council

Messages about Fairtrade and Climate Change will be tweeted each day and the Community Bulletin will feature Fairtrade information and activities.

The Community Bulletin will feature information from our Council's Environment Champion Cllr Dougie Campbell in line with the Fairtrade Fortnight focus on climate change.

And Councillors and senior managers will be sharing their thoughts on the world they want to see on social media throughout the Fortnight.

**DUNSCORE FAIRTRADE VILLAGE**

Invite you to 'ZOOM' chat with  
**Petrus Bosman, MD**  
of Bosman Adama,  
a Fairtrade Wine Producer in  
South Africa

**Tuesday 23rd February, 6pm**  
Live from South Africa

Learn how innovation & sustainability is at the heart of their Fairtrade business

Hear from the community how the Fairtrade premium has impacted their lives

<https://us02web.zoom.us/j/88401861823>

# Looking Back: Fairtrade activities in 2020

## YOU DESERVE A BIG THANK YOU!

**89 MPS AND 3 PEERS**  
ATTENDED THE ALL-PARTY PARLIAMENTARY GROUP (APPG) RECEPTIONS

**79%\***  
OF PEOPLE CHOOSE FAIRTRADE OVER NON-FAIRTRADE PRODUCTS

**5 REGIONAL STORYTELLING EVENTS WITH 300 GUESTS AND HIGH PROFILE SPEAKERS**

**OVER 3.5 MILLION**  
PEOPLE REACHED WITH STORIES OF COCOA FARMERS, INCLUDING SECRET 'STORYBOMBS' HIDDEN IN THE UK AND BEYOND

**1 IN 5**  
UK SHOPPERS HEARD ABOUT FAIRTRADE FORTNIGHT

**9 OUT OF 10**  
PEOPLE KNOW THE FAIRTRADE MARK\*

**3 OUT OF 4**  
PEOPLE CARE ABOUT FAIRTRADE\*

**A FAIRTRADE STALL AT THE WOMEN OF THE WORLD FESTIVAL IN LONDON, WHICH HAD OVER 20,000 ATTENDEES**

**OVER 50 PARTNERS GOT INVOLVED**  
INCLUDING ALDI, ARENA FLOWERS, BEN & JERRY'S, CLIPPER, CO-OP, DIVINE, GREGGS, LIDL, OCADO, TONY'S CHOCOLONELY, WAITROSE & PARTNERS AND WHITE STUFF

**OVER 2,000**  
NEW SUPPORTERS ON OUR SOCIAL MEDIA CHANNELS

**COVERAGE DURING FAIRTRADE FORTNIGHT HAD A TOTAL REACH OF 2.7 BILLION**

**BROADCAST COVERAGE ON BBC NEWS AND ITV NEWS**

**#FAIRTRADETOGETHER**

\*Brand metric data: Kantar TNS Q1 2020

**FAIRTRADE**

## Fairtrade Fortnight 2020

All photos of Fairtrade Fortnight 2020 were taken prior to requirements for social distancing.

Fairtrade Fortnight 2020 ran from Monday 24th February until Sunday 8th March.

The Regional Fairtrade Steering Group, which comprises Fairtrade campaigners from Castle Douglas, Dumfries, Dunscore, Kirkcudbright and Wigtown along with Dumfries and Galloway Council and Loch Arthur Camphill Community, celebrated with a range of special events and activities across the region.

The 2020 campaign focused on the stories of farmers and workers within the cocoa industry and the difference which Fairtrade makes in helping them earn an income that provides a decent standard of living.

Two thirds of the labour in cocoa farming is carried out by women and the average cocoa farmer in Côte d'Ivoire and Ghana, where 60 percent of all cocoa is grown, makes less than 75p a day. This is well below the extreme poverty line of around £1.40 per day, leaving many families struggling to afford the basics: schooling for their children, medical treatment when they are ill and even access to safe water. However, by buying products with the FAIRTRADE mark, you can help farmers and workers earn a viable income and an extra premium they can invest in vital community, business and environmental projects.

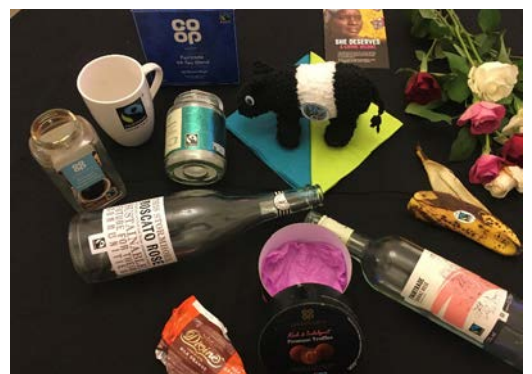
Across the region, cards with producers' stories were placed in local cafes, shops and libraries for people to read and discuss. Special activities ranged from coffee mornings to competitions and talks to tastings. Read on to find out more!

## Castle Douglas

Cafes and shops in Castle Douglas displayed posters and shared the Producers' Stories material with their customers throughout Fairtrade Fortnight. Locally, the Castle Douglas Fairtrade Group also promoted Fairtrade wine and held a Fairtrade afternoon tea.



Dougie the CD Beltie was exhausted by the end of the two weeks having enjoyed so many products available in the town!



# Looking Back: Fairtrade activities in 2020

## Dumfries

Georgetown, Lochthorn and the Ewart Customer Service Centres hosted Fairtrade displays which were enjoyed by a wide variety of visitors including local primary school pupils who popped in to learn more about Fairtrade! Furthermore, a reminiscence event was held at Georgetown Library, where customers enjoyed Fairtrade tea and coffee.

The Dumfries Fairtrade Group provided story packs to local shops and cafes who hid them in their premises for customers to find and provided samples of Fairtrade chocolate. Many also offered their customers a discount on Fairtrade chocolate!

Story packs were also used at Moat Brae and visitors to the centre were given the opportunity to enjoy Fairtrade themed storytelling sessions, chocolate tastings and a film about 'Charlie and the Chocolate Factory'.



*The display at the reminiscence event*



*Councillor John Martin with staff and customers at the reminiscence event*



*Celebrating Fairtrade at the Heathhall Friendship Club*

The Dumfries Group experienced a sad loss in April 2020 with the passing of Judith Mylne. Judith was an ardent Fairtrader (in addition to many other passions and commitments!) and a previous winner of a national award for her Fair Trade volunteering. A familiar face at many events across the region with her Traidcraft stall, she is greatly missed by all who knew her.



*Judith at the Beautiful Scotland Awards in 2019*



*Judith at the 2020 Big Brew in Dunscore*

## Dunscore - Big Brew

Dunscore Fairtrade Group held their annual Big Brew at Dunscore Church and Glenriddell Hall on Saturday 7th March 2020. As usual, those attending enjoyed browsing the many stalls selling Fairtrade products and tucking into some delicious Fairtrade food and drink!

They were joined by representatives from Bala Sport and Just Trading Scotland. John Riches gave a talk about Just Trading Scotland, a not-for-profit fair trade organisation set up to facilitate the import and distribution of fairly traded products in the UK, and Angus Coull spoke about Bala Sport's high quality FAIRTRADE sports balls which are hand or machine stitched or made with new hybrid and thermal bonding technology.



*Angus Coull with Bala Sport's FAIRTRADE sports balls*

*Dunscore's Fairtrade Goals*



*The Big Brew café and stalls*



*Duncan, Dunscore's Beltie, enjoying some Fairtrade chocolate brownies with a friend*

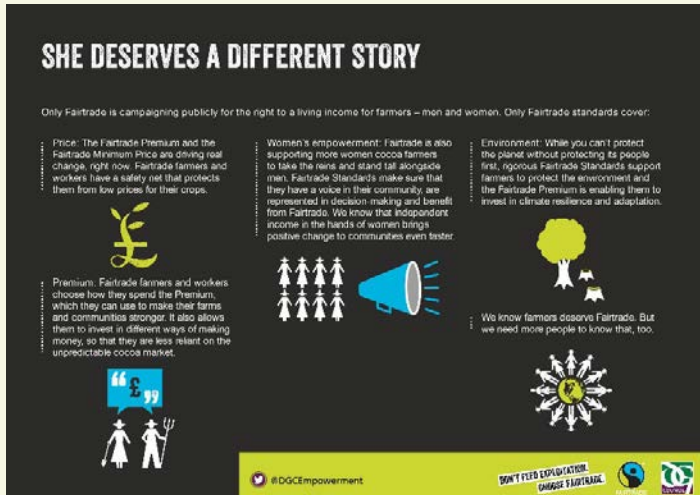


*Duncan enjoying more treats made with Fairtrade sugar!*

# Looking Back: Fairtrade activities in 2020

## Dumfries and Galloway Council

To mark Fairtrade Fortnight 2020, the Council's Community Planning and Engagement Service showed their support for Fairtrade on their new Twitter account @DGCEmpowerment. Posts, such as the one below, highlighted the positive impact of Fairtrade on farmers, workers and the environment; and the Business Management Team held a 'drop-in'; with the Communities Directorate Management Team showcasing a range of Fairtrade products.



Post @DGCEmpowerment



Fairtrade drop-in

## Kirkcudbright

**LOVE** home-made cake?  
**LOVE** a good cup of coffee?  
**LOVE** Fairtrade?

Those living in Kirkcudbright who love all those things greatly enjoyed Kirkcudbright Fairtrade Group's Leap Year Coffee Morning! Held in Kirkcudbright Parish Hall on Saturday 29th February 2020, locals and visitors were given a cup of Fairtrade coffee and the chance to purchase a wonderful array of Fairtrade food and crafts.

Moreover, as International Book Day and the inaugural Kirkcudbright Book Week fell within Fairtrade Fortnight, the Group invited people to find real-life stories about Fairtrade farmers which were hidden in shops and businesses all around Kirkcudbright. Locals had lots of fun searching for the stories, greatly helped by clues that the Group posted on their Facebook page!



Barbara Sykes of Kirkcudbright Fairtrade Group and Liz Manson and Karen Renton at the Kirkcudbright Galleries with the Producer Stories about Fairtrade farmers

## Moffat

Primary school pupils in Moffat found out that learning can be fun when they took part in a school wide competition to design a new Fairtrade chocolate product! The pupils were split into teams and had to work together to produce an original and appetising product. Eight finalists presented their product at a special assembly before an overall winner was chosen from Primary 1-3 and Primary 4-7.

# Looking Back: Fairtrade activities in 2020

## Wigtown

Fairtrade was celebrated in Wigtown Customer Service Centre at two events during Fairtrade Fortnight 2020.

Customers at a 'Pancake and a Cuppa and a Wee Taste of Reminiscence' event were treated to Fairtrade drinks and an impressive display of information about the difference Fairtrade makes in the lives of farmers and workers.



*Bertie, Wigtown's Fairtrade Beltie, and customers enjoy the Fairtrade display*

Customers also enjoyed Fairtrade drinks at a Friends of Dementia Coffee Morning, where they had fun looking through Galloway Gazettes from years gone by and chatting about the stories they found!



*A customer reading forgotten stories in an old Galloway Gazette*

## Fairtrade Producers Visit

At its meeting on 4th March 2020, the Cross-Party Group on Fair Trade, the Convener one of our South of Scotland MSPs Colin Smyth, were delighted to hear from two Fairtrade producers who were visiting Scotland for Fairtrade Fortnight. Aubrey Meki Chilenje and Ndiuzayani Zaya from Kasinthula Cane Growers' Association in Malawi described the transformative impact that their Fairtrade sugar, which is used in Divine chocolate, has had on their local community. Their Fairtrade premium was recently used to help build a new school in Malawi.



*Colin Smyth MSP, Aubrey Meki Chilenje, Gordon Lindhurst MSP, Ndiuzayani Zaya and John Mason MSP*



*Aubrey discusses his work at the Cross-Party Group on Fair Trade*

## New educational resource for children

Launching in time for Fairtrade Fortnight 2020, the Fairtrade Foundation's film '[Guardians of the Rainforest](#)' transports you to the Gola Rainforest in Sierra Leone. 14-year-old Beshey shares the story of his family, explaining how cocoa farmers are working together to protect the rainforest whilst earning a decent living through Fairtrade. Lasting only a few minutes, this short film highlights the impact of Fairtrade to children in a visual and engaging way. There's even a Home Learning Challenge with lots of fun learning ideas and activities to try after watching the film!



**SHE DESERVES  
A LIVING INCOME**

They say hard work pays off. And yet Salimata puts her heart and soul into growing cocoa for our chocolate and doesn't even earn enough to pay for the basics.

Choose Fairtrade. Only together can we make living incomes a reality for farmers like Salimata.

Co-funded by the European Union

**DON'T FEED EXPLOITATION.  
CHOOSE FAIRTRADE.**

FAIRTRADE

## Fairtrade draws attention to the gender pay gap in chocolate

To mark its She Deserves a Living Income campaign in 2020 and to better understand who grows our cocoa, The Fairtrade Foundation commissioned new research into women farmers, who make up two thirds of the labour force. The report, **'The Invisible Women Behind our Chocolate'**, highlights how large numbers of women farmers face an even worse situation than their male counterparts, especially those groups who are completely 'invisible' to market, research, and policy actors.

Louisa Cox, Director of Impact at the Fairtrade Foundation said, *"With only ten years left, the ambitious goals and targets to end poverty, support small-scale farmers and decent work for all enshrined in the Sustainable Development Goals will not be met unless urgent action is taken to support these invisible women. It's high time we stood side by side with these invisible women and call time on the gender pay gap in chocolate."*

The report outlines the positive developments towards achieving living incomes in cocoa, including the growing momentum for change in the chocolate world and Fairtrade's interventions on the ground including Fairtrade's West Africa Cocoa Programme and its Women's School of Leadership which aims to empower women and increase women's leadership in Fairtrade co-operatives.

Source: Fairtrade Foundation

## Castle Douglas Fairtrade Town 10 Year Anniversary

On 1 July 2020 Castle Douglas celebrated 10 years since it first achieved Fairtrade Town status!







## Fairtrade's not just about chocolate – be Kool at School!

Since the FAIRTRADE Mark was established over 25 years ago, we've seen a huge difference in the way that Fairtrade is promoted and a rise in the number of Fairtrade products which are available to buy in shops across Dumfries and Galloway and beyond.

In the early days of the FAIRTRADE Mark we associated Fairtrade with chocolate, coffee and bananas and local campaigns across the region involved holding coffee mornings and making banana smoothies on the smoothie bike. However, today the positive difference that Fairtrade makes in the lives of farmers and workers reaches a much larger audience through our online campaigning.

Consumers can now buy many more Fairtrade products including fruit juice, wine, cotton pads, soap, flowers, rubber gloves and now, school uniforms!

A pioneering company Koolkools has a new factory outside Bangalore which is high in energy self-sufficiency, using solar power and pioneering water re-usage techniques. All the polyester in the Koolkools Fairtrade core range garments is recycled from resource waste – plastic bottles etc. The uniform range covers all that pupils need and has the added option of an embroidered school crest and motto. It's therefore no wonder that some of our local schools are looking into this!

## Local people supported to StayHomeLiveFair

The Kirkcudbright Fairtrade Group has always depended on activities such as stalls, coffee mornings, school talks and local Fairs to raise monies for and awareness of Fairtrade, so Covid-19 restrictions had a major impact on us. Like many, we now rely on Zoom for meetings, and have continued with Facebook posts to highlight various campaigns. We've also taken part in 'remote' events, such as those organised by the Cross-Party Group in the Scottish Parliament and the Scottish Fair Trade Forum.



However, several of our members have also been quite creative: using local church networks, Mary continued to sell Fairtrade foods which were delivered to or picked up by clients under tight Covid-19 protocols, and through our Facebook posts, regular emails, and delivery of catalogues, Katherine managed to run an online shop selling a huge array of gifts and other items. This included a Virtual Open House event, which was kindly hosted by Matt Oliver of Traidcraft, who gave the low-down on how Fairtrade producers, farmers and Traidcraft are themselves coping with Covid-19.

By the end of 2020, Mary and Katherine had sold well over £4,000 of Fairtrade products! The Group congratulates them on their hard work, and we are all looking forward to re-commencing our usual Fairtrade activities sometime in the coming year.



Katherine took photos of her stock to post on Facebook and to share on email and deliver as paper copies.

## Contact us

For further information about Fairtrade, or to get involved in the work in your local area, please find contact details for the local Fairtrade Groups below.

### Castle Douglas Fairtrade Group

 packpony@btinternet.com

 [www.facebook.com/CastleDouglasFairtradeTown](http://www.facebook.com/CastleDouglasFairtradeTown)

### Dumfries Fairtrade Group

 dumfriesfairtrade@yahoo.co.uk

 [www.facebook.com/DumfriesFairtrade](http://www.facebook.com/DumfriesFairtrade)

 [www.twitter.com/FairDumfries](http://www.twitter.com/FairDumfries)

 [www.dumfriesfairtrade.org.uk](http://www.dumfriesfairtrade.org.uk)

### Dunscore Fairtrade Group

 auchenage@gmail.com


 'Dunscore Fairtrade Group'

 [www.twitter.com/fairdunscore](http://www.twitter.com/fairdunscore)


 [www.dunscore.org.uk/local-fairtrade-supporters/](http://www.dunscore.org.uk/local-fairtrade-supporters/)

### Kirkcudbright Fairtrade Group

 kathmnaylor@yahoo.co.uk

 <http://www.facebook.com/Kirkcudbright-Fairtrade-Group-788300664631364>

### Fairtrade in Dumfries and Galloway Facebook page

 Look up 'Dumfries and Galloway Fairtrade'

### Dumfries and Galloway Council

Rhona Macgregor  
Community Learning and Development Worker

 [Rhona.Macgregor@dumgal.gov.uk](mailto:Rhona.Macgregor@dumgal.gov.uk)

 [www.facebook.com/DumfriesGallowayCouncil](http://www.facebook.com/DumfriesGallowayCouncil)

 [www.twitter.com/dgouncil](http://www.twitter.com/dgouncil)

 [www.dumgal.gov.uk](http://www.dumgal.gov.uk)

### Links

#### Fairtrade Foundation

 [mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)

 [www.facebook.com/FairtradeFoundation](http://www.facebook.com/FairtradeFoundation)

 [www.twitter.com/FairtradeUK](http://www.twitter.com/FairtradeUK)

 [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

#### Scottish Fair Trade Forum

 [info@sftf.org.uk](mailto:info@sftf.org.uk)

 [www.facebook.com/FairTradeNation](http://www.facebook.com/FairTradeNation)

 [www.twitter.com/FairTradeNation](http://www.twitter.com/FairTradeNation)

 [www.scottishfairtradeforum.org.uk](http://www.scottishfairtradeforum.org.uk)

 @DGCEmpowerment

The Community Planning and Engagement Service Twitter account promotes and follows local Fairtrade Groups and a range of Fairtrade organisations.

**THIS FAIRTRADE FORTNIGHT...**

**It's time to choose the world you want.**

You're invited to our online event!

**FAIRTRADE FORTNIGHT  
22 FEBRUARY – 7 MARCH**

