

Ludlow Fairtrade Town Group

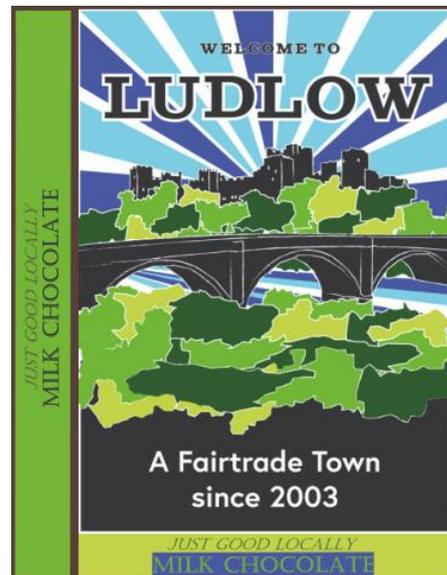
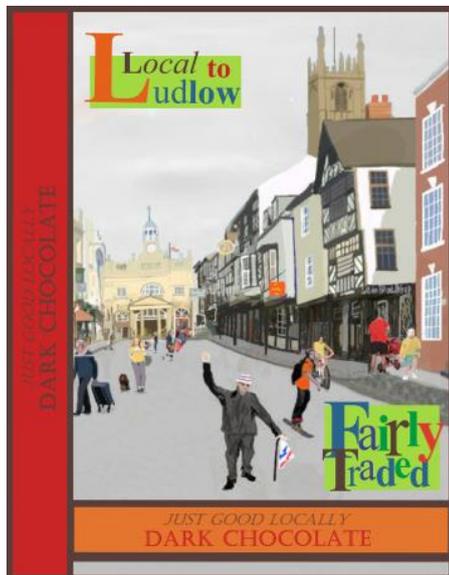
Newsletter June 2018

Celebrating 15 years as a Fairtrade Town

This year marks the anniversary of 15 years as a Fairtrade Town and you will be pleased to know that our Fairtrade Town status has been renewed until 2019.

Business group The main success of the business group this year has been the launch of the 'Just Good Locally' chocolate range. This now consists of a range of chocolate bars and buttons and a new 'healthy chocolate' product is in development.

The current edition of our chocolate is being sold in aid of the Fairtrade Town Group. It would be great if you could support us by buying it! You will find it in the Ludlow Food Centre, the Broad Bean and La jewellery. The labels look like this:



HOW YOU CAN HELP You could help by ordering some at wholesale prices to sell through your organisation. If you'd like to do so, please get in touch with me, on jenny.m.hume@gmail.com.

Traidcraft Through Liz Taylor's leadership, we have continued to maintain the permanent outlet in the Ludlow Mascall Centre; the outlet in Wesley's; the Christmas and Spring Fairs and the regular market stall.

HOW YOU CAN HELP you can help by volunteering to help with any of these activities. If you'd like to do so, please contact Liz Taylor on lizinludlow@gmail.com.

Schools we held our first Fairtrade Study Day for schools in February. This was very successful and is an event that we will certainly be repeating. We also used a grant from

Ludlow 21 to purchase fairtrade footballs which we donated to schools to encourage them to purchase them themselves.

Council The council have formally renewed their commitment to fairtrade and re-appointed Councillor Di Lyle as their representative on the Fairtrade Town Group. We are currently in liaison with them about replacing the existing signs at the entrances to the town with ones that show our designation as a Fairtrade Town. The sign has been designed by local artist, Zoe Cookson.

Churches The Methodist Church have continued to support fairtrade through Wesley's café and their Traidcraft outlet. They also hosted the Schools Study Day free of charge and held their own Fairtrade service during fairtrade fortnight. They are having another fairtrade event led by Cynthia Prior on **Thursday 12th July at 12.30**, to which you are warmly invited. Cynthia will be talking about her recent trip with Traidcraft to India and Sri Lanka.

HOW YOU CAN HELP I have attached a poster advertising this event – if you are able to print it off and display it somewhere, this would be much appreciated!

St Laurence's have continued to have their small supply of Traidcraft goods available and have hosted stalls at the Medieval Christmas Fair and for Fairtrade Fortnight.

St John's church has gained fairtrade status.

College We have established a new link with Ludlow College Business Studies department this year. College students produced placemats celebrating our fifteen years as a fairtrade town and distributed these to cafes.

Awareness and action in response to national issues: members of the Fairtrade Steering Group attend National and Regional conferences and events in order to keep in touch with current issues.

Brexit We have met recently with our MP, Philip Dunne, to raise issues in relation to the fairtrade implications of Brexit. This is the subject of ongoing correspondence.

Sainsbury's We have maintained links with the national campaign to persuade Sainsburys to continue to stock fairtrade tea.

Ludlow Food Festival I am sure you will be interested to know that there will be a Fairtrade presence at the Ludlow Food Festival this year. Barbara Gwinnet (Chair of the National Campaigner Committee of the Fairtrade Foundation) will be giving a talk as part of the 'speaker' programme on the Sunday 9th September and our chocolate range will be on sale. Look out for these in your Festival programme and do come along to lend your support!

HOW YOU CAN HELP We need volunteers to help man the chocolate stall at the Food Festival on Sunday 9th September. If you'd like to do this, please get in touch with me on jenny.m.hume@gmail.com. We anticipate that this event will be a lot of fun!

Campaigning. We have campaigned about Brexit and fairtrade, getting a large number of people to fill in cards and send them to our MP.

The current campaign that we are involved with is the Traidcraft Tea Campaign which challenges people to ask major tea producers 'Who picks my tea?'. This is highlighting a high level of exploitation among tea pickers, particularly in Assam. To find out more about the campaign, please contact us or go to www.traidcraft.org.uk/tea-campaign

HOW YOU CAN HELP In addition to signing this campaign yourself, it would be helpful if you could encourage others to do so. If you are a member of an organisation through which you could encourage this, please get in touch with Liz using lizinludlow@gmail.com to find out more.

All in all, it has been a busy and successful year and I am very grateful to everyone for their contribution to this.

Forthcoming event In September, the steering group are organising an event for community leaders in the town to discuss how they and the organisation they represent can make our status as a Fairtrade Town even more meaningful. The focus will be on demonstrating the connection between supporting local producers and supporting fairtrade producers and how this in fact forms all part and parcel of the same thinking.

HOW YOU CAN HELP This event is to take the form of a tea party, featuring fairtrade and local ingredients. If you are able to bake something for us to serve at this event, please contact me on jenny.m.hume@gmail.com.

In line with recent requirements, we have renewed our data protection policy – please let me know if you wish to view this.

If you wish to opt out of the mailing list, please contact me and I will remove your name.

Jenny Hume

Chair – Ludlow Fairtrade Town Group