

## RICHMOND FAIRTRADE NETWORK

We are volunteers who work with Richmond Council to promote the use of Fairtrade certified products in our borough. We welcome anyone to join us who lives, works or studies in the Borough of Richmond upon Thames.

### HOW CAN YOU HELP?

- Look for the Fairtrade Mark on a large range of goods and buy more of them.
- Ask for Fairtrade goods if you don't see them on the shelf.
- Encourage Fairtrade beverages and snacks at work.
- Encourage your school to learn about Fairtrade.
- Share Fairtrade with your friends and family and buy Fairtrade gifts.
- Encourage your community or faith organisation to use Fairtrade products and promote the cause.
- Join the Richmond Fairtrade Network.

Please get in touch via [enquiries@richmondfairtrade.org.uk](mailto:enquiries@richmondfairtrade.org.uk)

- to help us promote Fairtrade
- to give updates to this Guide
- to ask any questions

## RICHMOND FAIRTRADE GUIDE



Look for products with this Mark

RICHMOND UPON THAMES IS PROUD TO BE  
A FAIRTRADE BOROUGH

Thanks to the individuals, schools, businesses  
and organisations that use and sell Fairtrade products

HELP US TO PROMOTE FAIRTRADE PRODUCTS

[www.richmond.gov.uk/fairtrade](http://www.richmond.gov.uk/fairtrade)

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## FAIRTRADE EXPLAINED

Fairtrade is a people's movement that aims to pay farmers in poor countries a fair price for their produce. Its success proves it is possible to put social and environmental considerations first, yet still succeed commercially.

Globally, 1.5 million farmers benefit, enhancing the lives of at least 8 million people.

Keep an eye out for the Fairtrade Mark and make these your products of choice. It guarantees...

- **PRICE** A fair and stable price that covers producers' costs
- **PREMIUM** Extra income for producers to invest in their communities
- **POWER** A stronger position for small producers in world markets
- **PARTNERSHIP** A closer link between consumers and producers
- **PLANET** Greater respect for the environment

THE FAIRTRADE FOUNDATION LICENCES USE OF THE FAIRTRADE MARK ON PRODUCTS IN THE UK IN ACCORDANCE WITH INTERNATIONALLY AGREED FAIRTRADE STANDARDS.

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

## RICHMOND: A FAIRTRADE BOROUGH

What it means to be a Fairtrade borough:

- The Council has passed a Resolution supporting Fairtrade, and undertakes to serve Fairtrade coffee and tea at meetings and functions.
- A range of Fairtrade products is readily available in shops, cafés and restaurants (see map overleaf).  
*To be included, a retail outlet must stock at least four Fairtrade product ranges and a catering outlet must serve at least two Fairtrade products.*
- Fairtrade products are used by a number of local work places (offices, hospitals, etc) and community groups (schools, faith groups, etc).
- A local Fairtrade steering group promotes Fairtrade.

But it doesn't stop there. The borough needs...

- more traders to sell more products
- more workplaces using Fairtrade products
- more schools to become Fairtrade schools