



FAIR MAIL

...a southern perspective...

Volume 2, Issue 1

March 2010

Special points of interest:

- Become a volunteer for Fairtrade in South Africa!
- Bergendal travels to Holland
- FT TSA receives Best Sustainable Tourism Investment Award from Ai

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Fairtrade in 2010

2010 has dawned and the Fair Trade House is abuzz with exciting plans. Starting in May we will actively start promoting the Fairtrade label amongst South African consumers. The first of eight Fairtrade promotion events will take place at the Good Food & Wine Show in Cape Town where we will participate with six Fairtrade wine producers. Each producer will promote two of their Fairtrade wines which will be included in a 4 month Fairtrade wine promotion campaign at Ultra Liquors starting in June. Other events where we aim to participate and promote Fairtrade are the Natural and Organic Expo in Johannesburg (August), the Soweto Wine Show



(September) and the iTownship Wine Festival (October).

I also would like to take this opportunity to invite you to a Fair Trade Network meeting that will take place in Cape Town on 22 April. The keynote speaker will be Harriet Lamb who is the Executive Director the Fairtrade Foundation in the UK; the most successful Fairtrade market. If you would like to attend and enjoy Fairtrade wine, coffee and tea please contact info@fairtrade.org.za.

Lastly, congratulations to Noel Oettle who was appointed a FLO Board member in December. Noel represents African products for the AFN and we wish him all the best.

Boudewijn Goossens



Donate your time to Fairtrade!

Offering one's valued time, skills and energy free of charge to a cause is an act of kindness that has and continues to sustain the activities of many organisations around the world. It is through the support of volunteers that a lot of these organisations are able to achieve their visions and goals. Since the establishment of Fairtrade Label South Africa in 2008, we have grown enormously. This year we are expanding further and will be running a host of campaigns and events that require more resources, dedication and capacity. We have therefore embarked on building a solid volunteer network.

Kicking off in February, we now already have over 40 volunteers in 5 major cities across the country, where we will be using their skills throughout the World Cup to help us promote Fairtrade labelled wine. It's thanks to these individuals who have chosen to "be part of the change" that we are able to achieve our objective of promoting the Fairtrade Label in South Africa. We are excited to welcome the volunteers on our team and are looking forward to working with them. If you are interested in volunteering please contact me for more information volunteer@fairtrade.org.za

Aandeelhouer van Werknemerstrust besoek Holland



Liezl Jantjies joined Fair Trade Original in celebrating their 50th Anniversary in Holland

Fair Trade Original het vir Liezl Jantjies, van Bergendal, genooi om 'n week in Junie deel te neem aan hul 50^{ste} bestaansjaar feesvieringe in Holland. Fair Trade Original ondersteun reeds sedert 1998 ons gemeenskap deur befondsing aan die GOV vir Gemeenskaps Opleidings Beampte-opleiding en verskeie ander kursusse. Bergendal is 'n leweransier van wyndruiwe en Rooibostee aan Fair Trade

Original. Deel van Liezl se besoek was om 'n voorlegging in Belgie te doen oor ons produkte en aktiwiteite in ons gemeenskap. Fair Trade Original betaal 'n premie aan die werkers vir die verbetering van lewenskwaliteit en die gemeenskap is baie opgewonde oor die geleentheid wat Fair Trade bied.

Ingedien deur Ronel van Zyl (Bergendal Boerdery)

New licensees

Congratulations to [Stellar Organics](#) and [Riebeek Cellars](#) who have recently become Fairtrade Licensees!

A step closer to the environment

We are happy to announce our first step towards the management and reduction of our carbon footprint. The emissions of the Fair Trade House (FTSA, FLSA, SAFN), namely electricity consumption, waste, commuting and business travel, were assessed by Climate Africa for the period from September 2008 to 2009. As supporters and developers of the Fair Trade Movement in

South Africa, we realise how the environment is a key ingredient to the success of sustainable development. Climate change is one of the leading challenges of our age and has already been shown to increase the risk of drought, flooding and extreme weather patterns, which are affecting many farmers and workers especially in the more

vulnerable regions of the South. In recognition of this we have just completed Level 1 of the Climate Standard GHG Assessment, therefore measured our greenhouse gas emissions with the objective to eventually implement a long-term strategy for offsetting.



Linking farmers to markets: the AFN's plan for 2010

The African Fairtrade Network is a continental network of Fairtrade certified producers. The network has representation in East, West and Southern Africa (The North African Network will be launched in the course of 2010) with a shared vision for growing the capacities of producer organisations, facilitating regional trade and representing FLO producers on standards issues.

One of the AFN's key areas of strategic focus for 2010 is to see increased market opportunities for producer organisations in Africa.

In February the AFN spon-

sored four small producer organisations to attend the annual Biofach trade fair in Germany, which was an opportunity to network with buyers and show a consolidated force of FLO certified African producers.

To further assist this strategy the AFN has received support from the Fairtrade Foundation through the short term secondment of Hannah Harris. Over six months Hannah will be exploring ideas to link producers with Labelling Initiatives and other market opportunities. One way of facilitating

this is through a website with a market linkage function.

The site is currently under development and will be live by the end of July.

The AFN would welcome any suggestions producers or interested parties may have in either growing producer's capacity to export or reducing the gap between producers and markets.

Any suggestions can be directed to hannah.harris@fairtrade.org.uk.



FAIRTRADE

Save the Date! Announcements

21 March: Join the Fair Trade House in running/walking a mile or more at the [Sport Relief Mile](#). See our [website](#) for more info.

8 May: FTSA in collaboration with other Fair Trade Organisations will once again be organizing [World Fair Trade Day](#) in Cape Town.

14-16 May: Come out and see us at the Good Food & Wine Show at the CTICC.

23-28 May: COFTA Conference in Swaziland. Register now! info@cofta.org

22 April: Join us for our next Network Cocktail. Keynote speaker: Harriet Lamb, Executive Director for [Fairtrade Foundation](#), UK. Look out for your e-invitation!



The Cooperation for Fair Trade in Africa has appointed a Liaison Officer for South Africa. Anneleen de Keukelare will be responsible for establishing the COFTA network in SA as well as organizing the SFTMS pilot project in South Africa. Contact her on southafrica@cofta.org or +27 (0) 71 1334 998

Congratulations to FTF on attracting 2 new major Licensees:

Ben & Jerry's has just declared their movement towards a global Fairtrade product range.

Green & Blacks has also changed to a global Fairtrade range!

Fair Trade South Africa is now a member of COFTA & WFTO!

Get Fair!

Fairtrade Label South Africa now has a volunteer program (see article on front page). For more information contact Taryn on volunteer@fairtrade.org.za

Get [Certified!](#)

Join [Fair Trade in Africa!](#)

Become a [Fair Trade Organisation!](#)

Become a Licensee in SA. Contact Arianna at arianna@fairtrade.org.za

Buy Fairtrade products!



Become a fan of Fair Trade South Africa on [Facebook!](#)



Our strategic objectives:

1. To support and strengthen the fair trade movement in South Africa;
2. To facilitate access to national and international markets for fair trade producers;
3. To assist initiatives that support fair trade producers.

What we do:

- ~ promote fair trade amongst all stakeholders;
- ~ organize and participate in relevant events;
- ~ establish strategic partnerships;
- ~ provide information to and strategically connecting different stakeholders and
- ~ advocate for fair trade

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