

# Campaign Update: November 2011

## Fair Trade: What a difference!



### Non Fair trade Coffee

The producer gets a percentage of the market share of the sale, whatever the world wide price is. No protection against price fluctuations

The lowest amount paid to the producer has been quoted as 2p for a £1.80 cup of coffee

The proportion of selling price that goes back to producers from a typical non-Fairtrade coffee is only about 5-7%.

No premium from the sale is given for community projects

### Fair trade Coffee



The price that a producer receives for their goods is set by the Fairtrade Foundation in accordance with the region in which the producer operates, so that they are affected as little as possible by fluctuations on the global market

Traidcraft sells its own label instant coffee and the proportion of the final selling price that goes to developing world producers is about 40%.

Traidcraft also sells Cafédirect coffee (for example 100g jar) and the proportion here is around 17.5%, because the processing takes place in Europe.

Producers also receive the Fairtrade premium which is a fund for community based projects. This has been used for things like hospital and school buildings and is continually monitored by the Fairtrade Foundation to ensure no corruption.

**Soppexcca, is a Fairtrade coffee farming cooperative in Nicaragua. Soppexcca was begun 14 years ago in response to Nicaragua's 'Coffee Crisis' which saw coffee prices – and as a result farmer's incomes – fall dramatically. Since then Soppexcca has improved the lives of countless communities around the Jinotega region of Nicaragua. The Fairtrade premium has been used in these isolated communities to build schools and health centres, and set up youth clubs for young people.**

## Cambodia Floods: Christian Aid sends £50,000



Christian Aid is sending £50,000 to partners in Cambodia to help them respond to the worst seasonal flooding along the Mekong River for more than a decade. It is now feared more than 240 people have been killed, one and a half million people affected, and 90,000 families displaced from their homes.

Nearly three-quarters of the country is thought to have been affected, and it's the poorest who have been hardest hit. Communities in rural areas are worst affected with roads and bridges damaged. Some places are only accessible by boat. Usually safe places on high ground, such as schools and pagodas, have also been flooded.

Christian Aid partners are working to distribute food packs including rice, cooking oil, salt and fish. Additional items such as plastic sheeting and mosquito nets are also being distributed.



## Drop the debt in Pakistan

Pakistan, affected by terrible floods, now has an additional burden to bear-repaying loans. Built up over periods of undemocratic governments and when the West saw them as a good target for soft loans, they now amount to *\$49billion*. To help them deal with their crisis (where 60% live below the poverty line) the World Bank has now offered them £3billion-in loans!

Jubilee Debt is campaigning to reduce the burden of debt and I have written to Mike Penning asking him to urge Andrew Mitchell, the International Development Secretary, to intervene

**And finally: Still searching for that present that will express your deepest love and devotion! Look no more:**



*Present Aid!*

*Give a turkey, goat, school equipment etc for Christmas to the one you love (or even just like!). The gift is sent in your name to a community in the developing world and a card is sent to the one you love with the details*

*Leaflets available in all churches*

## Dates for your diary

- 21<sup>st</sup> November: Cinnamon Lounge: Charity Indian meal. All proceeds to Christian Aid. Tickets from Church Reps or the restaurant. *Come and eat away at poverty*

- Carol Singing for Christian Aid: 17<sup>th</sup> December, 10.30 Sainsbury's Apsley, 24<sup>th</sup> December 10.00am KL High Street.
- And coming back: March 3<sup>rd</sup> 2012: The famous Christian Aid Quiz! Once again at the Kings Langley Services Club. More details to follow-but get your teams together!