

What more can we do?

- Make Fairtrade your habit
- Always buy Fairtrade where there is the choice
- Ask for Fairtrade where it is not yet available
- Encourage your workplace, school or community organisation to use Fairtrade
- Let us know if you use, sell or promote Fairtrade so we can add you to our website directory



Where can you buy Fairtrade in Frome?

LOOK AT OUR WEBSITE:
www.fairtradefrome.org.uk



Tipping the balance:

Now that Fairtrade is so widely known, our next goal is to encourage people always to buy the Fairtrade option, so that more than 50% of all products purchased are Fairtrade. For example, at present only 10% of all the 165 million cups of tea drunk each day in Britain are Fairtrade.

WE CAN CHANGE THIS NOW!

www.fairtradefrome.org.uk



Fairtrade products

Did you know you can now buy

More than 4,500 Fairtrade products including:

- Fairtrade Footballs
 - Fairtrade Wine
 - Fairtrade Flowers
 - Fairtrade Clothing
- Etc., etc., etc.

Many main brand chocolate manufacturers are now going Fairtrade

Since becoming a Fairtrade town, we have always promoted the dual view: – if at all possible, buy local produce, if not, buy Fairtrade.

www.fairtradefrome.org.uk



**Fairtrade
Frome**



Frome: A Fairtrade Town

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What is Fairtrade?

Fairtrade is about alleviating poverty in many developing countries in Africa, Asia and Latin America.



Fairtrade also enables us to make the link between us, as consumers, and producers in the developing world.



Sher Gazi - the fruit farmer from Pakistan who visited St John's School students in Frome

Why is Fairtrade important:

- It guarantees a fair and stable price for their products
- It guarantees fair wages for agricultural workers
- It guarantees a social premium for their communities to spend on health, education and community projects
- It guarantees minimum health, safety and environmental standards
- It guarantees long term contracts for security
- It guarantees closer links between producers and us, the buyers, so that we all gain greater economic understanding

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How did Frome become a Fairtrade town?

Frome became a Fairtrade town in March 2003 – the 11th in the country; there are now more than 450.

Frome is a town with a powerful social conscience. Fairtrade offers the possibility for ordinary people here to do something positive to tackle world poverty and injustice by buying tea, coffee, bananas, rice, footballs, wine and thousands of other products.

To become a Fairtrade town, we met the following 5 goals

- The Town Council gives support and commitment to Fairtrade
- Fairtrade products are available in local shops and cafes
- Local businesses & community organisations use Fairtrade products
- Local media report and publicise Fairtrade activities
- A Fairtrade steering group monitors progress of Fairtrade in Frome as well as supporting an education programme with local young people



Frome Town Council



- Since 2003 Frome Town Council has actively supported Fairtrade
- Successive Mayors and Councillors attend Fairtrade Events and Fairtrade meetings

- The Council stipulates that Fairtrade refreshments are supplied at all public events, eg, Frome Festival, Christmas Spectacular and at all Council Meetings
- Frome Town Council supports Fairtrade Fortnight in Frome and awarded grants for the Frome Fairtrade Directory in 2006 and 2008
- The Council promoted the use of the Fairtrade logo on the Town's signs

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Fairtrade Frome would like to thank all supporters, suppliers, purchasers and users of Fairtrade in Frome. We always welcome new members and details of new places where Fairtrade is available. Contact us via our website for inclusion in our online directory...



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