

The Extra Mile Magazine

Dairy project delivers

High Street opportunity

Raw materials campaign



TRAIDCRAFT
Fighting poverty through trade

Welcome to the Spring 2011 edition:

Farmers and traders in Kenya's vibrant dairy sector are looking to a more confident future, while High Street and university links are creating new opportunities for more producers in Kenya, Chile and Peru. At home and abroad, lives and expectations are flourishing – but what might that mean? Traidcraft Policy Director Paul Spray explores some ideas behind our vision.

Lessons online

If you have contact with any local schools, make sure they know about Traidcraft's new website especially for schools!

The site hosts more than 100 new, curriculum-linked lesson plans on Fairtrade across a range of subject areas, plus assemblies, activities and games.

It also has loads of information on getting Fairtrade into school, be it for the staff room, snack stalls, special events or to sell to parents,

as well as advice for schools going for Fairtrade status.

See www.traidcraftschools.co.uk



Cover story: Life is looking better for Kenya's dairy farmers and milk traders, like Henry Too, thanks to the success of Traidcraft's work in the dairy sector. Find out more on pages 4 and 5. Photo: Richard Else.



Bar takes to the web

Love our Geobars? Then check out www.lovegeobar.com

Under the banner: Change the world – one bite at a time, our lively, new website has information about producers and the product, puzzles, games and quizzes for younger consumers, and regular updates on new developments.

"With annual sales of 20 million, Geobar is our most widely recognised and bestselling product," said Traidcraft Marketing Director Larry Bush.

"It was a natural progression to develop a dedicated website, where consumers can engage with such a popular product."

Come up with a name for our Geobar "family" and you could win a year's supply of Geobars. See www.lovegeobar.com for more details.

Co-op deal bears fruit for Apicoop

Fresh Fairtrade blueberries from Chilean producer group Apicoop have gone on sale in 600 Co-op stores around the UK.

The move is a direct result of Apicoop's decision, four years ago, to diversify into fruit growing to reduce the dependence of the 600-member co-operative on their traditional exports of honey.

Helped by a grant from Traidcraft and a loan from Shared Interest, the world's only 100 per cent fair trade lender, Apicoop was able to plant 56,000 blueberry bushes.

Eighteen months later, the first crop was bought by Traidcraft and dried blueberries from Apicoop have been used exclusively in our products ever since.

"This latest deal is a major development for Apicoop and is the start of what we hope will be a good and productive link between them and the Co-op here in the UK," said Traidcraft Director of Sourcing Joe Osman.

The deal has special



significance for the seasonal workers, mostly women, who pick the fruit.

Not only are they paid above the local rate but Apicoop is using the Fairtrade premium from the sale to provide nursery care for their children and a catering area supplying them with free lunches.

"What is so good about what Apicoop is doing is that the main beneficiaries are temporary workers. It really demonstrates that fair trade can improve the lives of even those on the very fringes," added Joe Osman.

Honey provides the theme for our Big Brew resources this year. More than 1,000 packs have been sent out to churches, schools and workplaces for events large and small around the UK.

"Holding a Big Brew is an easy and fun way for people to support Traidcraft's vital work," said Public Fundraising Manager Jo Wallis.

Apicoop general manager Chino Henriquez with Juan and Marina Inostroza, who have been growing blueberry bushes for Apicoop.

Photo: Richard Else.

Apicoop General Manager Chino Henriquez was the guest at a number of joint Co-op and Traidcraft supporters events in Fairtrade Fortnight as well as featuring in the Co-op's latest Fairtrade information leaflet.

Look out for Apicoop's fresh blueberries in your local Co-op!





Dairy project delivers the cream

Words:
Peter Collins

Photos:
Richard Else



Three years ago Augustino Muchira Reithi struggled to sell 20 litres of milk a day and his milk bar, in Embu, Kenya, was on the point of closure.

Today, he sells 300 litres daily, and his thriving milk-trading business provides a market and a reliable income for up to 80 small-scale dairy farmers who supply him.

Reithi and the farmers are among more than 4,000 small-scale traders in Kenya's dairy sector whose lives and prospects have been transformed by a project labelled "a resounding success" in an independent evaluation.

Funded by the UK Department for International Development and run as a partnership between Traidcraft and SITE Enterprise Promotion, a Kenyan development organization, the project set out to help small-scale "raw" (unprocessed) milk traders who supply up to 80 per cent of the milk in and around the country's urban areas.

Excluded by the old Dairy Industry Act, these informal traders were vulnerable to harassment by officials and exploitation by more powerful players in the dairy sector.

Now, 10 regional dairy trader associations (DTAs) have been formed leading, in an unexpected development, to the creation of a national association which is helping to shape Kenya's new dairy policies.

With an original target of recruiting 2,500 members, by the time of the evaluation last year, the DTAs had 4,200 members with that figure set to grow still further on the strength of what the report describes as "a major and notable achievement."

The report says: "The project has been successful in establishing structures in the raw milk sector which have changed power relations at the local level in favour of the poor, small-scale milk traders and producers.

"The national livestock and



The project means more security and greater influence for milk traders like Maru Geoffrey (left) and milk bar owners Nancy Wanjiru and her husband James Muiruri (above).

draft dairy industry policies now recognize the role played by the informal milk traders." The evaluation identifies further achievements which include:

- improved quality of milk traded by members,
- increased incomes allowing members to invest more in their businesses,
- improved access to affordable quality milk for poorer families,
- greater representation for women.

The project has also increased trust between the traders and dairy farmers and improved relations with other players such as milk transporters, mobile traders and milk bar operators, like Reithi.

"I have bought a *shamba* (smallholding), a car and one cow – with no loan," he says, with obvious satisfaction. Little wonder that he decided to call his milk bar "Victorious".

"Where previously these traders risked having their milk confiscated or poured away, they can now see a real future in the milk trade business," said Traidcraft's Head of Africa Programmes Rob Donnelly.

"By improving their businesses and increasing their skills, the project has given marginalised and victimised players, greater confidence, improved status and a respected voice in the structures and policies of their industry. By any standard, that is a great success."

Achievements like this are only possible with your continuing support. Thank you.

Packing plan opens door for tea growers



Above: Johana Murage and wife Tabitha picking tea at Iriaini.
Right: Tea being "withered."

Words:
Peter Collins

Photos:
Richard Else

High street retailer Marks and Spencer is setting up a project which could put tea from Iriaini, in Kenya, on sale in hundreds of its stores.



At present, Iriaini tea – used in several Traidcraft blends – is sold locally or through auction or direct sales to tea buyers for blending and packaging in the UK.

Marks and Spencer has proposed a pilot scheme to put the tea into teabags made at Iriaini's own factory, increasing the benefit to the small-scale farmers who supply it. The tea would be picked and packed within 48 hours, ready for shipping to the UK.

"Creating teabags on the scale required would be a significant development for Iriaini's business," said Traidcraft's Head of Africa Programmes Rob Donnelly. "However, the investment needed is way beyond their resources, so it will only be possible with the help of M&S."

Over the past two years Traidcraft has worked with Iriaini to improve the incomes of the tea growers through training in beekeeping, fruit growing and rabbit rearing. As a result, the tea factory management has asked Traidcraft to partner them in the M&S project.

"It presents a whole new set of challenges and logistical problems," said Rob Donnelly. "Our role will be to help Iriaini develop so they can deal confidently with a major UK retailer."



"If this project is successful then it opens the way for other retailers to follow suit, widening the opportunity for more growers," said Rob Donnelly.



Lend us your voice

Traidcraft speakers play a vital role in encouraging more support for fair trade.
Photo: Terry Attwater.

Spreading the fair trade message is a vital aspect of what Traidcraft is about but we can't do it on our own. That's why the Traidcraft Speaker Network is so important to sharing the message about the positive impact of fair trade.

Our network of 500 volunteer speakers give talks to community groups, churches and schools across the UK, all keen to know more about fair trade and the work of Traidcraft.

To help us meet the demand for the hundreds of requests we get every year, we need to recruit more volunteers to the Speaker Network.

We are particularly keen to hear from people who are happy to visit schools, as they

make up the largest number of requests.

There's no commitment to the number of talks our volunteers do, so they can easily fit around people's lifestyles and other commitments.

Christopher Luke, Traidcraft's Online and Speaker Network Manager, said: "If you're passionate about fair trade and want to help people understand how Traidcraft fights poverty through trade, then becoming a volunteer speaker is the ideal way to do this."

For more information about joining the Speaker Network and for details about the resources we can equip you with, visit www.traidcraft.co.uk/becomeaspeaker or call Christopher for an informal chat on 0191 497 6463.



Tours lead to wider horizons

Words:

Peter Collins

Photos:

Steve Lineham: David Knox



Travel not only broadens the mind – it also deepens commitment, if the experience of some of our recent Meet The People tourists is anything to go by.

Pam and Steve Lineham have been members at Maidstone Road Baptist Church in Walton, Felixstowe, for around 20 years and were fairly regular mail order customers.

“Like a lot of people, I suppose, we didn’t really know much about Traidcraft, other than seeing the catalogue from time to time,” said Pam.

That changed when they went on a Meet The People Tour to Peru, last autumn.

“It was just an amazing experience,” said Pam. “Meeting the producers, seeing the impact on their communities and the difference fair trade is making was a revelation.”

For Pam, who teaches English as a foreign language, and Steve, a BT project manager, the experience was so inspiring they decided they would become Fair Traders in their church.

“We have always felt we had a responsibility to support the poor but, like many people, we have only a limited amount of money to give so this felt like an easy and practical way for us to do something,” said Pam.

“And as well as meeting and staying with the producers, we were also inspired by others in our group. Quite a few of them were Fair Traders and they were so committed and passionate about what they were doing it was hard not to be impressed.”

The turnover of their regular Traidcraft stall has already topped £1000 and they have signed up for the Kenya Meet The People Tour this year, as a 60th birthday treat for Steve.

“We’re really enjoying running the stall,” added Pam. “We’ve been very encouraged



by the response in our church and it’s good to give others the opportunity to get involved.”

That desire to spread the word about the impact of fair trade is what prompted Eleanor Butters to join the Traidcraft speaker network when she returned from last year’s Kenya tour.

For Eleanor, the trip was a return to a country she had last seen more than 25 years earlier. For husband David, a retired Church of Scotland minister, it was a first visit.

“David thought he would find the safaris the highlight. They were great – but it was meeting the producers and hearing their stories that most impressed him,” said Eleanor.

“Having been there before I had some idea what to expect, especially as I am also a member of Shared Interest, but it was fascinating to see the practical difference that Traidcraft is making through its programmes with the milk traders and tea growers.

Main picture: Pam with one of the women from the knitting group. Above right: Eleanor (standing, front, in red waistcoat) with the rest of the MTP group at the Iriaini Tea Factory, Kenya.

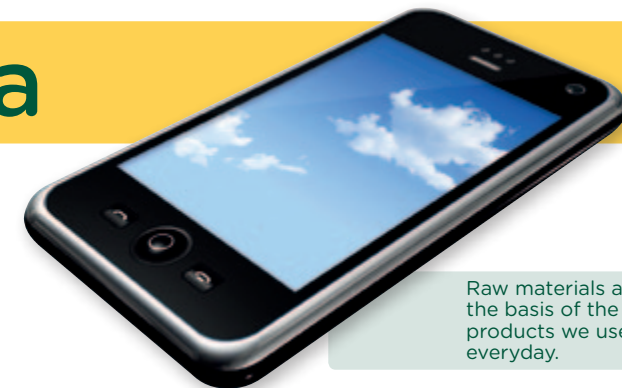
“Whenever I go somewhere interesting I like to share the experience when I get back. Becoming a member of the Speaker Network was just such a logical thing to do,” Eleanor added.



Find out more about this year’s Meet The People programme at www.traidcrafttours.co.uk or call 0191 265 1110.

To book a speaker for you event go to www.traidcraft.co.uk/speakers or call 0191 4976463

Stop the new scramble for Africa



Raw materials are the basis of the products we use everyday.

A route out of poverty

Many developing countries are rich in raw materials – these are unprocessed natural products used for industry and manufacturing such as metals, minerals and natural resources – everything from cotton to zinc!

Managed well, these valuable raw materials could be a route out of poverty for thousands of people. By controlling exports or regulating companies who want access to their raw materials poorer countries can develop processing industries, create jobs and raise vital income.

Raw materials: raw subject

Most of the products we use every day, like computers, mobile phones or the clothes we wear, are made from raw materials that will have been sourced from a developing country.

But would you feel comfortable knowing that your phone or personal

organiser were produced at the cost of economic, social and environmental stability? That could be the reality if the EU gets its way.

The EU is now actively using trade and investment deals to get its hands on cheap raw materials and prevent poor countries escaping poverty. This aggressive new resource grab must be stopped in its tracks.

We've done it before. We can do it again!

With your help we succeeded in preventing the EU from forcing some of the world's poorest countries to sign unfair trade deals. Please help us to stop the EU's aggressive new resource grab.

Take action

- **Send the postcard:** Please sign and send off the enclosed card today to one of your representatives in the European Parliament (MEP) You can find out the names of your MEPs through the YourMEPs link at www.europarl.org.uk
- **Stay involved:** Sign up to receive all the latest news and actions by post or email at www.traidcraft.co.uk/campaign or call 0207 242 3955.

To order more cards please call: 0191 497 3981.

Words:
Jayde Bradley

Images:
Ares: Navig8 & Mark Curtis



Traidcraft has launched a new campaign to stop the UK and other rich countries stealing the resources of developing countries.

Together with other European charities, including Oxfam Germany, we've uncovered evidence of a new crusade by the European Union to secure access to cheap raw materials at the expense of some of the world's poorest people.



Kenya leads the way

When the Kenyan government put a tax on exports of raw hides and skins over seven thousand jobs were created and earnings from the sector rocketed by over €8 million!

“We cannot go on by simply exporting hides. We have to industrialise and develop.”

Robert Njoka, Director of a Kenyan leather tannery.

Peru trip strengthens uni bond



Award-winning Peruvian potter Jose Sosa Maza who will be working with the UK team.

Words:
Peter Collins

Photo:
Carlos Garcia Granthon

Links with a North East University are bringing benefits to more Traidcraft producer groups.

Rob Winter, ceramics lecturer at Sunderland University, and three of his PhD

students are collaborating with the Peruvian fair trade organisation Allpa to work with community-based potteries in Chulucanas and the capital, Lima.

They will help the Peruvian potters design a range of contemporary ceramics and work with them on a number of technical issues.

Allpa manager Maria del Carmen said: "It's something we want to encourage. We think there is huge potential so we are very excited to talk to Rob and the students about what we can do this year."

PhD student Jennifer Allinson said: "The skills the producers have is amazing so it's a two-way collaboration and a wonderful opportunity for us."

In addition to the practical assistance, Rob and his students are also raising money to buy a second-hand kiln for the Chulucanas producers.

For the past two years, Rob and students from the university have been helping another Traidcraft supplier, the Sri Slvam pottery in Pondicherry, India, with design and technical support.

And here too, Rob and the university were able to offer further support by sourcing and installing a modern kiln to allow the pottery to develop its range of products.

EU funds new campaign

Traidcraft's Policy Unit has received the go-ahead for an exciting and ambitious campaign on supermarkets.

The European Commission has agreed a grant of one million Euros to fund a three-year advocacy and campaigning project involving Traidcraft, Oxfam Germany, SOMO (Dutch NGO), German Christliche Initiative Romero, Hungarian Association of Conscious Consumers, and Consumers International,

It will build on the successful work Traidcraft has undertaken with others in the UK, to improve the practices by supermarkets towards their suppliers.

Fiona Gooch, Traidcraft's Private Sector Policy Adviser said "We're delighted the EC is helping us to continue this important stream of work.

"The unprecedented power of supermarkets at an EU level means poor farmers and factory workers are left with little choice but to work long hours for low pay in unsafe conditions. Our project seeks to expose this injustice and call for a pan-European solution.

"We now have to raise the additional 25% match-funding required by all EC grants – so any donations will be very gratefully received!"

Easter message eggs us on

We always like a challenge at Traidcraft – which is just as well when you're asked to handle the distribution of thousands of chocolate Easter eggs.

Launched by the Meaningful Chocolate Company, the Real Easter Egg is the first Fairtrade egg to mention Jesus on the box and the response, especially among church audiences, suggests the first, limited production run will be fully taken up, according to Traidcraft Business Director Mags Vaughan.

"We were asked by the Meaningful Chocolate Company to partner them because we have this amazing network of enthusiastic supporters who would help launch the egg, a good knowledge of fair trade markets, and a very experienced distribution operation," said Mags.

"Added to which, there is a donation from the sale of each egg which goes to support our charity, Traidcraft Exchange, and Baby Lifeline.

"It's such a great product and a great message that naturally



we said 'yes' – but now we're facing the reality of handling lots of pallets of a rather fragile product.

"But we're looking forward to the challenge – and it's great to be part of something so exciting and innovative."

With orders for The Real Easter Egg mounting fast just as we went to press, Traidcraft warehouse staff were gearing themselves up for what could prove to be some of their busiest weeks of the year.

You'll find worship and other resources about the Real Easter Egg at www.realeasteregg.co.uk and on the Traidcraft website www.traidcraft.co.uk



What does it mean to flourish?

Words:
Paul Spray

Photos:
GMB Akash; Abir Abdullah

A world freed from the scandal of poverty, where trade is just and people and communities can flourish.

Those are the words of Traidcraft's "vision statement" – what we are trying to contribute towards.

But what might a flourishing community mean? Producers who get more income, certainly, but surely something more.

The photos on these pages and elsewhere in the magazine, may help.

For Christians, the prophet Isaiah caught the idea, thousands of years ago:

Rain righteousness, you heavens; let the skies above pour it down. Let the earth open that salvation may flourish, with righteousness growing beside it.

Isaiah 45:8

It's something about happiness, something about fruitfulness – things growing, cups running over – and something too about justice, the world put to rights.

So that everyone can smile, wherever they are, and smile in the knowledge that things are well – there's food at home ... and security... and hope.

As incomes improve, so do other aspects of flourishing: a sense of self-worth, influence over decisions that affect one's life, better health and access to education.

Take the experience of a single mother of five children in India, in a project that Traidcraft supports. Hanumanthamma, a former temple prostitute, joined other women to set up a small business making compost and selling it to local organic cotton farmers.

"I always feel very happy, that my life is not the same.. Now, I have women from my group, who are supporting me very much...They don't see me as they used to look at me in the past. Now they not only help me financially, they also act as a voice for me in my village

community. I see better days not only for myself, but for all my children."

Having a small enterprise has made a difference not just to her income, but to her dignity and to her relationships.

We know from stories like Hanumanthamma's that Traidcraft's work can help people flourish. But we'd like to know more – about how much we are helping, and about what sorts of Traidcraft programmes help



most. So in our new strategic plan, we're setting out to try to measure what can be measured (recognising that not everything can be!).

The first thing is whether people are getting more income, and getting it more reliably. That is something we often ask at the end of our projects.

But the academics at the Oxford Poverty and Human Development Institute, led by statistician and Anglican priest Sabina Alkire, have shown that more income does not always translate into flourishing lives.

So we will be looking at asking people questions about their happiness and about things like

- how much can they do to influence decisions on their health?
- how far are they able to go about without shame?

We'll ask at the beginning of a project, and ask again after some years to see how things have changed.

Of course Traidcraft's intervention will only be one small influence on their lives, so we shouldn't claim too much, but it will be good to know, and to adapt our work accordingly.

Helping people and communities to flourish feels like a worthwhile ambition.

A new measure

"For decades Western societies have seen the line of GDP rising steadily upwards, but at the same time, levels of contentment have remained static or have even fallen.....So from April next year, we'll start measuring our progress as a country, not just by how our economy is growing, but by how our lives are improving; not just by our standard of living, but by our quality of life."

David Cameron,
25th November 2010



Record run takes the biscuit

Words:
Peter Collins

Photos:
Richard Else

From the snow of Scotland to the sand of the Sahara is quite a step – but Edinburgh GP Andrew Murray has taken it all in his stride.

In only 78 days he has run a record-breaking 2660 miles – the equivalent of 100 marathons – and Traidcraft Geobars and cookies have helped get him there.

“They’re delicious and are excellent, nutritionally, for runners. They’re a top product and I’m still keen on them – despite eating hundreds of them,” said Andrew, whose parents have been long-time Traidcraft supporters.

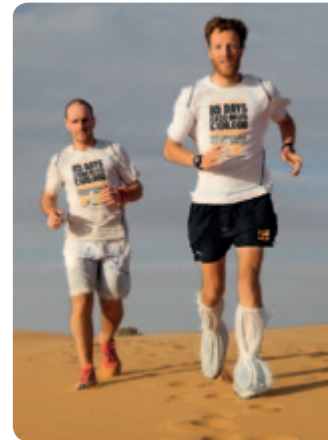
“I grew up in a mission hospital in Chogoria, Kenya, and have seen the massive benefit Traidcraft has given to people’s lives, so I try to support fair trade as much as I can.”



Setting off from John O’Groats in November, Andrew, 30, endured the sub-zero temperatures of a frozen Britain and northern France, to finish in a sweltering 35C

at Merzouga in the Sahara Desert region of Morocco, on 24th January.

By not taking any rest days – even Christmas Day was spent running 38 miles through central Spain before sharing bangers and mash with fiancée Jennie Reeves – and running a minimum of 34 miles each day, he finished a week earlier than the two weeks he had allowed for his next big challenge – his wedding.



Neither freezing snow nor scorching sand deterred Andrew, who was accompanied on the final stage by his friend, Donnie Campbell (above).

“What kept me going was knowing I have the prayers of my family, friends and those at my church in Edinburgh – and especially seeing the donations come in for the Yamaa Trust, who I am running for,” said Andrew.



“It’s been a fantastic journey and an experience I’ve been fortunate to share with loads of people. It’s also been hard – really, really hard!”

For more information about Andrew’s work with the Yamaa Trust see www.scotland2sahara.com

• Andrew’s achievement has been recorded for BBC Scotland’s The Adventure Show by adventure documentary filmmaker Richard Else.

“There are many people undertaking quite extraordinary sporting challenges but I think Andrew’s challenge puts him in a different league,” he said.

“You might think that someone running this kind of

distance would set themselves a relaxed pace but not one bit of it. Just keeping up with him is the biggest challenge - he runs far faster than you might imagine!

“I hope viewers will get an insight into a very special individual and also realise that with a strong faith, we can achieve things that might, at first, appear impossible.”

More details of the screening at www.tripleecho.co.uk

Inspired by Andrew’s example?

Put on your running shoes for Traidcraft in the Great North Run. More details at www.traidcraft.co.uk/greatnorthrun or phone 0191 4976445.

Become a Fairtrade...



School

- Teaching resources
- Invite a speaker
- Fairtrade snack stall
- Fairtrade in the staff room

www.traidcraftschools.co.uk



Church

- Fairtrade tea and coffee
- Sell Fairtrade in church or at local community events

www.traidcraft.co.uk/fairtrader



Workplace

Become the advocate for Fairtrade

- Fairtrade tea, coffee and snacks
- Hospitality for visitors
- Demonstrate corporate social responsibility
- Box scheme or ordering service for colleagues

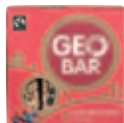
www.traidcraft.co.uk/businessaccounts



Wherever you are,
make it easier for
others to buy Fairtrade!

- Hold a regular stall
- Run a bag or box scheme
- Collate orders from friends

www.traidcraft.co.uk/fairtrader



Join our network of advocates who sell Fairtrade and receive up to 15% discount and an invoicing facility.

For more information about Traidcraft and its work go to www.traidcraft.co.uk

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