

The Extra Mile Magazine



Cotton on, Mr President

Trips feed fair trade passion

A life transformed

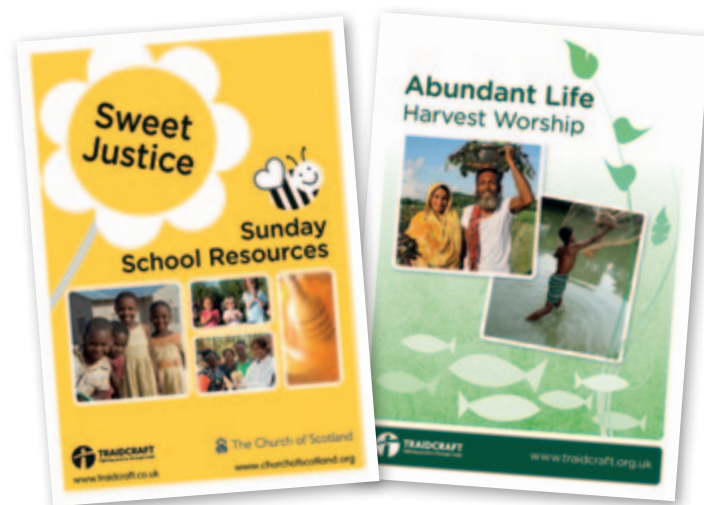


TRAIDCRAFT
Fighting poverty through trade

Welcome to the Summer 2011 edition:

We take our latest campaign onto the street and up to the President; design help creates new opportunities for St Mary's; foreign travel builds supporter commitment; life is transformed for a woman and her family; and our Chairman throws down a challenge.

New worship resources



Two new sets of worship resources are now available from our website. **Sweet Justice** is a set of four linked sessions designed for use with Sunday Schools or Junior Church. Created in collaboration

with the Church of Scotland's Church and Society and World Mission teams, the materials draw on our work with bee-keeping communities in Africa and South America. Combining teaching with fun activities each week, they

lead to an act of worship in which the whole church can be invited to support to our work.

Abundant Life is our newest set of resources for harvest worship.

Written by the Rev. Barbara Calvert, a Methodist Minister in the Orpington and Chislehurst circuit in Kent, they are inspired by the stories of the jute workers and fish farmers we are working with in Bangladesh.

The prayers, reflections, preaching notes and hymns and song ideas form a complete act of worship or can be used individually as a contribution to other services.

You'll find both resources at www.traidcraft.co.uk/churchresources

Cover story: The 'President' gets the message. Photo: Claudia Janke.



The training programme will increase capacity and help reduce environmental impact.

Training plan gets go ahead

A capacity-building programme to provide training networks in South Asia and East Africa is to go ahead – thanks to support from a major donor.

The Alan and Nesta Ferguson Charitable Trust has given more than £100,000 to help us develop a network of trainers to deliver high quality training and mentoring support to Traidcraft projects and local business service providers.

Known as "associates," the trainers will work alongside or in place of Traidcraft's UK staff, building business expertise in country and enabling us and other development organisations to work more sustainably.

Michelle Dixon, Traidcraft Development Support

Manager, said: "After years of trying different approaches for developing associates in our existing projects it is fantastic to gain independent funding and to be able to implement this programme properly in both regions.

"These associates will be hand-selected and trained so that we can include them in our projects without always needing to fly in my team from the UK, which is a much more sustainable approach!"

• The Ferguson Trust grant will help meet the major part of the programme costs but we still need the generous support of individuals to enable us to carry out this sort of vital work. See www.traidcraft.org.uk/givingmatters for more details.



Photo: Richard Else

Meet Mama Fairtrade

Patricia Mutangili – "Mama Fairtrade" to all her neighbours in Ndima, Kenya – will be our special guest at our Annual General Meeting & Supporter Event this year.

Patricia, above, who chairs the Premium Committee at Ndima Tea Factory is looking forward to making her first trip outside Kenya.

"I'm very happy that God has granted me this opportunity," she said. "I think I will learn many new things which will benefit me and my community back home.

"I'm also hoping to make our buyers see or understand in a better way what goes into getting their cup of tea."

You can meet Patricia at our event in Regent Hall, on Oxford Street, London, on Saturday, 10th September, starting at 10 am.

If you plan to join us, register now at www.traidcraft.co.uk/agmbooking



Cotton on to justice, Mr President!

Words:
Moira Nash

Photos:
Claudia Janke

Traidcraft's cotton campaign was launched with a pavement protest outside the Foreign and Commonwealth Office during President Obama's recent visit to the UK. The good-natured action featured a stand-in 'President' (aka Paul Spray, Traidcraft's Director of Policy) being gently prodded to cut unfair cotton subsidies by campaigners wielding a giant cotton bud.

The stunt marked the start of a six-month campaign aimed at securing justice for Africa's 10 million cotton farmers who face a daily struggle for survival.

Left & right: Demonstrators call on President Obama to end the subsidies to US cotton farmers.

The value of cotton

Cotton remains essential to the economies of some of the poorest countries on earth. But they are unable to get a fair price.

Fairtrade cotton is a solution for some farmers. But we need to ensure those farmers who aren't trading under the fair trade label are also getting the best deal possible. And that means ending unfair subsidies.

One rule for the rich, another for the poor

Despite being ruled illegal by the World Trade Organisation (WTO), America has continued to hand out billions of dollars in subsidies to its 3500 cotton farmers. These subsidies deflate the world price so Africa's 10 million cotton farmers are unable to compete.

Paul Spray said: "African countries have repeatedly called on the United States to reform its subsidy programme but these pleas and the WTO rulings have fallen on deaf ears. The US has shown a flagrant disregard for the rules it helped to set up and has failed to act. This has to change."



Time to act

Traidcraft believes the time is ripe for President Obama to show he believes in a fairer international trading system by ending its illegal subsidies. The US Farm Bill is currently being renegotiated and the next WTO is meeting in December. Both offer the President an ideal opportunity to show his support for trade justice.

Paul Spray said: "Campaigning to the United States on cotton is a big task so we hope Traidcraft campaigners will join us in raising the profile of this issue and helping to give cotton the position it warrants on the international agenda."

What happens next?

Traidcraft will campaign on cotton with partners, including the Fairtrade Foundation, in the build-up to the WTO Ministerial meeting in December.

To get involved and for the latest updates visit: www.traidcraft.org.uk/campaign or call the Policy Unit on 020 7242 3955.

Stitched up!

- In the last nine years the US has given \$24 billion to 3,500 American cotton farmers
- 81% of US subsidies go to just 10% of US cotton farms
- 10 million African cotton farmers are unable to get a fair price for their cotton
- In 2011, 79 developing countries declared the US position on cotton "deplorable"

What Traidcraft is calling for:

Traidcraft is calling on the United States to:

- Comply with the WTO's ruling and reduce cotton subsidies to the legal level
- Use the US Farm Bill to further cut cotton subsidies in line with the proposals from African countries.



Design link develops for St Mary's

Words:
Catharine Howe

Photos:
Richard Else; Jackie Guille



I have learned so much! That was the excited response from St Mary's designer Vijay Parmar, after a training session with Professor Jackie Guille of Northumbria University's Design School.

Vijay joined St Mary's, in Ahmedabad, India, as a teenager, in 1987. With a gift for drawing he learned on the job, but has never had formal training.

As with many Traidcraft suppliers, St Mary's does not have a strong design capacity. So Traidcraft collaborated with Northumbria on a project – partly funded by the EU – to increase that resource through training and establishing local links.

At the same time, it has helped us develop an approach which might be transferable to other suppliers. Jackie did a scoping visit to St Mary's in June last year, followed by training visits in December, and February this year.

In the first Jackie involved students from the National Institute of Design, plus a faculty member, who hopes to maintain an informal link with St Mary's, while the second session had inputs from two Northumbria students, Julia Price and Lauren Wroe.

Throughout the project Hilary Anderson and Morin Douglas, of Traidcraft's product



Left: Vijay works on new designs. Above: Julia and Lauren working with Vijay and some of the women at St Mary's..

development team, gave valuable inputs at the UK end. After the training, Jackie said: "Vijay was able to see and understand how, by simply changing scale and colour, you could reinvent the product range.

"Design is not necessarily about major changes. Even small shifts can make the difference between a product that catches the eye and one that fades into the general

background of products." The project has provided valuable learning to help St Mary's plan their design function, while Traidcraft's business should benefit from placing and selling extra orders from St Mary's.

"St Mary's is a great place to visit, with a wonderful sense of community amongst the women. I guess this is why Jackie asked to do a follow-up visit, at her own expense, this

summer. Of course, we said yes!," said Catharine Howe, Traidcraft Supplier Support Co-ordinator

We are grateful to the EU who helped fund this project.

Look out for new "added value" products in both our 2012 catalogues.

Visit St Mary's on a Traidcraft Meet the People Tour. See www.traidcraft-tours.co.uk for more information.



Vietnam trip offers variety and inspiration

Words:
Ralph Dransfield

Photos:
Ralph Dransfield

Fair Traders Margaret and Ralph Dransfield are now "regulars" on our Meet The People Tour programme. Here Ralph reflects on their most recent trip – to Vietnam.

Our tour began in Hanoi in the north, with a visit to Craft Link, a fair trade organisation exporting beautiful craft products, such as lacquer ware, pottery and bamboo products.

The visit to a rural village where everyone seemed to be involved in the making of smoked bamboo furniture and to Bhat Trang ceramics showed us just how fair trade can make a difference.

After an overnight train journey, we travelled by bus high into the mountains near the Chinese border to the town of Sapa and the area where the ethnic tribal peoples of the Black Hmong and Red Dzao live, an incredibly beautiful mountainous area with farms, rice terracing and very friendly people.

Again, it is Craft Link (among others) who are helping the villagers with outlets for their traditional craft products.

One of the most inspirational organisations that we met was "Hope", within the imperial city walls in Hue – an organisation supported by Traidcraft Exchange helping handicapped teenagers with craft skills.

Another, in the town of Hoi An, was the Reaching Out centre for disabled people - "people with different abilities" - a very inspiring fair trade workshop.



Clockwise from left: Black Hmong and Red Dzao villagers; in the Mekong Delta; women at Mai Handicrafts show off the tape measures they make for Traidcraft; sunset at Halong Bay; the group after shopping at Mai Handicrafts.

Among Traidcraft's most popular items in recent years have been the crochet tape measures, and it was good to visit the village where Mai Handicrafts are helping with this work.

The cooperative was begun on land given by the local catholic church and now the wives of the fishermen come together regularly for crochet and chat!

Our tour wasn't all hard work, however, and, despite a hectic schedule, there were times for relaxation, such as the memorable time on a junk sailing in Ha Long bay, a cookery lesson in Hoi An, and being rowed up side creeks in

the Mekong Delta to stay in a traditional timber framed house.

Our lasting memories will be the beautiful countryside, from the mountains in the north, the karst scenery of Ha Long bay, the tropical beach at Nha Trang and the Mekong delta, the amazing food with all its delicious flavours and, above all, the friendliness of the people.

Throughout the trip we were looked after by our guide Thao who gave our experience "added value" by his knowledge, his friendliness and his concern for our well-being.



We returned determined to continue with our promotion of Traidcraft products, and with new friendships formed and a memory of some wonderful people who allowed us to share a brief moment of their lives with them.

TRAIDCRAFT
Meet the People
Tours

Find out more about our Meet The People Tours at www.traidcraft-tours.com



Opportunity flourishes for Hanumanthamma

Words:
Neeti Malhotra

Photos:
Rajendra Shaw

We believe that just trade promotes the flourishing of individuals and communities, and we design our projects to make this vision a reality.

But beyond the intended outcomes are often stories of lives transformed in ways that could not have been predicted – or expected.

One such story comes from Raichur, one of India's poorest districts:

As a former 'devadasi' – a temple role that became linked with commercial prostitution – Hanumanthamma was forced to live on the edges of her village society. With five children and an elderly mother to look after, life was a constant battle for survival.

Now, thanks to a Traidcraft project to improve the livelihoods of small-scale cotton farmers and labourers, the family has a more secure income and Hanumanthamma has become an active and respected leader in her self-help group.

Helped by the group, she began making compost for local farmers, earning 3000 rupees (£40 approx) in her first year.

Valuable though that was in improving life for her family, Hanumanthamma has gained most from the support she received as a member of her self-help group and the

opportunity that has given her to show her potential for leadership.

From being someone who was almost ostracized, she is now a leader among the village women. She is involved in grassroots advocacy, ensuring that people in her village get the 100 days of guaranteed employment they are entitled to under the National Rural Employment Guarantee Act. In addition, she works to ensure the government system for distributing essential food and other commodities

Left: Hanumanthamma preparing a meal in the family home and, below, at work in the fields with other women from the village.

operates properly in her area, and she has taken up the issue of the inadequate supply of drinking water with local officials.

"The cotton project provided us a platform for unity," she says.

"This gave us hope, confidence, courage and security. We have learnt skills like producing good quality compost. If we can find (an) assured market for the compost, we will have greater change in our lives."

The initial loan she received from the group allowed her to invest in educating and building the skills of her children and that is now

delivering benefits to the whole family.

Her sons are working as masons and are bringing home an income of about Rs 500 (£7 approx) per day – around ten times as much as she had available before she became a member of the self-help group.

Neeti Malhotra, Traidcraft's Director of India Programmes, said: "The project has changed Hanumanthamma's life in a very positive, almost transformational way. It provides a clear example of how someone can flourish, given the opportunity and encouragement."



French trip fuels Edna's fair trade passion



For Edna Snaith, a lifetime interest in the fair trade movement began with a family holiday to France.

Edna, who lives in Bristol and attends the Zion United Church, explains: "We went on holiday to France in 1981 and stayed with a French family we knew. They had a tradition of drinking hot drinks, like coffee, from a bowl.

"Of course my two sons, Tim and Jeremy, who were six and eight years old at the time, thought this was wonderful.

"When we got home we gave them a bowl each and they started drinking coffee that way."

However, Edna's children had developed sophisticated tastes on the trip and demanded

'real' coffee rather than their usual instant version, which led to her debate how to justify the additional expense.

"I remember at the time feeling guilty about spending this money on real coffee but wanting to keep my children happy," Edna explains.

She happened to spot an advert for Traidcraft Tanzanian coffee in a Christian Aid newspaper and, as she says, "the rest is history!"

"Then we started buying mail order from Traidcraft, going to church with the car boot full of stuff," she says. "And 30 years later, my two sons are still buying fair trade coffee!"

Edna has since become an inspirational supporter of Traidcraft, working tirelessly

as a Fair Trader, campaigner and speaker on our behalf.

Her initial motivations are something that many involved in fair trade will recognise.

"I started buying fair trade because of this build up of concern. We were caught up in a lifestyle where we felt we had more than enough while other people had nothing," she says. "There was a growing realisation that this was unfair and the one way we could help was to buy fair trade."

And her motivation for this continued devotion to fair trade? "For me it's all about the producers. When you see how their lives have been improved it confirms you that you're doing the right thing."

We'd love to hear how you became interested in fair trade. Was it a particular product, an article you read or a recommendation from a friend? Share your stories by:

- Emailing us at media@traidcraft.co.uk
- Finding us on Twitter www.twitter.com/traidcraft or @traidcraft
- Getting in touch on Facebook at www.facebook.com/Traidcraft

If you'd like to find out more about becoming a Fair Trader at your church or workplace go to www.traidcraft.co.uk/fairtrader

Egg-ceedingly good!

The UK's first Easter Egg mention Jesus has been a runaway success – helped by Traidcraft's network of 6,300 Fair Traders and fair trade shops.

Your orders for the Real Easter Egg, together with those of independent shops and some supermarkets, meant the Meaningful Chocolate Company, who launched the egg, had to order four production runs to meet demand – and even then, there were still people unable to get the number of eggs they wanted.

It also meant a busy few weeks for Traidcraft's distribution team, who handled the distribution of orders.

"It was a bit of a challenge handling pallet-loads of such a fragile product but it's one the team rose to magnificently," said Traidcraft Business Director Mags Vaughan.

"And happily, judging by our customer feedback, virtually all of the eggs reached their destinations safely and on time."

Adding to the egg's appeal was the fact that a donation from each sale went to support the work of two charities – Traidcraft Exchange and Baby Lifeline.

"It's great to be so closely associated with the launch of such a worthwhile product – and hopefully next year, even more people will want to be part of making Easter real," said Mags.

Thank you for brewing up!

A big 'thank you' to everyone who held a Big Brew this year to support our work.

You staged hundreds of events in Fairtrade Fortnight, raising over £57,000 and with more Big Brews still to be held, that valuable support will continue to sustain our existing projects and allow us to develop more.

Jo Wallis, Public Fundraising manager, said: "It's fantastic

the way Traidcraft supporters across the UK have used the Big Brew, not just to raise money for us, which is really valuable, but to tell others about our work. Even something as simple as putting on the kettle can be a powerful tool for trade justice."

Look out for news about a new set of Big Brew resources coming soon.



Trainers 4 Trainers

Get the rebels in your family to help us train more poor farmers to improve their livelihoods.

Many schools have a dress code, which includes the type of shoes which can be worn – but they can sometimes be persuaded to relax the rules when it's for a good cause. Pupils pay a fee to wear shoes of their choosing for a day and the cash goes towards our development work.

To make it easy we've created a new downloadable resource that includes assembly ideas, PowerPoint presentations, a press release, a letter to parents, a poster, project summary sheets and much more.

It's a simple, fun action which can transform lives – and it's an easy step for any school working towards Fairtrade status.

Log onto: www.traidcraftschools.co.uk/trainers4trainers to download the pack.

Being a Fair Trader is so much more than just buying **Fairtrade**.
I sell products at church, at work,
and in schools and I help raise awareness
of trade justice whenever I can.

It's a really practical way to
fight poverty in my daily life.

It means I know I'm
making a difference.

Elaine Wilmore,
Fair Trader.

Want to make a
difference like Elaine?

Visit www.traidcraft.co.uk/fairtrader
or call 0191 497 3999

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

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