

South-West Fairtrade Conference, 20th November 2010.

Fair and Local – Tying Your Campaigns Together

The three workshops were well attended with quite different discussions in each workshop. I thoroughly enjoyed meeting other activists and very much welcomed their views, thoughts, perspectives and experience. Most people thought it was a good idea to link the two campaigns, but not many had done so yet.

Workshop 1: Contained quite a few delegates from Wiltshire. The idea of linking a day of workshops on Fairtrade, climate change, food miles, etc. was raised, maybe involving a visiting Fairtrade food producer. It was felt that it is difficult to link climate change and Fairtrade campaigns locally sometimes – the public perception is still that importing Fairtrade goods is less environmentally friendly than buying goods from nearer countries despite the energy-intensive methods they may use.

Workshop 2: We talked about the form directories may take in the future. The idea of linking Fairtrade and local was felt to be a good one. Perhaps to extend their lives, directories could be less focussed on detailed listings and contain more general information e.g. a calendar of recipes using local, seasonal and Fairtrade food, useful local phone numbers, etc. Most felt that despite the rise of the internet there was a role for paper directories which were a visible reminder about Fairtrade in shops and other outlets.

Workshop 3: One idea for Fairtrade Fortnight was for activists to only eat Fairtrade or local food, and to publish a blog or somesuch to publicise this. The Group in Gillingham, Dorset, had organised a Fairtrade cream tea using fair and local produce.

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23/11/10