

What is Fairtrade?

Story One

How much does a cup of coffee cost you in a café?

How much do farmers get paid for the beans used to make your cup of coffee?

It may surprise you but coffee is the world's most valuable commodity after oil. However, the farmers are usually paid the lowest possible price, which may not even cover the cost of growing the beans. They, like most farmers and workers in the developing world, are trapped in poverty and struggle to provide for their family.

Story Two

If your coffee has been made with Fairtrade coffee beans then this story has a different outcome:

- Farmers will be paid a fair and stable price, which will cover their costs and helps them to work their way out of poverty.
- They will also receive an additional sum called the Fairtrade premium to invest in improving their farms and their community through social, environmental and economic projects (eg for clean water, health care, housing, education). The producers decide jointly where the premium money should go.
- Farmers are empowered through increased market access, opportunities to develop long-term trading relationships and negotiate trading terms.
- Producers protect the natural environment and make environmental protection an integral part of farm management.



Photo: © Simon Rawles/Marcus Lyon

For information on the Fairtrade standards visit: www.fairtrade.org.uk

What is Wigton Fairtrade Town?

Being awarded a Fairtrade Town status means that Wigton has met the five goals below:

- The Town Council passed a resolution supporting Fairtrade and agree to serve Fairtrade products
- A range of Fairtrade products are readily available in shops, cafés and other retail outlets
- Fairtrade products are used by a number of work places and community organisations
- There has been media coverage and events to raise awareness across the community
- A local steering group works to ensure continued commitment to Fairtrade status

Help us to keep our Fairtrade Town status:

- Tell your friends about Fairtrade goods and the reasons for buying them
- Ask for Fairtrade to be served in cafés and when you have your hair styled
- Help increase the range of Fairtrade goods in shops by handing them a "Stock It!" request postcard
- Hold a tasting session in any group you are part of, to encourage them to switch to Fairtrade coffee, tea, chocolate, juice, etc
- Have an imaginative idea to promote Fairtrade and tell us about it!

This Directory has been issued by Wigton Fairtrade Town Group (October 2009)

If you would like to be included in the next Wigton Fairtrade Town Directory, please contact: Trish and Terry Fallows (Tel: 016974 76270)

We would like to thank the Wigton Neighbourhood Forum for their support and financial assistance

This leaflet is printed on recycled material

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Wigton Fairtrade Town Directory



Look out for products with the FAIRTRADE mark when you are in Wigton

The FAIRTRADE Mark is the UK's only independent certification label which guarantees that products meet international Fairtrade standards and the producers from developing countries get a fair deal from trade

www.fairtrade.org.uk

FAIRTRADE SUPPORTERS IN WIGTON



A huge thank you to all the businesses and organisations whose commitment to Fairtrade enabled us to celebrate Fairtrade Town status.

Accommodation

Poppy Cottage

Self Catering Holiday Cottage

Tel: 016973 49751

The Royal Oak Hotel

Tel: 016973 44334

Cafés and Takeaways

Bells Bakery

Market Hall Café

The Glasshouse

The Granary

The Spotted Cow



Churches

Low Road Evangelical Church

Society of Friends Wigton

St Mary's Anglican Parish Church

St Cuthbert's Roman Catholic Church

United Reformed Church

Wigton Methodist Church

Community Organisations

Age Concern

Chrysalis Day Care Centre

NEWS (Network of Enterprising Women in Solway)

St Mary's Mothers Union

Wigton Children's Club

Wigton Community Centre

Wigton Library

Wigton Neighbourhood Forum

Wigton Rotary Club

Wigton Theatre Club

Retail Outlets

Chrysalis Wholefoods Shop

Tel: 016973 49559

Somerfields

Spar

Wigton Co-op

Schools using Fairtrade

Thomlinson Junior

St Cuthbert's Catholic Primary

Wigton Infants

Workplaces

Arlosh Graphics

Tel: 016973 44540

Beauty Box Hair Stylists

Tel: 016973 45000

Cumberland Building Society

Tel: 016973 42334

Fearons Flowers

Tel: 016973 42218

Hair Bonito

Tel: 016973 42410

Hair Design

Tel: 016973 42305

Hopes of Wigton

Auctioneers

Tel: 016973 42202

Innovia Films

Tel: 016973 42281

Janet King Opticians

Tel: 016973 44408

MacLeod Studio Photographers

Tel: 016973 42627

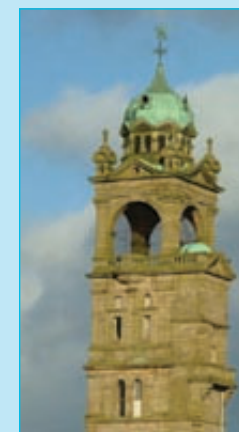
Monkey Tree Caterers

Tel: 016973 42779

Woodrow Services

Administration and Graphic Design

Tel: 016973 44905



Allerdale Council resolved to support Fairtrade in December 2004

Wigton Town Council resolved to support Fairtrade in 2005

Cumbria was awarded Fairtrade County status in March 2006