

The Fairtrade Foundation

£10,519.25

To assist disadvantaged producers in the developing world by changing the way people shop in the UK and works to realise its vision of: *'A world in which every person, through their work, can sustain their families and communities with dignity'*. Funds were raised to finance a launch of Fairtrade certified cotton in the UK.

The grant awarded by the Funding Network was used to help fund the media launch event for Fairtrade cotton, held at the Royal Horticultural Halls in London on 17 November 2005. Invited guests included General Manager of Agrocel Industries Hasmukh Patel, who brought a message from the cotton farmers in India; representatives of 10 pioneering fair trade cotton companies who trade via a range of independent shops, websites and catalogues throughout the UK; funders and other Fairtrade stakeholders. The event was hosted by George Alagiah, Fairtrade Foundation patron, with Rt Hon Hilary Benn MP, Secretary of State for International Development, Harriet Lamb, Director of the Fairtrade Foundation, and Julia Tilford, Trade Campaign Manager from Oxfam as speakers.

The launch generated a fair amount of media interest with articles in the main broadsheets, some regional take-up and some radio broadcast.

Since the initial launch event a year ago, large scale mainstream successes with Fairtrade cotton have included:

- Marks and Spencer launching Fairtrade cotton line of clothing
- Sainsbury's official Sport Relief t-shirts made from Fairtrade cotton
- Monsoon launching Fairtrade line of clothing
- Topshop stocking Fairtrade cotton lines from Hug, Gossypium and People Tree

All this has helped to make a huge difference to the lives of the producers in India, Peru, Mali and Senegal who, like many other agricultural commodity producers, are at the sharp end of exploitation and injustice in international trade. Fairtrade certification is now bringing these people the guarantee of a minimum price plus a further premium to be used for community development projects.