# WRITTEN STATEMENT

# BY

# THE WELSH GOVERNMENT

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| **TITLE**  | **Fairtrade Fortnight 2024** |
| **DATE**  | **17 September 2024**  |
| **BY** | **Eluned Morgan MS, First Minister** |

In 2008, Wales became the world’s first Fair Trade Nation, and I am proud that the Welsh Government continues to support fair trade practices and ethical consumption. Fairtrade **supports producers around the globe in protecting the future of some of our most loved food, products and the planet.**

This year, Fairtrade Fortnight will take place between 09 September to 22 September marking 30 years anniversary of Fairtrade Fortnight, with the theme of **'Be the change’.**

Fairtrade Fortnight gives us the opportunity to reflect on the progress we’ve made in the fight against global poverty and inequality. Our dedication to fair trade principles remains unwavering, and we continue to strive for a brighter, more equitable future for all. Together, we want to create a world where fairness and justice are at the heart of trade.

There are now 2 million farmers and workers in Fairtrade certified producer organisations, and I’m pleased to see the latest UK Fairtrade figures which highlight several positive developments in the last couple of years. For example, 2023 saw UK sales of Fairtrade products generating £28m in Fairtrade Premium for farmers and workers.

Small scale producer organisations invested 36% of their Fairtrade Premium into improving production and farming practices, and 23% into financial benefits for farmers.

It’s encouraging to see that Fairtrade cocoa sales volumes in the UK grew by 6% and Fairtrade tea sales volumes grew by 5%. I hope to see this upward trend continue.

I want to congratulate the twenty-two UK universities, including Cardiff University and Cardiff Metropolitan University, that this year have gained Fairtrade status in recognition of their commitment to promoting ethical consumerism and pushing for fairer wages for farmers and workers.

Last summer, the then Minister for Social Justice announced that we were refreshing the criteria for a Fair Trade Nation. We will now be measuring levels of awareness, engagement with campaigns, consumption and production of FAIRTRADE goods, political engagement with the issue and engagement with wider trade justice issues to better reflect a world which has changed so much since 2008.

The Welsh Government, in collaboration with Fair Trade Wales, the Scottish Fair Trade Forum and the Scottish Government, are pleased to be able to confirm these criteria as set out below.

A Fair Trade Nation is one where:

* there is widespread awareness of Fair Trade
* there is significant engagement with Fair Trade across different sectors of society
* there is consumption and production of Fair Trade products
* there is political support and engagement with Fair Trade
* inequalities in global trade and society are challenged by Fair Trade.

These new criteria better reflect Fair Trade ambitions for the future and can be applied by administrations internationally, whilst enhancing the assessment process to ensure that claims are meaningful and robust. This should enshrine the principles of transparency, independence, and the involvement of actors from low and middle-income countries.

I am delighted to welcome Jenipher Sambazi, from the Jenipher’s Coffi organisation, once again to Wales during Fairtrade Fortnight. She has been a regular visitor to Wales from her home in Mbale, Uganda, and her presence highlights the valuable work of Fairtrade producers.

Jenipher grows Fairtrade and organic coffee on her smallholding and is a leader of her Coffee Co-operative. She will be meeting Ministers and MSs at the Senedd today to discuss her work and the benefits that Fair Trade brings to farmers and their communities.

On Thursday, 12th of September, Jenipher visited schools in Abergavenny and Monmouth, and on Sunday, the 15th of September, she was in Newtown. Members of the public can also hear from Jenipher during Fairtrade Fortnight where she will be attending the following events:

* Wednesday 18 September - Visiting Ferrari’s, Bridgend.
* Thursday 19 September - Meeting Jenipher’s Coffi customers at Coffi Un-One, Porthcawl.
* Friday 20 September – Visiting school in Porthcawl.
* Saturday 21 September - Attending a celebration of Fair Trade at the Ethical Market, Oasis Centre, Splott.
* Monday 23 September - Jenipher will be taking part in the Global Solidarity Summit held by Hub Cymru Africa.

In addition to Jenipher’s visit local Fair Trade groups will be holding events around Wales to celebrate the fortnight. I encourage Members of the Senedd to support these groups to demonstrate the cross party support for this initiative.