

# PRESS RELEASE



29.07. 2005

## Horsham achieves Fairtrade Town status

Horsham has joined the growing number of towns nationally who have reached the standard necessary to call themselves a **Fairtrade Town**. The Certificate has been presented to the People of Horsham by Harriet Lamb, Executive Director of the Fairtrade Foundation (an independent NGO that awards the Fairtrade mark to products that meet international standards).

To date 121 towns and cities have achieved Fairtrade status including Dorking, Arundel and Brighton, and there are 238 places working towards it, including Crawley and Chichester.

Over the last 18 months since the Horsham campaign began there has been a large growth in Fairtrade goods available locally and in awareness of the importance of Fairtrade. 'We have really noticed how enthusiastic people are becoming and we have received tremendous support from many of the shops in Horsham as well as Horsham District Council,' said Gaynor Cooper, Chair of Fairtrade Horsham 'As well as many individuals, most of the local churches and schools have been involved and indeed 5 churches locally have already achieved the national standard needed to be able to call themselves Fairtrade Churches.'

The attraction of Fairtrade to local people is that it is an active and practical way that they can support changes in the trade system to provide a fairer deal for small farmers and producers in the third world. 'Buying Fairtrade improves the lives of millions of people worldwide', said Sally Williams of Horsham Oxfam shop, 'for example, by buying 'Divine' Fairtrade chocolate you are helping people in Ghana send their children to school, as well as enjoying the taste'

Fairtrade Town status is awarded for 12 months and reviewed annually. In order to retain it we must continue to support Fairtrade as a town and increase the range of shops, cafes and workplaces using a variety of Fairtrade goods. In addition to the large retail chains there are already 3 smaller neighbourhood shops locally who have started selling Fairtrade. The aim for the next 12 months will be to spread the message as widely as possible and increase awareness of the constantly growing range of goods available which now includes honey, jam, cereal, wine, biscuits, sugar, cakes, dried fruit, avocados, oranges, as well as the well established tea, coffee, chocolate and bananas.

To celebrate the achievement of Fairtrade Town status there will be a Salsa evening with live band and Salsa instruction at the Barn in the Causeway, Horsham on October

15<sup>th</sup> 8-11pm. Tickets priced £10.00 (includes buffet. Fairtrade wine, beer and soft drinks will be available for purchase) will be for sale from the Oxfam shop in the Carfax from August 15<sup>th</sup> – do come and help Horsham celebrate whilst having a great time!

**More follows...**

**Continued...**

Photo Opportunity:

Gaynor Cooper, Chair of the Horsham Fairtrade Group and Cllr Mrs Jean Burnham, Chairman of the Council ( and members of the Fairtrade Horsham Group) receive the Official Fairtrade Town Status Certificate.

Venue: Outside Oxfam, The Carfax, Horsham. If raining photo opportunity will be at The Capitol, North Street, Horsham

Date: Monday 1<sup>st</sup> August

Time: 3pm

**For further information please contact Gaynor Cooper on 01403 261157**

**Notes to editors:** The Fairtrade logo, launched ten years ago, has generated a massive growth in Fairtrade sales. The logo is part of Fairtrade Labelling Organisations International (FLO) which has 17 national initiatives across Europe, USA and Japan. There is one worldwide set of standards for producers and traders and there are regular inspections through a global network of inspectors. When a consumer buys a Fairtrade product they can guarantee their consumer power is helping to change an unfair system.

The Fairtrade Towns campaign was launched in 2000 by the Fairtrade Foundation. In order to achieve this a town must meet the following 5 criteria:

- The local council must pass a resolution supporting Fairtrade, and serve Fairtrade coffee and tea at its meetings and in offices and canteens.
- A range of Fairtrade products must be readily available in the area's shops and served in local cafés and catering establishments (targets are set in relation to population)
- Fairtrade products must be used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)
- The council must attract popular support for the campaign.
- A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade Town status.

More information is available at [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

Include details of the photocall