

# WEST SUSSEX ACHIEVES FAIRTRADE COUNTY STATUS



West Sussex has been awarded Fairtrade county status for its commitment to Fairtrade principles, following a two year long campaign by Fairtrade West Sussex which involved a contribution by Pulborough Fairtrade Group.

Pulborough has been a Fairtrade Town since 2007 and has the support of Pulborough Parish Council. Our Group seeks to promote Fairtrade throughout the community so that people and organisations can use their everyday choices to buy Fairtrade products to bring about change for farmers and producers in developing countries. **Local supporting global.**

West Sussex is now officially a Fairtrade County, after West Sussex County Council made a resolution in June 2015 to actively promote Fairtrade to consumers, businesses and community groups in the area.

Fairtrade West Sussex also includes Fairtrade Adur, Fairtrade Arundel, Fairtrade Burgess Hill, Fairtrade Chichester, Fairtrade East Grinstead, Fairtrade Horsham, and Fairtrade Worthing. As part of the campaign, retailers have pledged to sell more than four Fairtrade products and eateries have served Fairtrade tea and coffee. In addition, Fairtrade West Sussex lobbied businesses to promote the Fairtrade message in their working practices and also secured support from faith groups, schools and voluntary groups.

Sue Joy, Convenor of Fairtrade West Sussex said "The Group is delighted that the Fairtrade Foundation has agreed to Fairtrade County designation. The Group looks forward to working in close partnership with West Sussex County Council in the future to ensure that Fairtrade is known throughout the County at every level."

Adam Gardner, Communities Campaigns Manager at the Fairtrade Foundation, said: "We are delighted to welcome the county of West Sussex to the Fairtrade movement which now boasts more than 1,900 communities worldwide, taking practical steps to making a fairer world trade system a reality. "

"Thanks to the support of the public and campaigners, an increasing number of farmers in developing countries are now selling their products on Fairtrade terms, bringing them a stable income, and the chance to trade their way out of poverty. Today, more than 1.6 million farmers and workers across 74 developing countries benefit from the international Fairtrade system, but there is still a long way to go."

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## Notes to Editors

Fairtrade helps small-scale farmers ensure they earn decent incomes and have long-term contracts with companies. In addition, they earn the Fairtrade Premium, which they invest in vital business, social and environmental projects.

Towns, cities, boroughs, villages, islands, counties and zones can apply for the Fairtrade Town status and join the movement towards a fairer world trade system. An area that applies for Fairtrade status must meet five criteria:

- Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade tea and coffee Fairtrade at its meetings and canteens.
- At least four Fairtrade products can be purchased in the area's local shops and eateries.
- Fairtrade is effectively promoted to local businesses and community organisations.
- Attracting media coverage and popular support for the campaign.
- A local Steering Group must be established to ensure continued commitment to its Fairtrade Town status.

The FAIRTRADE Mark independently certifies that products meet economic, social and environmental standards. As such, it is the most widely recognised ethical mark worldwide. For more information about the FAIRTRADE Mark and how to apply for Fairtrade status, visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk).

The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label appears on products to show that disadvantaged producers are getting a better deal from trade.

Over 5000 products have been licensed to carry the FAIRTRADE Mark including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, lychees, coconuts, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney & sauces, rice, quinoa, herbs & spices, seeds, nuts & nut oil, wines, beers, rum, confectionary, muesli, cereal bars, yoghurt, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cloth toys, cotton wool, olive oil, gold, silver and platinum.

Awareness of the FAIRTRADE Mark continues to be high at 93%.

