



®

Fairtrade Directory

2011

Look for products with this Mark!
www.fairtrade.org.uk

Sleaford

www.sleaford-fairtrade.btck.co.uk

FREE



Find your local cafes,
shops and more...



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'Fairtrade' applies to goods with the FAIRTRADE Mark. Ethically sourced goods that don't carry the Mark are described as being 'fairly traded'.

Welcome



This is my 10th year supporting Fairtrade. I first travelled to Fairtrade banana and cocoa farmers in Ghana in 2002 and saw for myself the difference that Fairtrade makes.

The people at Fairtrade knew if I saw it all for myself first hand I would be hooked. And I was. The farmers I met used the Fairtrade premium to pay for nurses on the banana farms and for fresh water for their villages.

All we need to do over here is go out and buy the stuff. Genius.

A couple of years ago I came up with the idea of my own Fairtrade nut line 'Harry's Nuts!'. The peanut farmers from Malawi who supply Harry's Nuts! are tobacco growers who, seeing the demand for tobacco falling, are growing another crop so they can feed their families. The farmers are using extra money which comes with Fairtrade to build storage centres to make sure the nuts are top quality for export. When the harvest is over, the farmers want these centres to be used for giving out mosquito nets or handing out seeds to farmers who have lost their crops due to a river breaking its banks or other local disasters, and for extra education for children struggling at school.

Look behind the FAIRTRADE Mark and these are the stories you find. There are now more than 4,500 products carrying the FAIRTRADE Mark and 7.5 million people benefit from Fairtrade. From Fairtrade cotton socks to fresh pineapples there are plenty of ways to go nuts for Fairtrade. I hope this guide gives you some ideas.

Get Harry's Nuts! from Tesco, Sainsbury's, Waitrose and others. See www.chooseliberation.com/harry, or www.facebook.com/harrysnuts

To find out more about Fairtrade in Sleaford, or to add/update a directory entry, visit www.sleaford-fairtrade.btck.co.uk

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If you're a Fairtrade network and you'd like to receive a directory at no cost, please give us a call.

Beginners' Guide to Fairtrade

Find out all you need to know about Fairtrade, and how you can help to change the world...

Why do we need Fairtrade?

“The small farmers and workers who grow our coffee, tea, cocoa, cotton and bananas often don't get the money they deserve for their crop.

They can suffer because of this and it can lock them into a cycle of poverty. And when world commodity prices fall, as they have done over the last 30 years, it's these growers who feel the pinch first. Their income can drop to levels that don't even cover production costs, making it hard to provide for their families and maintain their farms. This is where Fairtrade comes in.”

Okay, so what can I do about it?

“As consumers, we have the power to change things, and the power to make a difference to growers and workers in the southern hemisphere.

When you buy a product bearing the FAIRTRADE Mark, you can be sure that the farmers have received a fair price for their produce. Farmers in the Fairtrade scheme get a price that covers the cost of sustainable

production, no matter how low the market goes. Fairtrade also requires long-term relationships with buyers, helping growers to plan for the future. In short, trade can be fair.”

Fairtrade Premium – what's that?

“Producer organisations receive an additional Fairtrade Premium of, for example, ten cents per pound of coffee.

The farmers themselves decide how this extra money is spent. It can be used to build everything from schools and health centres to social facilities, or to enable growers to improve productivity or reduce their reliance on a single commodity.”

How are standards maintained?

“Trade terms, contracts and working conditions are checked regularly, as is the use of funds from the Fairtrade Premium.

This work is carried out by Fairtrade International (FLO), which is the body responsible for setting Fairtrade standards and certifying producer organisations.”

So what Fairtrade products can I buy?

“Over 3,000 products carry the FAIRTRADE Mark in the UK. See the listings at the back of this directory for details of stockists.”

Seven million reasons to buy Fairtrade...

“The Fairtrade market in the UK reached an estimated retail value of £799m million in 2009. Globally, consumers spent around €3.4 billion on Fairtrade products in 2009, benefiting around 7.5 million people in 58 developing countries.”

What is the FAIRTRADE Mark?



The FAIRTRADE Mark is the only independent consumer guarantee that disadvantaged

producers in the developing world are getting a better deal. By choosing to buy Fairtrade, you can be sure that you're making a difference.

News

Keep right up to date with local Fairtrade activity by contacting your network



FOCUSING ON FAIRTRADE

Sleaford Business Improvement District (BID) is encouraging more traders to join its Fairtrade trailblazers. Immensely proud of its Fairtrade status, the BID is keen to see more shops, cafes and restaurants stocking products that have been made without resorting to child labour and which do not damage the environment.

BID manager Emma Batty said: "A range of businesses, including our local branch of Sainsbury's, Lincolnshire Co-operative, health store Mother Nature and Interflora support Fairtrade, and we are pleased to promote all traders who are doing so.

"We are planning to put up a Fairtrade banner in Southgate ahead of Fairtrade Fortnight – February 28th to March 13th 2011. We are also sponsoring The Fairtrade Group, which wants to produce certificates so we can recognise businesses that are spreading the Fairtrade message to their customers and staff.

It was the students at Sleaford's St George's Academy who set the ball rolling in 2007. First they set up their own Fairtrade stall, and in 2008, St George's became a Fairtrade School. Then they helped to rally councillors, shopkeepers and school governors, spearheading the drive to make Sleaford a Fairtrade Town earlier this year.

In 2009, a survey in Sleaford revealed that 62 per cent of people questioned felt that Fairtrade goods were affordable, countering a popular misconception that these products are expensive.

Emma Batty, Sleaford Business Improvement District

PUPIL POWER!

➔ **Many schools in Sleaford have shown great interest in the concept of Fairtrade.**

St George's College of Technology, now St George's Academy, achieved Fairtrade School status in May 2008 but since then have regained that status for two years running.

The William Alvey Primary School have also made a major impact. Jill Thwaites, a teacher at the school, runs a Fairtrade Club. They canvassed the opinion of local shoppers for a Sleaford Fairtrade Survey and then wrote letters to local businesses to encourage them to promote Fairtrade. Jill is preparing the bid for the William Alvey Primary School to become the first Fairtrade primary school in Sleaford.

Anna Killen, a pupil from the Our Lady of Good Counsel Roman Catholic Primary School, won the Fairtrade Fortnight Poster Competition (shown above). Sarah Weldon, Head Teacher of the school, is keen for the school to move towards Fairtrade School status. Eleven pupils from St George's Academy – Laura Batten, Charlotte Caves, Philip Ingram-

Jannetta, Liam Hallacy, Zak Smith, Michael Osborne, Annie-Mae Routledge, Callum Thursby, Rhys Mood, James Ward and Jordan Day – collected the Diana Award Certificate of Excellence in February 2010 for their work with Fairtrade.

Their citation stated: "The group has demanded action at Farmers' Markets and made live radio interviews with the BBC. Unsurprisingly, its activities are regularly featured in the local press – clear evidence of the way members are an inspiration to their peers and local community."

During Fairtrade Fortnight, The Kesteven and Sleaford Girls' High School joined with pupils from St George's Academy, William Alvey Primary School and Church Lane Primary School to welcome Diana Manasseh. Diana is a pineapple producer from Ghana and she talked to local communities about the benefits of Fairtrade.

The Lincolnshire Co-operative Society (thanks to Sam Turner!) and Sainsbury's (thanks to Debbie Wrightson!) provided Fairtrade pineapples for the pupils to try.

Sleaford: officially Fairtrade!

On 3rd July 2010, as students and staff from the William Alvey Primary School and St George's Academy manned a stall at the local Farmers' Market in Sleaford, the Mayor, Councillor Jack Collings, was presented with the Fairtrade Town Certificate. This was given by the Chair of the Sleaford Fairtrade Group, Debbie Wrightson, Manager of the local Sainsbury's store.

The initiative for Sleaford to become a Fairtrade Town actually came from school pupils. Once St George's College of Technology had achieved Fairtrade School status in May 2008, the desire for Sleaford to become a Fairtrade Town was born. Using an interview

on BBC Radio Lincolnshire, press releases via the *Sleaford Standard* plus various events in and out of schools, the concept of Fairtrade has grown. The presentation was a fitting climax to a long period of developing people's understanding about Fairtrade.

The Fairtrade Foundation are part of a much wider complex of Fairtrade initiatives that guarantee the end producer gets a fair payment and extra money, called the Fairtrade Premium, which can be used in their local community to

aid welfare, provide an opportunity for the installation of a local water supply, or to give children a chance of schooling.

We are delighted that so many businesses are interested in supporting Fairtrade in Sleaford.



Church support

We have been blessed with the enthusiasm from Canon Patrick and Graham Smith, representing St Denys' Church, and Grenville Jackson from the Riverside Church. We are soon expecting the New Life Church in Sleaford to also announce that they will join St Denys' and the Riverside churches as Fairtrade Churches. Many churches support Fairtrade but believe that the requirements for such an accolade are beyond them. Please pop over to <http://goo.gl/ftWxF> to check out the application form. There is a Fairtrade Covenant Service at 6pm at St Denys' Church on Sunday 28th February 2011 – a great way to start off Fairtrade Fortnight!



Certified Fairtrade

We are proud of the support offered by Sleaford Town Council and the Sleaford Business Improvement District (BID). Thanks to them, we can now announce the Sleaford Fairtrade Business Certificate. This recognises an individual business's commitment to a fairer way to do business through such things as using and, where applicable, reselling a range of Fairtrade products; promoting the concept of Fairtrade to its staff and customers; and raising awareness of the Fairtrade Mark.

Also, where possible, the business should make reference to its Fairtrade status on its website, as well as on printed letterheads and other materials, such as annual reports.

Businesses may receive a letter from a pupil from the William Alvey Primary School, or submit an entry direct to Fairtrade, c/o St George's Academy, Westholme, Sleaford, NG34 7PS, or via fairtrade@st-georges.lincs.sch.uk

Sleaford Fairtrade Group
supported by
Sleaford Town Council

presents this certificate to

in recognition of their support for
Fairtrade in Sleaford
2011

Chair, Sleaford Fairtrade Group

Date of first award



GET INVOLVED

Bob Stoner, c/o St George's Academy, Westholme, Sleaford, NG34 7PS. Email fairtrade@st-georges.lincs.sch.uk or visit Sleaford Fairtrade Group on Facebook or Twitter: @sfgfairtrade

Fair Traders

We talk to one of our local Fairtrade pioneers to find out how they're helping to support the movement...



Name: Sally Lawrence
Business: Mother Nature

Can you tell us a bit about your business?

“Mother Nature is a health and beauty store that has been in the Bristol Arcade for 20 years. It was started by my sister Zoe and has remained in the family ever since.”

When did you start selling Fairtrade goods and what products do you sell?

“When I took over the business two years ago we were already selling some Fairtrade goods. We currently stock teas, coffees, chocolate, wholefoods, soft drinks, cleaning products and toiletries.”

How has your business changed as a result of selling Fairtrade?

“We are constantly expanding our Fairtrade range of products.”

Why is it important to you to sell Fairtrade goods?

“It's important because it helps to raise awareness and give a fair deal for producers. At Mother Nature,

we would like every product we buy to give the producers a fair deal.”

Have you seen an increase in the number of people buying Fairtrade?

“Customers do not necessarily look for the Fairtrade logo, but they are satisfied when they see it on their favourite products.”

How did you get involved and what standards and goals did you have to meet in order to be able to sell Fairtrade products?

“The head of Fairtrade at St George's Academy, Bob Stoner, wrote to me asking me to get involved with Sleaford's Fairtrade scene. We currently stock over 15 Fairtrade products and are consciously looking to increase this every year.”

How else do you support Fairtrade?

“We often donate prizes and have displays promoting Fairtrade in the shop.”

SLEAFORD DIRECTORY

Your at-a-glance guide to Fairtrade suppliers and supporters throughout the area...

GO
ONLINE
TO ADD A
LISTING

SHOPS

Bouquet Centre ☎ 01529 300 888
49 Northgate NG34 7BS
Flowers

Interflora HQ
Interflora House, Watergate
NG34 7TB
Caroline.Horry@interflora.co.uk
Flowers

Lidl's ☎ 0870 444 1234
Galley Hill, Northgate
NG34 7AQ
Food, snacks, hot and cold drinks

Lincolnshire Co-operative Society
☎ 01529 306899
Graham Pues, Lincoln Road
NG34 8AB
Food, snacks, hot and cold drinks

Mellow Moments (Toys and Crafts)
☎ 01529 304521
3 Millstream Square
NG34 7ZL
Crafts

Mother Nature Health Shop
☎ 01529 303875
Sally Lawrence,
11 Bristol Arcade
NG34 7ST
Bodycare, Household goods

Sainsbury's ☎ 01529 414695
Debbie Wrightson,
21 Southgate Shopping Centre
NG34 7PD
Food, snacks, hot and cold drinks

Spar ☎ 01529 307572
Luke Sharp, Grantham, Road
NG34 7NB
Food, snacks, hot and cold drinks

Tesco ☎ 0845 6779613
Richard Rushton,
65 Northgate
NG34 7BB
Food, snacks, hot and cold drinks

Thornton's ☎ 01529 307050
38-40 Southgate
NG34 7RY
Snacks

REFRESHMENTS

Barge and Bottle Public House
☎ 01529 303303
Mick Wells, 3 Carre Street
NG34 7TW
www.bargeandbottle.co.uk
Hot drinks

Cogglesford Mill Cottage Restaurants
☎ 01529 30949
Colin & Sheila Pont, East Road
NG34 7EQ
http://restaurant.cogglesfordmill
cottage.co.uk
Hot drinks

Greggs ☎ 01529 303295
Sharon Chamberlain,
42 Southgate NG34 7RR
Hot drinks

Kingfisher Coffee Shop
☎ 01529 307808
Karen Ingram, 3-4 White Hart Mews,
Southgate NG34 7RY
Hot drinks

**New Life Church Second Chance
Coffee Shop** ☎ 01529 309418
30 Boston Road NG34 7ET
Hot drinks

Riverside Church, The Source
☎ 01529 414511
Grenville Jackson,
5 Northgate
NG34 7BH
thesource@riversidesleaford.org.uk
Hot drinks

The Curio Cafe ☎ 01529 309990
John and Isola Partridge,
Money's Yard
NG34 7TW
www.moneyscafe.co.uk
Hot drinks

The Hub Cafe ☎ 01529 308710
Navigation Wharf,
Carre Street
NG34 7TW
info@thehubcentre.info
Hot drinks

The Solo Club ☎ 01529 303200
Nigel Venables,
6 Market Street
NG34 7SF
Hot drinks and food

WORKPLACES

Interflora HQ ☎ 01529 304 141
Interflora House, Watergate,
NG34 7TB
President Rhys Hughes
Provided vending machines for staff to purchase
Fairtrade products and displayed posters to
encourage further purchases. Press release on
Latest News section of website.

Mother Nature Health Shop
☎ 01529 303875
Sally Lawrence,
11 Bristol Arcade
NG34 7ST

Fairtrade Directory 2011

North Kesteven District Council

☎ 01522 414155

Bonnie Fricker
Bonnie_Fricker@n-kesteven.gov.uk
Encourages staff to sign Council Sustainability
Green Pledge North Kesteven Staff District
Council Pledge (extract) where 45% of their
current staff have ticked

Sainsbury's

☎ 01529 414695

Debbie Wrightson
21 Southgate Shopping Centre
NG34 7PD

SCHOOLS

Carre's Grammar School

☎ 01529 302181

Northgate NG34 7DD

Church Lane Primary School

☎ 01529 302696

Emma Bellaby, Church Lane NG34 7DF

Kesteven & Sleaford High School

☎ 01529 414044

Jermyn Street NG34 7RS

Our Lady of Good Counsel Roman Catholic Primary School

☎ 01529 304373

Sarah Weldon, The Drove NG34 7AT
Looking to find evidence to become a
Fairtrade School

St George's Academy

☎ 01529 302487

Westholme NG34 7PS
www.st-georges-academy.org
(Currently the only school in Sleaford which is
accredited a 'Fairtrade School')

William Alvey Primary School

☎ 01529 302772

Jill Thwaites, Eastgate NG34 7EA
Looking to become a Fairtrade School for
Fairtrade Fortnight 2011

PLACES OF WORSHIP

New Life Christian Ministries

☎ 01529 413063

Mareham Lane NG34 7JP

Looking to become a Fairtrade Church by
Fairtrade Fortnight 2011

Our Lady of Good Counsel RC Church

☎ 01529 302 529

Pat Blakeman, Jermyn Street
NG34 7AT

Riverside Church

☎ 01529 414511

Southgate NG34 7RY
Fairtrade Church

Sleaford Methodist Church

☎ 01529 302289

Rev'd Martin Amery, Chapel Lane,
Ruskington, NG34 9DX

St Denys' Church

☎ 01529 302177

Graham Smith, Market Place
NG34 7SH
Fairtrade Church

Every effort is made to ensure that these listings are accurate and up to date at the time of this directory going to print. If you spot a mistake or an omission, please let your local Fairtrade Network know, using the contact details in the News section. If we've got something wrong, we're sorry, but please bear in mind that these listings are compiled by volunteers who are working in their spare time.



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