



# Health Inequalities Pool

## FOOD RESOURCE PACK



# FAIRTRADE IN MANCHESTER

## The Fairtrade Mark

The Fairtrade Mark is an independent consumer label which appears on products as a guarantee that disadvantaged farmers and workers in the developing world are getting a better deal.



## The Fairtrade Foundation

The Foundation is an independent body in the UK that awards the Fairtrade Mark to products which meet Fairtrade standards. It is a member of an international network of 20 organisations that are members of the standard-setting and certification body Fairtrade Labelling Organisations International (FLO).

For more information on the Fairtrade Foundation: Room 204, 16 Baldwin's Gardens, London, EC1N 7RJ / Internet - [www.fairtrade.org.uk](http://www.fairtrade.org.uk) / Phone - 021 7405 5942

## Manchester – Fairtrade City

To encourage more people to think about what they're buying and where it's come from, Manchester City Council led the bid to make Manchester a Fairtrade City, and the City was awarded Fairtrade status in March 2005. The goals of a Fairtrade City are set down by the Fairtrade Foundation:

1. The local council must pass a resolution supporting Fairtrade, and serve Fairtrade coffee and tea at its meetings and in offices and canteens.
2. 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).
3. Fairtrade products must be used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc).
4. The council must attract popular support for the campaign.
5. A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade City status.

For more information on Fairtrade in Manchester visit the City Council web site at: [www.manchester.gov.uk/environment/fairtrade/index.htm](http://www.manchester.gov.uk/environment/fairtrade/index.htm), or contact Louise Yates, Fairtrade Officer - [l.yates@manchester.gov.uk](mailto:l.yates@manchester.gov.uk) / phone 0161 219 6099.

## Fairtrade Group in Chorlton



The aim of the Fairtrade group is to ensure Chorlton's ongoing commitment to Fairtrade. The group was formed in December 2004 with the support of a local environmental campaigning organisation called *Action For Sustainable Living (AFSL)*. The group is made up of a cross section of the Chorlton community and is now in the process of setting up strong links with local businesses, Churches and Schools.

You can support Fairtrade Chorlton by making the Fairtrade Pledge at the AFSL website: [www.afsl.org.uk](http://www.afsl.org.uk)

For more information email Anna O'Sullivan: [chorlton@afsl.org.uk](mailto:chorlton@afsl.org.uk) or phone 0845 456 4468 (local rate).

## Olive Co-op

The Miles Platting based Olive Co-operative distributes Fairtrade olive oil within Manchester, which has been grown by marginalized Olive growers in Palestine. In addition, the Co-op sells Fairtrade arts and crafts made by Palesinian refugees, many of whom are living in conditions of extreme hardship. They also promote responsible tourism, trade and education in the Middle East, offering rewarding tours around Palestine/Israel, which enable visitors to learn about the situation first-hand, and meet inspiring groups working for peace and human rights. The co-op has an online store, as well as distributing produce through local Fairtrade retailers such as Unicorn Grocery in Chorlton.

Find out more about the Co-op, and purchase from the online store at: <http://www.olivecoop.com>

Olive Co-op Office: Bridge 5 Mill, 22a Beswick Street, Manchester M4 7HR  
Phone: 0161 273 1970 or 0845 456 1472 (UK local rate)  
Email: [info@olivecoop.com](mailto:info@olivecoop.com)

## Fairtrade Stores, Restaurants and Cafes

Due to the efforts of committed individuals, retailers and campaign groups such as the City Council and Chorlton Fairtrade group, there are more and more Fairtrade outlets in the City, providing a valuable lifeline for disadvantaged growers in the developing world.

A list of Fairtrade cafes, restaurants and shops can be downloaded from the City Council website at: [www.manchester.gov.uk/environment/fairtrade/index.htm](http://www.manchester.gov.uk/environment/fairtrade/index.htm).

## Fairtrade Issues

### Fairtrade and Supermarkets

Originally Fairtrade produce were distributed through small, independent and ethical retailers and groups. Nowadays supermarkets are dealing in Fairtrade, and it has become a significant sector of the industry. Supermarkets dominate global markets and distribution, and it is largely their doing, through paying low prices, that so many growers in the developing world are disadvantaged in the first place. When selling Fairtrade produce, supermarkets may make smaller profits on these brands, but they still get to maintain control of the market. It can be argued therefore that by purchasing Fairtrade produce from supermarkets, we are supporting the global, corporate systems that are undermining the health of communities and local economies. The flip side of the coin is that in countries like the UK, the turnover of supermarkets is vast compared with that of the smaller, independent and ethical retailers, so by channelling produce through supermarkets, more Fairtrade is being generated for disadvantaged producers.

### Premium Prices

Most people in this country would agree that it is good to purchase Fairtrade produce, but many are put off by the premium prices that are charged. In general, people spend much less money on food per capita than they did 50 years ago. Instead they spend money on stuff like property, cars and consumables. This is made possible largely because of the way in which global corporations maintain artificially low prices by paying low wages to growers in the developing world, and through exploiting the world's natural resources, through unsustainable production systems.

It would require a significant change in spending patterns, in order for the majority of people living on low incomes in places like Manchester, to get into the habit of purchasing Fairtrade produce. Similarly, it would require a significant change in attitude for low-income families to support local, ethical and organic producers.

The question is therefore, are local people willing to **'walk the extra mile'**, to engage with, and support local and ethical food strategies, and to disengage from the global marketplace?

The Bentley Bulk Local Food Project, which was piloted in Hulme in 2004, successfully demonstrated how local low-income residents can be engaged in a healthy local food system. Residents were encouraged to earn food credits called 'Bentley Bobs', by assisting in the process of growing, and distributing local food. The credits that they earned enabled low income families to afford local, ethical, organic produce which were being sold at premium prices. In

other words, the project enabled them to 'walk the extra mile', and to engage in Local Fairtrade.

### **Local Fairtrade**

Community economic engagement processes such as the Bentley Bulk Local Food Project demonstrate how low-income families can be supported to practice Local Fairtrade. Since Manchester obtained Fairtrade status in March 2005, it is important for key partners, such as Manchester City Council, who have huge procurement budgets, to understand the need for adopting Local Fairtrade practices themselves. For example there is a drive, particularly since the 'Jamie Oliver' episode, and through initiatives like 5-A-Day, to put more money into healthy and nutritious school dinners.

It is possible to go to wholesale markets such as new Smithfield, and purchase 25kg potato sacks (such as Lincolnshire) for as little as £2, which is about 12.5% of the retail price that we pay for similar produce at supermarkets. It is tempting, and understandable, for large procurement bodies such as city councils to purchase produce such as this, in order to get the best value out of their stretched budgets. The problem is, the main reason these produce are so cheap, is that they have been grown by low paid immigrants, many of which are illegal, and most of whom are living in poor living conditions (this issue was covered in depth in the Independent in 2004).

Since Manchester now has Fairtrade city status, there is a strong case to say that we should be actively supporting Local Fairtrade, as well as Fairtrade with developing nations. This can be achieved by walking the extra mile, to support local growers, and developing healthy local food systems, which compliment international Fairtrading.



**Produced by  
Manchester Alliance for Community Care  
Swan Buildings, 20 Swan Street, Manchester, M4 5JW.  
Tel: 0161 834 9823  
Fax: 0161 832 2352  
[www.macc.org.uk](http://www.macc.org.uk)**