

## MAKE FAIRTRADE YOUR HABIT

We tend to be creatures of habit. We sit down each day to eat the same cereals - perhaps topped with fruit -- same toast and marmalade and our usual drink of juice, tea or coffee. Every day stuff but the simple habits in our breakfast alone could help to build up a small sugar producing co-operative in Malawi, or allow a struggling banana producer to realise a price that covers his costs, or give tea pickers in Sri Lanka access to education and pensions. And as for the impact on cotton farmers of that favourite shirt, socks or jeans we've slipped on . . . .



Behind every food we eat or piece of clothing that we put on lies a story. If we get in the habit of asking for the story before buying this tea or that jumper – and choosing our purchases based on the answers – we could make our habitual choices work for others . . . and gradually transform the way trade takes place.

What is the Fairtrade story? Fairtrade creates a new way of trading that benefits small producers groups and has a built-in commitment to their development and welfare. Based on genuine partnership that build up relationships of trust, Fairtrade guarantees producers fair prices, ensures safe working practices and aims to be environmentally sustainable. Payment is given in advance, as required, where previously farmers had no access to credit.

Such principles – far removed from the general standards of world markets – make all the difference.

“It is difficult to survive in the neo-liberal model” says Victor Perezgrovas, General Manager of Union Majomut coffee co-operative in Mexico “but Fairtrade has given us the capacity to work within the system. The minimum price has covered costs of production and allowed us a dignified life. It has helped us invest in other areas such as organic so that we get a higher income. It has given us the access to finance. As small farmers who are organised and thinking about the future, the social premium has enabled us to invest in our communities”

Fairtrade is more than just one practical way to tackle poverty in the world, it encourages Kingdom values to come into the market place. All WE have to do is get into some good habits in the way we buy our goods, and pass on the Fairtrade habit to others in our churches and communities. Let the creatures of good habits change the world.



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