



## All Party Parliamentary Group for Fairtrade

### Narrative and financial report 2016

#### Introduction

The All Party Group for Fairtrade was formed in late 2015, with initial members from Labour, Conservative, SNP, Liberal Democrat and SDLP parties. The co-chairs are Jason McCartney MP (Con) and Holly Lynch (Lab). Mark Durkan MP (SDLP) and Dr Lisa Cameron MP (SNP) were original vice-chairs. New vice-chairs were appointed at the AGM in November 2016. The Fairtrade Foundation acts as secretariat. The group aims to support the work of Fairtrade in Parliament and the work of MPs with Fairtrade in their constituencies.

#### Activities in 2016

##### Fairtrade Fortnight

An informal drop-in event was held to celebrate the commencement of Fairtrade Fortnight, the Fairtrade Foundation's flagship annual campaign. The campaign aimed to tell the story of food insecurity and asked the British public to 'sit down for breakfast and stand up for farmers'. The event was opened by the Rt Hon Desmond Swayne TD MP and was attended by approximately 40 MPs from across most parties. Fairtrade producers Julio Mercado Cantillo (banana farmer, Colombia) and Patrick Muthaura Kaberia (tea farmer, Kenya) spoke about the difference that Fairtrade had made to their lives and those in the community. Julio said "before Fairtrade, the earnings from the farm were not enough to support my extended family and we often thought of selling the farm to bigger producers. With the Fairtrade Premium, food security and the quality of life in general have improved for my wife, children, grandchildren and siblings."

##### Strategy Briefing

Fairtrade Foundation's Chief Executive Michael Gidney chaired a briefing of the 2016-2020 strategy 'Fairtrade Can, I Can'. The strategy is split into four areas: focus on impact, make Fairtrade personal, improve and innovate and strengthen our organisation.

##### Campaigner engagement

At our AGM this year we connected MPs with their campaigner constituents to show Fairtrade's relevance to the communities of the UK as well as the Global South. Campaigners from Scotland, the East and West Midlands, London, Yorkshire and Lancashire shared their experiences of Fairtrade and how they bring it to life in their communities. Additionally, Michael Gidney provided a brief summary of the year and updated MPs present on the newly-announced partnership with Cadbury on their Cocoa Life programme.

#### Fairtrade Foundation's reach and impact

- Sales of Fairtrade amounted to over £1.6 billion in 2015
- More than 1.65 million farmers and workers in 74 countries are part of the Fairtrade system
- 9/10 people recognise the FAIRTRADE Mark
- Over 10,000 community groups engage with and promote Fairtrade in the UK.

#### Plans for 2017

##### Fairtrade Fortnight

Another celebratory event will be held in Parliament involving Fairtrade producers, Parliamentarians and campaigners to mark the beginning of Fairtrade Fortnight. In 2017 the theme is 'put Fairtrade in your break', encouraging the UK public to think about where their favourite products come from and to be conscious consumers, not unwittingly perpetuating exploitative supply chains.

Photographs from Fairtrade Fortnight 2016 Parliamentary launch



Pictured: Patrick Muthaura Kaberia and Julio Mercado Cantillo, visiting Fairtrade farmers.



Pictured: Roger Mullin MP, Mike Weir MP, Julio Mercado Cantillo, Alison Thewliss MP, Holly Lynch MP, Tommy Sheppard MP, Paula Sheriff MP



Pictured: Children from Honley High School



Pictured: Julio in conversation with DFID staff



Pictured: Campaigner Helen Robinson with co-chairs Jason McCartney MP and Holly Lynch MP, and farmers Julio and Patrick.



Pictured: MPs, students and Julio in conversation over breakfast



### Social media engagement: a snapshot

Desmond Swayne Retweeted

**Fairtrade Press Team** @FairtradeUKNews · Mar 1  
"Trade dwarfs aid - let's keep up this vital work" @DesmondSwayne tells MPs #FairtradeAPPG launch with @fairtrademg



19 6



**Greg Mulholland** @GregMulholland1 · Mar 1  
Delighted to meet Jullo, a banana farmer from Columbia at the #FairtradeAPPG #FairtradeFortnight event. @FairtradeUK

2 3

Fairtrade Press Team retweeted by Justine Greening MP and Desmond Swayne MP

Tweet from Greg Mulholland MP



**Holly Lynch MP** @HollyLynch5 · Mar 1  
Thanks to Honeyey High's Hope and Jack for joining us for our #FairtradeAPPG event! Lots of MPs coming along.

6 6



**Roger Mullin MP** @RogMull · Mar 3  
Delighted to support launch of #FairtradeAPPG and #FairtradeFortnight in parliament this week #YouEatTheyEat

10 4

Tweet from Holly Lynch MP

Tweet from Roger Mullin MP



FAIRTRADE FOUNDATION



Jason McCartney MP @JasonMcCartney

Launched #FairtradeAPPG in Parliament with @fairfunkyhelen @HollyLynch5 @HolmeValleyFT and farmers Julio & Patrick



RETWEETS 11 LIKES 9

4:04 PM - 1 Mar 2016

Retweet and Like icons

Tweet from Jason McCartney MP

Pinned Tweet



APPG for Fairtrade @FairtradeAPPG · Nov 30

Great #Fairtrade APPG today-so pleased to have @HollyLynch5 & @JasonMcCartney as co-chairs and to see MPs meet #campaigner constituents!

Holly Lynch MP, Jason McCartney MP, Stuart McDonald MP and 3 others



Retweet and Like icons

Tweet from Fairtrade APPG account



Holly Lynch MP @HollyLynch5 · Jul 22

Thx Fairtrade CEO Michael Gidney who joined @FairtradeAPPG this week to brief MPs abt issues inc FT gold mining

Retweet and Like icons

Tweet from Holly Lynch MP re: Fairtrade strategy briefing

## Financial report: Fairtrade APPG

Period covered: 1 December 2015 – 31 December 2016

- A. Balance brought forward from previous year
- B. Income received during the year
  - i. Membership subscriptions – N/A
  - ii. Monetary donations – N/A
  - iii. Trading income – N/A
  - iv. Interest received – N/A
  - v. Other – N/A

Total income: none

- C. Expenditure during the year
  - i. Employment costs – N/A
  - ii. Costs of contractors and freelance staff – N/A
  - iii. Visits and events - £571.50

Thanks are extended to The Co-operative for the provision of refreshments and breakfast items for the Fairtrade Fortnight 2016 event.

- iv. Cost of generating income – N/A
- v. Office and communication costs – N/A
- vi. Other – N/A

Total expenditure - £517.50, covered by Fairtrade Foundation

- D. Balance carried forward – N/A
- E. Value of benefits in kind received from each source during the reporting year:

Fairtrade Foundation, Secretariat duties – Rachael Sweet, Communities Campaigns Officer, time spent approximately one day per week @ £140 per day – approximately £7,000 with time accounted for annual leave and flexibility of time spent.