



## Fair Trade Nation Annual Update Report

2018-19

### Essential Criteria

Fair Trade groups across Scotland have continued to be active over the past year. From our latest research, we deemed 87 groups “active and self-sufficient” and 27 “inactive/in need of support.” Groups in North Lanarkshire and Fort William are working towards achieving Fairtrade status. The number of local authority areas with Fairtrade status has increased from 25 in 2018 to 27 in 2019 with Perth and Kinross and South Ayrshire achieving status. All seven Scottish cities continue to have Fairtrade status.

Although no new higher education institutions have achieved Fairtrade status since last year, the target of at least 60% with Fairtrade status continues to be met. On top of that, the Scottish Fair Trade Forum has been in contact with universities and colleges about pledging support for the International Fair Trade Charter and has so far received positive responses from the University of Edinburgh, the University of St Andrews and Glasgow Caledonian University with others in the process of considering pledging support. The Scottish Fair Trade Forum attended the College Expo at Queen Margaret University in 2018 and gives annual lectures to business students at the University of Strathclyde, and to catering and hospitality students at Edinburgh Napier University. During Fairtrade Fortnight, the Forum worked in partnership with the University of St Andrews to organise a talk by visiting producer Aimable Nshimiye from the Sholi Coffee Co-operative in Rwanda. The event, held at the University of St Andrews, was attended by university staff, students and members of the community.

Consumer polling was commissioned in 2017 and the Forum carried out a survey of Fair Trade suppliers in the same year, both of which informed the Fair Trade Market Report<sup>1</sup>. The polling showed that there continues to be a high level of awareness (98%) of Fair Trade products among Scottish consumers, but the results on the regularity of purchasing of Fair Trade products was inconclusive. Furthermore, the results showed that consumers are willing to incur a higher price when buying a Fair Trade product, however, only 6% of respondents say they are willing to pay “much more” for a Fair Trade product. Although we found that the greatest number of Fair Trade products is traded by supermarkets and online, independent Fair Trade businesses play an important role (and perhaps have the potential to play an even greater one) in the Scottish Fair Trade market. In November 2018, the Scottish Fair Trade Awards Ceremony was held in Gavin’s Mill Fair Trade shop/café in Milngavie. Throughout Fairtrade Fortnight 2019, the Forum participated in events at a range of businesses and organisations, such as Hadeel and the One World Shop in Edinburgh.

Since the end of 2018, Traidcraft has been going through a period of uncertainty and this has contributed to uncertainty for those relying on the company, either as suppliers in producer countries or retailers in the UK.

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<sup>1</sup> <http://www.scottishfairtradeforum.org.uk/newsroom/publications/fair-trade-market-in-scotland.html#.XVqtIehKhaQ>



Over the past year, there have been six motions relating to Fair Trade lodged in the Scottish Parliament, and the Cross Party Group on Fair Trade has held several meetings with speakers from organisations such as Challenges Worldwide, Zaytoun and the Sholi Coffee Co-operative in Rwanda. The European launch of the new International Fair Trade Charter took place in the Scottish Parliament on 25 September 2018 and was attended by the Chief Executives of both the World Fair Trade Organization and the Fairtrade Foundation. The Charter sets out the Fair Trade movement's agreed definition and vision of Fair Trade, and the core values which underpin it. It also reiterates the need for Fair Trade in achieving the Sustainable Development Goals, and the common approaches that unite individuals, groups and organisations in the Fair Trade movement. At this event and since then, the Forum has continued to gather support from MSPs and Scottish MPs for the Charter. Many elected officials, including First Minister Nicola Sturgeon, have pledged their support<sup>2</sup>

JTS celebrated its 10<sup>th</sup> Anniversary in early 2019 which included a reception in the Scottish Parliament. Guests from a range of different organisations as well as customers, MSPs and Ben Macpherson, (Minister for Europe, Migration and International Development) attended the event.

### **Desirable Criteria**

During Fairtrade Fortnight 2019, many faith and community groups held events to draw attention to the efforts of the Fair Trade movement to improve the lives of producers by ensuring a living income is paid throughout the supply chain, with a particular emphasis on living incomes for women who produce cocoa. Examples of events included Fair Trade faith group services, coffee mornings and exhibitions. A number of our members, partners and stakeholders shared information about the Rwandan Coffee Project on their social media and websites and encouraged others in their communities to go along to Fairtrade Fortnight events.

The Forum continued its cooperation with schools across Scotland, making teaching materials and lesson plans available for Fairtrade Fortnight. Students from Kyle Academy in South Ayrshire received the Scottish Fair Trade Innovation Award in 2018 for their socially conscious and innovative *Caring Café* which brings together students, staff (including non-teaching staff) and people from the wider community to chat over Fairtrade tea and coffee.

In terms of wider community awareness raising, the Forum has hosted and attended several events celebrating Fair Trade across Scotland. This has included the Fair Trade Nation Lecture in Dundee and the Forum's annual campaigner conference in Dumfries. The Forum also had a stall at the Ethical Christmas Market in Dundee in December 2018 selling products from different member businesses and informing visitors about the aims of Fair Trade as well as how they can become involved in their local community.

A lot of effort has gone into the development of links with producers this year through the Scottish Government-funded Rwandan Coffee Project. In cooperation with Challenges Worldwide, Twin Trading and Enactus UK, the Forum is working with co-operatives across Rwanda to assist them in gaining market access and making their businesses more sustainable. The project partners were happy

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<sup>2</sup> [http://www.scottishfairtradeforum.org.uk/take-action/international/fairtradecharter.html#\\_XMCBduhKhaQ](http://www.scottishfairtradeforum.org.uk/take-action/international/fairtradecharter.html#_XMCBduhKhaQ)



Scottish  
**Fair Trade**  
Forum

to welcome Aimable Nshimiye, Managing Director of the Sholi Coffee Co-operative, to the UK during Fairtrade Fortnight 2019 where he spoke to businesses, the Cross Party Group in the Scottish Parliament, schools and community groups about coffee production, Fairtrade and the project.

The Forum co-hosted with Fair Trade Wales a seminar on the Fair Trade Nation concept in Cardiff in the 2018.

This update offers some highlights from the year 2018-19 and is far from comprehensive. It serves simply to give an impression of some of the activities and achievements across Scotland over the last year that may have increased awareness and purchasing of Fair Trade thereby contributing to Scotland's status as a Fair Trade Nation.