

**What:** Starfish Fair trade Coffee Break



**Date:** Friday 20 May

**Time:** Normal shop hours

**Venue:** Starfish, 128 Willis Street

Starfish is participating in the Oxfam Coffee Break on Friday 20 May. They will be serving cups of Cafe L'affare plunger coffee, Kokako hot chocolate as well as Whittaker's chocolate throughout the day for a donation to Oxfam and hope to raise \$300 to help struggling coffee growers work their way out of poverty. Contact Starfish on 04 385 3722 for more information or visit [www.starfish.co.nz](http://www.starfish.co.nz).

**What:** Tadesse Meskela from Ethiopia



**Date:** Friday 20 May

**Time:** 6.00-7.30pm

**Venue:** Wellington Trade Aid store, cnr Victoria and Bond Streets

General manager of the Oromia Coffee Farmer's Cooperative in Ethiopia that is featured in the film Black Gold, Tadesse will be talking about the work of his cooperative to improve the lives of the coffee farmers and their families in northern Ethiopia. He is being hosted by the Coffee Roasters Association of New Zealand and Trade Aid.

**THIS YEAR'S FAIR TRADE FORTNIGHT IS THE CHANCE FOR WELLINGTON TO "SHOW OFF" AS NEW ZEALAND'S FAIR TRADE CAPITAL CITY, LEADING THE COUNTRY IN THE WORLDWIDE MOVEMENT TO FAIR TRADE.**

Fair Trade Fortnight is the annual celebration held throughout Australia and New Zealand and around the world to highlight the life-changing difference fair trade makes for millions of developing country farmers, their families and communities.

For Fair Trade Fortnight 2011 Wellingtonians are being urged to "Show Off Your Swap"! Through the events, activities and promotions happening in Wellington and across the country, we want to spread the word about the difference that **swapping to Fairtrade** Certified and fair trade products **makes to producers** in developing countries.

Over the last 12 months we've seen some big swaps to fair trade and Fair Trade Fortnight 2011 is the time to celebrate them and show off the power of our choices as consumers, invite more individuals, groups and organisations to join the movement, and develop and increase the use of fair trade products in New Zealand.

Making the swap to fair trade is simple – it is about deciding to buy products that are certified as Fairtrade. This simple act can help make a huge difference for producers and farmers in developing countries by giving them access to fair prices and money to invest in everyday things for their communities such as education and healthcare.

So in the supermarket, restaurant, café, when looking for that special gift or seeking out stylish clothes – this Fair Trade Fortnight give fair trade a try and "show off" about telling others and encouraging them to do the same.

#### WHAT IS FAIR TRADE?

Fair trade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices, Fair trade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

#### WHAT DOES IT MEAN FOR WELLINGTON TO BE A FAIR TRADE CITY?

Wellington became New Zealand's first Fair Trade City (along with Dunedin) in December 2009. The Fair Trade Association of Australia & New Zealand (FTAANZ) set out the five goals required for all city councils to be able to receive the Fair Trade City award. These five goals are:

1. Council resolution that states the council's support for fair trade.
2. Fair trade products are widely available in the region.
3. Fair trade products are used widely in workplaces, schools, and community groups.
4. Media coverage of the city's decision to support fair trade and to raise awareness.
5. Sets up a local steering group to monitor and support progress towards the goals

The Wellington Fair Trade City Group together with the Wellington City Council has achieved these outcomes and continues to work to build more awareness around the use and availability of fair trade products in Wellington.

**LEARN MORE ABOUT FAIR TRADE AND THE WELLINGTON FAIR TRADE MOVEMENT AT [WWW.FAIRTRADEWELLINGTON.ORG.NZ](http://WWW.FAIRTRADEWELLINGTON.ORG.NZ)**

Thanks to our 2011 Fair Trade Fortnight sponsors:



If you are keen to help volunteer with the Wellington Fair Trade City Group for more city promotions about fair trade, contact [fairtradewellington@gmail.com](mailto:fairtradewellington@gmail.com)

**FAIR TRADE FORTNIGHT 2011**  
THE BIG SWAP


WELLINGTON FAIR TRADE FORTNIGHT EVENTS  
[WWW.FAIRTRADEFORTNIGHT.COM](http://WWW.FAIRTRADEFORTNIGHT.COM)

**7-22 MAY**


**FAIR TRADE CITY**  
WELLINGTON

## WHAT'S HAPPENING DURING FAIR TRADE FORTNIGHT?

For more events and news, visit [www.fairtradefortnight.com](http://www.fairtradefortnight.com)

**What:** Fair trade afternoon tea with Wellington City Mayor, Celia Wade-Brown   
**Date:** Saturday 7 May  
**Time:** 1-2.30pm  
**Venue:** Council Chambers, Wellington City Council, Victoria Street


To mark the start of Fair Trade Fortnight in Fair Trade City Wellington, Her Worship the Mayor is inviting Wellington fair trade businesses, community groups and workplaces to join her along with the Fair Trade Association of Australia and New Zealand (FTAANZ) and the Wellington Fair Trade City Steering Group for a fair trade afternoon tea. RSVP to [wellington.fairtrade@gmail.com](mailto:wellington.fairtrade@gmail.com) for catering purposes. Invitation only event, please contact [wellington.fairtrade@gmail.com](mailto:wellington.fairtrade@gmail.com) if you would like to receive an invite.

**What:** Oxfam's Biggest Coffee Break 2011   
**Date:** 7-22 May  
**Time:** Ongoing  
**Venue:** Your workplace

Have a cuppa, find out about Fair trade and fundraise to change lives. Hold a Coffee Break with your friends or workmates this Fair Trade Fortnight (May 7-22) and not only will you get to natter with them over a delicious fair trade cuppa, you'll also be raising money for Oxfam's work towards a fairer, safer, more sustainable world. To sign up visit [www.oxfamcoffeebreak.org.nz](http://www.oxfamcoffeebreak.org.nz) or call 0800 400 666.

**What:** Fair trade Photography Exhibition   
**Date:** 7-22 May  
**Time:** normal shop hours  
**Venue:** Starfish, 128 Willis Street, Wellington


FTAANZ's Maria Jose Trogolo builds relationships with coffee and cocoa producer groups in remote parts of Papua New Guinea. In this exhibition she offers a unique insight into the everyday lives of communities both in need of, and who already benefit from the Fairtrade system.

**What:** Monkey Business with Allgoodbananas   
**Date:** 7-22 May  
**Time:** Anytime, anywhere!  
**Venue:** Downtown Wellington

We all know that monkeys love to show off, so keep your eyes peeled for random acts of monkey business from the Allgoodbananas team out on the streets of downtown Wellington. Wellingtonians are buying the most fair trade bananas in New Zealand and right through Fair Trade Fortnight there will be "gorilla raids" around the inner city guaranteed to put a smile on your face!


**What:** Fair trade in store tastings   
**Date:** Each weekend of Fair Trade Fortnight  
**Venue:** Supermarkets across the city – find out where at [www.fairtradefortnight.com](http://www.fairtradefortnight.com)

Visit your local supermarket to sample delicious fair trade chocolate from Scarborough Fair, Whittaker's and Cadbury, All Good Fairtrade Bananas and Tatua Chocolate custard. Tastings will happen each weekend at selected supermarkets across the city.


**What:** Fairest of Them All – Celebrity Challenge   
**Date:** 7-14 May  
**Time:** Ongoing  
**Venue:** Facebook, Twitter

Follow Wellington Mayor Celia Wade-Brown and Wellington MP Grant Robertson as they challenge other well-known Wellingtonians to show

off their swap to fair trade by tweeting, facebooking, txting and generally making a fuss about how they are making the swap to fair trade in their daily lives. Follow us on Facebook – Fair Trade City Wellington.

**What:** Fair Trade Cupping   
**Date:** 11 May and 18 May  
**Time:** 7.30pm  
**Venue:** Memphis Belle, 38 Dixon St


Voted best café in Wellington in 2010, the Flight coffee team are hosting cupping each Wednesday of Fair Trade Fortnight, which is open to the public and is a free open conversation about the origins of coffee. Matt will be demonstrating the V60 pour-over and is raving about the new flavours of their new Ethiopian blends.

**What:** Celcius Coffee's Oxfam Biggest Coffee Break & Competition   
**Date:** 13 May 7-22 May  
**Time:** Various  
**Venue:** Celcius Café 130 Hutt Road, Petone


Celcius are hosting an Oxfam Biggest Coffee Break in the café on May 13 and right throughout Fair Trade Fortnight we are running a competition at the café to win a hamper full of fair-trade goodies.

**What:** World Café   
**Date:** Friday 13 May  
**Time:** 6pm  
**Venue:** Hotel Bristol


This World Café evening is an open discussion that aims to facilitate debate and to create ideas on sustainability that develop from both professional and public opinion. Fair trade and its relation to the trend to "Freetrade" and how this coincides with water scarcity issues facing the global market will be the starting point for conversation. This will lead into wider themes about our economy in relation to the global economy and the issues surrounding water in both the present and future.

**What:** Trade Aid Indian Festival for World Fair Trade Day   
**Date:** Saturday 14th May  
**Time:** 11am-4pm  
**Venue:** Trade Aid store, cnr Victoria and Bond Streets

Celebrate World Fair Trade Day with food and entertainment at the Wellington Trade Aid store, including Mhindi, block printing activity and spiced tea and sweets.

**What:** Global Poverty Project's Scavenger Hunt   
**Date:** Saturday 14th May  
**Time:** 12noon-4pm  
**Venue:** Civic Square

Join the Global Poverty Project team as they get together with other organisations in celebrating World Fair Trade Day, by participating in the great 'Show Off Your Swap' Scavenger Hunt. Adventure around the city to complete Fairtrade product themed challenges to be in to win great prizes and learn more about fair trade. The grand prize is a year's supply of 'All Good' Bananas from CommonSense Organics. RSVP at [www.globalpovertyproject.com/events](http://www.globalpovertyproject.com/events) click on Scavenger Hunt \$5 per person, \$20 for a team (pay on the day).

**What:** Victoria International Development Society hosts 'Oxfam's Biggest Coffee Break on Campus!'   
**Date:** Tuesday 17 May  
**Time:** 11am-2pm  
**Venue:** MacLaurin Lecture Theatre Foyer, Kelburn Campus, Victoria University

This event is dedicated to promoting fair trade. Come along to the stall and get yourself a delicious cup of freshly brewed fair trade Lazzare coffee. Yum! You will be able to talk to the people at the stall about fair trade and also join us in our campaign to make Victoria University a Fairtrade University! Koha for the coffee would be greatly appreciated. All proceeds will go directly to Oxfam.

**KEY:**  EVENT  PROMOTION  EXHIBITION