

# Fairtrade Devon

Choose products with the FAIRTRADE mark

## Cadbury's & George Alagiah go Fairtrade

By Zoe, a Year 8 student at Coombeshead College



Earlier this month, Coombeshead College had a very special guest in our theatre to talk about Fairtrade - George Alagiah, the presenter of the BBC Six O'Clock News, who was delighted to talk to our students about his life and how he ended up being a patron for the Fairtrade Foundation.

I was really excited to hear a comment that George said about Cadbury's. He said "Cadbury's are going fairtrade, and even thinking of a fairtrade advert with the same impact as the drumming gorilla"

We run our own fairtrade stall here at the school in the Science block, and we talked to Mrs Morris who runs the fair trade stall.

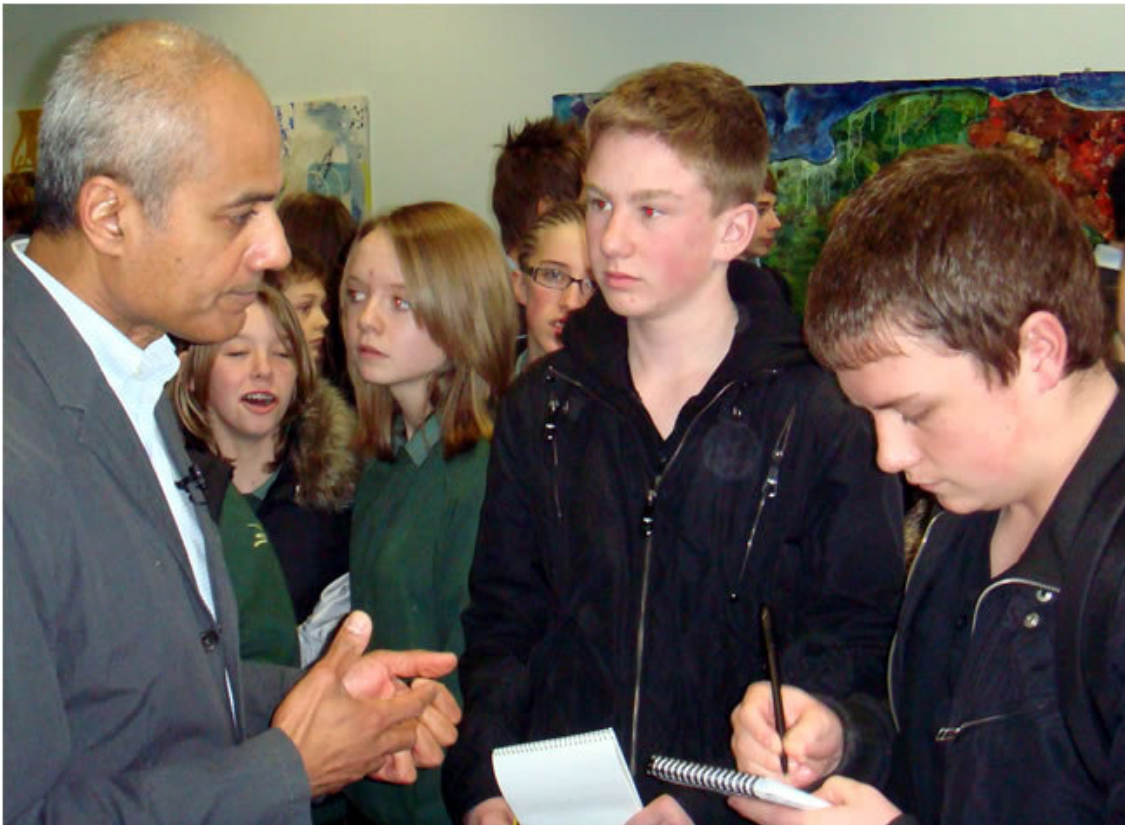
"It is run everyday at lunchtime," she said. "We sell cookies, chocolate and geo bars. We raised £1,500 last year, and our profit goes to our link schools in South Africa. The staff also uses Fairtrade coffee, which they buy off me!" She then added, "I think everyone should go Fairtrade."



In the summer, Cadburys, the nation's top selling chocolate bar, will be going Fairtrade! They will be tripling the amount of Fairtrade cocoa sourced from Ghana to about 15,000 tonnes a year, and the total annual cocoa production of Ghana is more than 600,000 tonnes.

Cadbury will also be sourcing cocoa from Kuapa Kokoo, one of the first groups to be Fairtrade certified, with over 40,000 registered cocoa farmers across Ghana. Although they are currently only selling a small percentage of their cocoa as Fairtrade, they have been able to implement community projects like building primary school classrooms, constructing wells, and investing in corn mills.

Now Kuapa Kokoo will have the opportunity to sell cocoa to Cadbury on Fairtrade terms, which will increase their Fairtrade premiums, and therefore the range of farmer support and community development programmes they can implement.



Since 2001, sales volumes have grown by 40-50% on an average, with 1.3 million more households buying Fairtrade goods than in 2007. The value of these goods were £500m in 2007, and £700m in 2008. Harriet Lamb, chief executive of the Fairtrade Foundation has said that, " the recession has not affected purchases of Fairtrade goods, the rate of growth is still increasing."



**FAIRTRADE FORTNIGHT**  
**23 February – 8 March 2009**

**MAKE IT HAPPEN**  
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FAIRTRADE

The banner features a photograph of a man in a white cap holding cotton. The text is in bold, yellow and white fonts on a black background. The Fairtrade logo is in the bottom right corner.