

- The rules of international trade favour rich countries and large multinational companies over poor countries and small-scale producers.
- Low wages, excessive hours, child labour and disregard for the most basic health and safety precautions, can all contribute to low prices in our shops.
- Making the positive choice of buying fairly traded food, clothes and craft items is a simple way of improving people's prospects. And you get the quality you want!
- **Fairtrade** ensures basic rights for producers by offering fair and guaranteed prices and encouraging long-term trading commitments.
- It means that a growing number of farmers, workers, crafts people and small-scale producers are now getting a better deal in return for their hard labour.

over 350 Fairtrade products are now available from a growing number of supermarkets, retailers, cafés and specific Fairtrade shops throughout the UK

make a positive choice:
switch to Fairtrade





More and more shoppers wish to buy products which exploit neither the environment nor the people who produce them. Fair Trade makes it possible to shop with a difference and make a direct impact on the lives and wellbeing of producers.



the Fairtrade mark

The **Fairtrade** mark guarantees goods have been fairly traded. The mark is awarded only to products that meet strict criteria, including:

- decent wages, adequate housing and health & safety standards for workers in plantations and factories
- the right to join trade unions and to participate in democratic organisations (e.g. producers' co-operatives)
- a fair minimum price
- a social 'premium' on top of the fair price, to improve schools and provide clean water, healthcare and roads, so that people can plan their future
- a long-term trading commitment
- good environmental standards and sustainable production practices
- no child or forced labour

The **Fairtrade Foundation** with its partners, checks that products continue to meet these criteria after they are approved.

Altrincham is a Fairtrade town

In January 2003, Trafford Borough Council, with all-party support, passed a resolution adopting a Fairtrade policy, the first stage on the road to Fairtrade Borough status. Since then a Steering Group has been established, with the initial objective of achieving Fairtrade Town status for **Altrincham**.

The Steering Group has been encouraged by the support of members of political parties, by council officers, by the MP for Altrincham and Sale West, and by The Altrincham Town Centre Partnership.

Although the Fairtrade movement is primarily concerned with producers in the developing world, the Steering Group has recognised that similar principles of fair trading apply also to trade nearer home, and so has worked with, and been supported by, local producers and traders.

To be recognised as a Fairtrade Town a number of objectives, in terms of retail outlets, cafés and businesses providing or using Fairtrade products, need to be met.

These objectives have now been achieved, and Altrincham has been officially established with the Fairtrade Foundation as a Fairtrade Town.

schools commit to Fairtrade

Among local schools committed to Fairtrade are Altrincham Grammar School for Girls, Altrincham Grammar School for Boys, and Blessed Thomas Holford Catholic College, which in 2004 declared itself a Fairtrade School.



where to buy Fairtrade goods locally

Co-op 19 The Square, Hale Barns	980 7449
Co-op 395A Stockport Road, Timperley	904 8171
Co-op Late Shop 244 Stockport Road, Timperley	980 3909
Deli Republic 12 Regent Road, Altrincham	613 0865
Freshmade 8a Stockport Road, Altrincham	928 9950
Goose Green Delicatessen 13 Goose Green, Altrincham	926 9895
Health Food Centre 41 Oxford Road, Altrincham	928 4399
Holland & Barrett 70 George Street, Altrincham	929 6716
Somerfield Ashley Road, Hale	928 2409
Nisa Supermarket 311 Hale Road, Hale Barns	980 4545
Oxfam 323 Hale Road, Hale Barns	904 9907
Oxfam 86 George Street, Altrincham	928 1877
Redhouse Farm Dunham Massey, Altrincham	941 3480
Richard's Fruit Shop 32 Park Road, Hale	928 0325
Sainsbury's Lloyd Street, Altrincham	941 5011
Tesco Manor Road, Altrincham	252 7400
Well Bred Sandwich Store 34 Stamford Road, Altrincham	929 4757
Whittard 54 George Street, Altrincham	929 4841



who serves Fairtrade drinks and food?

Altrincham Methodist Church Café Barrington Road, Altrincham	928 0022
Greenhouse Vegetarian Restaurant 41 Oxford Road, Altrincham	929 4141
Marks and Spencer, Café Revive George Street, Altrincham	928 8455
Nectar Restaurant Bar 14 Victoria Road, Hale	928 3000
Redhouse Farm Dunham Massey, Altrincham	941 3480
Rhode Island Coffee 5 Grafton Mall, Altrincham	929 5967
Starbucks in Sainsbury's, Lloyd Street, Altrincham	929 6924

The Co-op is proud to be the driving force behind Fairtrade in the supermarket sector. By supporting producers marginalised by world trading systems, the Co-op's commitment to Fairtrade reflects the consistent values and principles of the co-operative movement. In addition to the outlets identified, the Co-op is present throughout Trafford - in Ashton-on-Mersey, Brooklands, Flixton (2), Partington, Sale, Stretford (2), and Urmston (2).

Log on to: www.co-opfairtrade.co.uk



work places and communities using **Fairtrade** products include:

Mane Street Hairdressers 980 1542
Stockport Road, Timperley

Sand Hairdressing 941 2266
52 Greenwood St, Altrincham

Many of the local faith communities

local sources for **Fairtrade** products

...from **Traidcraft**

As the UK's leading fair trade organisation, Traidcraft works with more than 100 producer groups in over 30 countries around the world. Traidcraft sells mail order, through a network of local representatives, and online.

For your **Local Representative** ring Traidcraft: 0191 491 0591

Traidcraft, Kingsway, Gateshead,
Tyne & Wear NE11 0NE

Tel: 0191 491 0591

e-mail: comms@traidcraft.co.uk

Shop on line at: www.traidcraftshop.co.uk



...from **JP Juices**

The sunny climate and natural soil conditions contribute to the great tasting Cuban Oranges, naturally grown by co-operatives based in central Cuba and Brazil.

JP Juices, 6B Bankhall Lane,
Altrincham, Cheshire WA15 0JZ

Tel: 0161 941 6777

e-mail: tim.kearns@jpjuice.co.uk

Web: www.jpjuice.co.uk



...from **Manhattan Tea & Coffee Company**

4 Rosslyn Grove, Timperley, Cheshire WA15 6NY

Tel: 0161 904 9016

e-mail: manhattanteacoffee@btinternet.com

Web: www.manhattanteacoffee.co.uk

so, what can you do?

- Buy fairly traded products regularly
- If you cannot find a fairly traded product that you want - **ASK!** Shops may be unaware of the demand for these items
- Persuade organisations to which you belong to use Fairtrade tea and coffee for their meetings
- Stay informed by subscribing to 'Fair Comment', the Fairtrade Foundation's free newsletter
- Get your favourite café or your workplace to switch to fairly traded refreshments
- Tell a friend or relative about Fairtrade
- Organise an event or stall to promote Fairtrade; e.g., by obtaining items from your local Traidcraft representative
- Choose a fairly traded craft item for the next gift that you buy

Remember that every little helps, so every fairly traded bar of chocolate, gift item or card that you buy means supporting workers' livelihoods.

Choose Fairtrade because **it works!**

if you already provide Fairtrade produce and would like to be included in future editions of this Guide, or would like **more information** on products available, please contact the Steering Group - Tel: 0161 941 1190

for more information, ideas and support:

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ALTRINCHAM FAIRTRADE GUIDE



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