

# Perth and Kinross Fairtrade Zone

## Newsletter 3 February 2021

Perth & Kinross Council renewed its Fair Trade Zone status in March 2020, continuing the commitment begun in 2017.



In addition, the Council have joined the Scottish Fair Trade Forum, encouraged by our Councillors who are Fair Trade champions.

(see page 3.)

**Help us to encourage more businesses, schools and churches to choose Fairtrade goods from bananas, coffee and tea to footballs!**

We have window stickers with our 'We are a Fairtrade Zone' logo— we would like to see them all over Perth & Kinross. Please get in touch if you would like one or more and then send us a photo of the building it is in!



# Fairtrade Fortnight



Fairtrade Fortnight comes along each year in February/March—it is a time to highlight Fairtrade opportunities and to celebrate how Fairtrade is helping producers around the world.

This year, because of Covid, we can't organise any local event, but we are delighted to be hosting an online interview with Matt Oliver from Traidcraft. Now in its 42nd year, Traidcraft has been at

the forefront of fair trade, selling goods from all over the world, ensuring that workers get a fair price for their goods, and that they enjoy good and safe working conditions. In what has been a difficult year for all retailers, Matt will be talking about the challenges they have been facing, the difference buying from Traidcraft makes, and telling us about new products. It should be a really interesting meeting, and it is open to anyone to

join in. This will be on **Tuesday 23rd February at 7p.m.** - if you would like to attend please e-mail Karena Jarvie for joining instructions— [kjarvie@btinternet.com](mailto:kjarvie@btinternet.com)



**TRAIDCRAFT**  
Fighting poverty through trade

There are other online events being organised by the Scottish Fair Trade Forum, including an online coffee morning on **Saturday 27th February**, which will also explore the connection between fair trade and the Climate Challenge, the theme of this year's Fair Trade Fortnight. For more info visit <https://www.scottishfairtradeforum.org.uk>

## Could you become a Fair Trade Finder?

The Scottish Fair Trade Forum is looking for help in creating a nationwide directory of shops, cafes and restaurants that sell Fair Trade goods in Scotland.

For details of how to help, visit

<https://www.scottishfairtradeforum.org.uk/fair-trade-finders-scotland>

How do you know a product is Fair Trade? Look for one of these labels:



*The Fairtrade label*

*The WFTO label*



Fair Trade Finders Scotland

## Who's involved in P&K FairTrade Zone?

Our flagship employers are

**Culture Perth and Kinross (CPK)**

**Live Active Leisure**

**Highland Spring Ltd**

and in each Council Ward, we have a Fair Trade Champion. These are

Ward 1: Councillor Angus Forbes

Ward 7: Councillor Crawford Reid

Ward 2: Councillor Lewis Simpson

Ward 8: Councillor Willie Robertson

Ward 3: Councillor Caroline Sheirs

Ward 9: Councillor Kathleen Baird

Ward 4: Councillor Mike Williamson

Ward 10: Councillor Willie Wilson

Ward 5: Councillor Grant Laing

Ward 11: Councillor John Rebbeck

Ward 6: Councillor Rhona Brock

Ward 12: Councillor Peter Barrett

## Events and news

### Another award for Anna



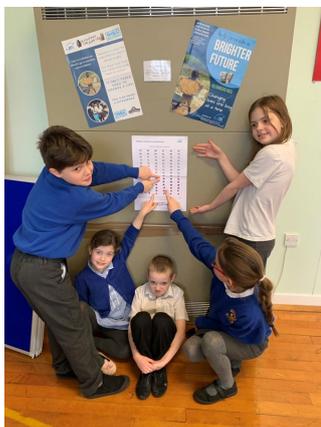
Anna Bowman of “All Things Fair”, a shop in Blairgowrie was awarded the Scottish Fair Trade Forum’s Innovation Award for 2020. Anna showed great commitment to raise the profile of fair trade through new technologies and her campaign to continue to sell Kilombero Rice during lockdown made a significant contribution to Fair Trade in Perth & Kinross. When her own shop had to close during lockdown, Anna decided on the new approach of selling through *Neighbourfood*, an online market selling local foods in the Blairgowrie and Rattray area. As a result of her involvement, this has widened the group of people who are aware of fair trade goods being sold locally. Well done, Anna!



## ***Fairtrade Schools and the 90kg Rice Challenge***

We have schools which are working towards Fairaware, Fairactive and Fairachieving Awards and we would like to hear from all of them and see the photos, please!

The 90 Kg Rice Challenge was a challenge taken on jointly by Glendelvine Primary School and Abernyte Primary School at the start of 2020.



The challenge helps the pupils understand some principles of Fairtrade as well as learning about how rice is grown in Malawi and gets onto our plates in Scotland. Just Trading Scotland (JTS) supply educational resources, and the rice, from their base in Paisley.

*Glendelvine Primary School*

The challenge of selling ninety 1kg bags of brown/white rice also develops the pupils skills in marketing, selling and finance - while the pupils' powers of persuasion go some way to selling the rice, the fact that the rice is such good quality and very tasty helps for return orders.



*Abernyte Primary School*

Andy Tomison, a retired Maths teacher and a member of our P&K Fairtrade group, was very happy to go into both Glendelvine and Abernyte Primaries to introduce the pupils to the challenge and explain the way in which Kilombero farmers grow the rice in Northern Malawi. The pupils then went on to sell over 100 bags of rice between them.

In 2020 Andy visited many other Perthshire schools to introduce pupils to the 90Kg Rice Challenge and in 2021, when possible, Andy will be happy to visit more schools to present a short assembly or take a class for a lesson - anything from 15 minutes to 2 hours. Andy enjoys helping pupils to get excited about Fairtrade!



**Keep in touch:** E-mail [kjarvie@btinternet.com](mailto:kjarvie@btinternet.com)

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