

# **Fairtrade Fortnight – Be the Change**

**Fairtrade Fortnight takes place this year from 9 to 22 September and promotes a simple message: Be the Change.**

Fairtrade represents more than two million farmers and workers across the world, producing many of the UK's most well-loved products. But too many farmers still struggle with unsustainably low prices and are unable to use trade as a route out of poverty. Many of the major challenges in global supply chains – including child labour, gender-based exploitation and deforestation – are exacerbated by poverty. And unless farmers earn a fair price that enables them to care for their families, farms and futures, these systemic problems will remain.

A fair price changes everything. It means farmers and workers able to invest in stronger and more sustainable businesses, their families able to afford food and clothing, and their communities able to build schools and health facilities. Climate change makes fair prices even more urgent.

Achieving higher prices is also connected to another key issue for farmers and workers: power. The unfair distribution of power in supply chains, which often denies producers the right to make their voices heard or to influence the terms on which they trade, is also seen in other key areas of decision-making, from the design of policies affecting their access to international markets, to the delivery of promised climate funding from wealthy countries. Ensuring that the voices of

farmers are heard in all these key areas is crucial to supporting the resilience of their livelihoods and creating a fairer system.

Edinburgh has held Fairtrade City status since 2004 and The Rt Hon Lord Provost, Robert Aldridge, supports the Fairtrade movement. He said: "A fair price is critical both to help farmers adapt to the impacts of climate change, and to support their contribution to a more environmentally sustainable global food and trade system. We need to Be the Change and buy Fairtrade."

A vibrant poster with a lime green background featuring a halftone dot pattern. On the left, a portrait of Yeo Fannidianwa, a Black woman wearing a colorful patterned headwrap and a blue and orange floral top, is shown. Behind her head is a large, hand-painted pink circle. To the right of the portrait, the text "BUY FAIRTRADE TODAY SO FARMERS CAN CHANGE THEIR TOMORROW" is written in large, bold, black capital letters. Below this text is a blue wavy line. Further down, the phrase "BE THE CHANGE" is displayed, with "BE THE" in black, a graphic of two hands shaking in a fist inside a blue cloud-like shape, and "CHANGE" in black. In the bottom right corner is the Fairtrade logo, which consists of a black circle containing a white yin-yang symbol, with the word "FAIRTRADE" in black capital letters underneath. A blue banner at the bottom left of the poster contains the name "Yeo Fannidianwa" in white text.

# BUY FAIRTRADE TODAY SO FARMERS CAN CHANGE THEIR TOMORROW

BE THE  CHANGE

**Yeo Fannidianwa**

  
FAIRTRADE





# BE THE CHANGE

Buy Fairtrade  
today

