

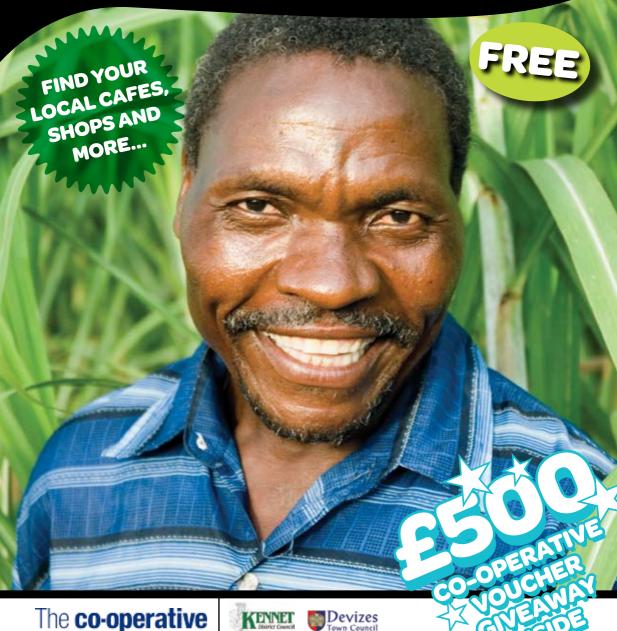
Look for products with this Mark! www.fairtrade.org.uk

Our sponsor

## Fairtrade & One of the original of the origina

Kennet

Including Marlborough Devizes, Ludgershall Tidworth & Pewsey



**Our supporters** 

## FAIRTRADE, FAIR PRICE, FAIR INSTANT®

FAIR INSTANT is not just Fairtrade coffee at a Fair Price, but also supports Save the Children with a contribution from every purchase going to education programmes in coffee-growing regions.

So far FAIR INSTANT has helped thousands of children, making a real difference to their lives.

Available in your local store or visit us online.

By simply drinking coffee, help Save the Children







BUY ONLINE www.fair-instant.co.uk 0845 32 84 515

## Contents

## Competition

Five lucky readers can each win £100 of Co-operative vouchers in our competition!

## Five wavs to choose Fairtrade

Opt for Fairtrade products and you can make a real difference to the lives of Third World producers

## **Local news**

Keep up to date with all the latest Fairtrade news across the Kennet region

## Beginners' guide to Fairtrade

All you need to know about Fairtrade, and how you can help to change the world...

## Fair Traders

Three of Kennet's Fairtrade pioneers reveal why they support the movement

## Directory

Your complete listings guide, with everything from shops to cafes, churches and more

'Fairtrade' applies to goods with the FAIRTRADE Mark. Ethically sourced goods that don't carry the Mark are described as being 'fairly traded'.

## Welcome



As Patron of the Fairtrade Foundation, I'm proud to welcome you to your local Fairtrade guide.

Today it's hard to find anyone in the UK who doesn't know what Fairtrade is or who hasn't bought a Fairtrade product. Its success is rooted in the work of thousands of activists all around the country,

and the growing number of people who want to exercise their consumer power and change lives for the better.

I remember visiting Garstang in Lancashire, Britain's first Fairtrade Town, on a cold winter's day, and thinking how far removed it seemed from the arid villages where farmers toil to make ends meet. Yet it also struck me that the contrast was part of the magic of Fairtrade. We are all linked, not just through buying and selling, but because we share the same concern - that an unequal world is an unstable world.

Picking up this guide could be the start of something powerful. For each of the 7.5 million people - the farmers, workers and their families - who currently benefit from Fairtrade, there are countless others who still languish in poverty. But you can make a difference. Fairtrade can create hope and opportunities, and enables people to work their way out of poverty. Choose Fairtrade and make it happen.

To find out more about Fairtrade across the region, visit www.wiltshirecommunityweb.org.uk

Our sponsor

## ne **co-operative**

Our supporters





## Faragher Jones

- A 3 Monmouth Place, Bath BA1 2AT
- www.faragherjones.com
- **1** 01225 319799

recycle

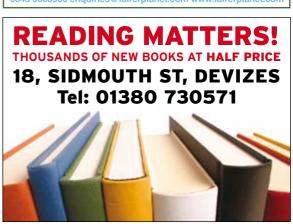
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Hannah Reed and Sabrina Shaw at The Fairtrade Foundation







### **HOW TO ENTER**

It's simple to enter - email your answer to coopvouchers@faragherjones.com or pop your answer on a postcard, along with your name, address and phone number, and send it to Co-op Voucher Competition, Faragher Jones, 3 Monmouth Place, Bath, BA12AT.

## The co-operative

## Co-operative shopping vouchers for 5 lucky readers

Be one of the lucky people to win £100 of shopping vouchers, compliments of The Co-operative Food!

The Co-operative Food are the UK's leading supermarket supporter of Fairtrade and sell a wider range of Fairtrade food products than any other retailer. To help celebrate Fairtrade in 2009, they are offering five lucky readers the chance to win £100 each of The Co-operative shopping vouchers. All you have to do is read the article on page 11 and answer this question:

For how long has The Co-operative traded ethically and fairly?

a) Over 6 years

b) Over 60 years

c) Over 160 years

## The **co-operative** good with food

### **TERMS AND CONDITIONS**

I This competition is open to UK residents aged 18 and over, excluding employees and immediate families of participating Co-operative Societies, their agents and anyone else professionally connected with this competition. 2) There are five £100 vouchers to be won. The Co-operative grift vouchers are redeemable at all societies; they can be used in full or part payment for goods and services offered at your local Co-operative Food store. The vouchers cannot be exchanged for scale nor will they be accepted by banks. The Co-operative among aged are to evouchers. 30 (Doing date for entiries is midnight 1st September 2003.4) NO PURCHASE NECESSARY. Simply email your answer to coopvouchers@farapherjones.com or put your answer on a postcard or sealed envelope with your name, address and phone number to Co-op Vouchers 2009.40 NO PURCHASE NECESSARY. Simply email your answer to coopvouchers@farapherjones.com or put your answer on a postcard or sealed envelope with your name, address and phone number to Co-op Voucher Competition, Farapher Jones, 3 Mornoundry Place, Bath Bart 2 ATS. 17 her winners will be the first five entries on the basis of answering the question correctly. They will be selected on 2nd September 2009 and the Promoter's decision is final and brinding in all matters. No correspondence will be entered into, 6) Winners will be the winner will be the prize stated will be offered. In the event of unforeseen circumstances, the Promoter reserves the right to offer acqual value, 77 The winners may be required to take part in publicity in connection with this competition. 8) By entering this competition, you agree to be bound by these Terms and Conditions awill result in a forfeit of the prize. 9) No responsibility will be accept for lost, delayed or liegible entries. Proof of positing is not proof of receipt. 10) The five winners will be notified within 28 days of the closing date. 11) The names and counties of the winners can be obtained by sending a stamped self-addressed envelope to Jayne Lomas, The Co-operati



## **EASY STEPS**

Make a real difference by treating yourself to some of these fabulous Fairtrade products...

## Go nuts!

- Harry Hill has teamed up with the 100% Fairtrade nut company Liberation to launch his own brand of Fairtrade peanuts. The Fairtrade Premium is used to benefit farmers in Malawi and Nicaragua.
- www.chooseliberation.com
- 59p (50g) or £1.09 (150g) • Available in Sainsbury's
- Available in Sainsbury's and Waitrose stores



## Say it with flowers...

Buy Fairtrade flowers and you're investing in teacher training, books for schools and university scholarships for Kenyan workers.

 Available in Sainsbury's, Waitrose or in mail order mixed bouquets from Next Directory, Interflora and Postal Bouquets



## **Toast the future**

Celebrate with this crisp Co-operative sparkling Brut. Every drop benefits communities in South Africa. Cheers!

• Co-op • www.co-operative.coop • £7.99

## BRUT

## Fairtrade fashion

Stand out from the crowd by making your own Fairtrade clothes! This easy-to-use, cotton dress-making kit allows you to create the exact look you want, while buying Fairtrade cotton enables cotton farmers in India to secure safe drinking water for schools.

• Gossypium • £19.95 • www.gossypium.co.uk



## A fair indulgence

Enjoy a treat, knowing that your ice-cream habit is helping vanilla and sugar farmers in India and Paraguay. Ben & Jerry's Chunky Monkey is packed full of Fairtrade chocolate and walnuts. Yum!

- Ben & Jerry's www.benjerry.co.uk
- £4.19 for 500ml Available in all good stores





## Keep right up to date with local Fairtrade activity by contacting your network



## **Fashion and Fairtrade**

During Fairtrade Fortnight 2008, Devizes Fairtrade Group organised the town's first Fairtrade Fair in the Corn Exchange in the Market Place. Well over 100 people came to browse the stalls, which sold a wide range of Fairtrade products. The stallholders came from Wroughton and Newbury, as well as the Fairtrade town of Devizes, and those who needed refreshment could enjoy Fairtrade drinks and biscuits.

Many of the models for the two fashion shows were from Devizes School and they wore clothes from Bishopston Trading in Bradfordon-Avon and the mail order firm People Tree. The India Shop in Marlborough also showed off their latest collection of clothes.

The garments produced by these companies are made from Fairtrade cotton, mostly organic, and the FAIRTRADE Mark guarantees that the people who make them work under healthy conditions, with no child labour. People who bought clothes and other items at the Fair not only got some beautiful handmade products but also helped producers have a better life with sustainable development.

## Wiltshire Fairtrade Coalition

Fairtrade towns first caught the imagination in 2000 when Garstang in Lancashire declared itself to be the first in the world. Since then, more than 400 others have joined the movement.

Devizes in Kennet has achieved Fairtrade Town status and it has now banded together with eight others in the county to form a Fairtrade coalition. Three further towns are also in the process of applying to become Fairtrade towns.

The Wiltshire Fairtrade Coalition meets on a quarterly basis at the offices of Wiltshire Wildlife Trust in Devizes. By sharing ideas and experiences, members can make a more co-ordinated impact.

The coalition is working towards achieving Fairtrade County status for Wiltshire, as well as collaborating with Swindon Fairtrade Coalition to widen the reach of the two groups. For more information, contact Sara Cundy: sarac@wiltshirewildlife.org.

## **Black Gold**

Devizes Group held a screening of Black Gold in Fairtrade Fortnight 2008. This film contrasts the lives of Ethiopian coffee farmers with the coffee trade in the USA and Britain. The leader of a farmers' union in Ethiopia tries desperately to get a fair price by selling directly to wholesalers. Meanwhile, the coffee exchange in New York gambles on future prices, protected by large reserves (or so it seemed before the credit crunch), and the consumers in Starbucks buy their tall skinny lattes for amounts of money beyond the imaginations of the farmers.

The Africans are seen storming out of a WTO meeting, while the EU representative pontificates about the need to protect trade. (No one from the four multinationals which control most of the coffee trade was prepared to appear in the film.) Meanwhile, the Ethiopians are desperate for new schools to help their children escape from a life of poverty, so many rip out their coffee bushes to grow chat, a mild narcotic which brings in a better income.

The film highlights vividly the contrast in living standards, and the complete powerlessness of the poor in the face of the greed of rich countries. It would be nice to think that in the current economic climate this may start to change, and you can make a difference now by choosing to buy Fairtrade.



# Beginners' Guide to Fairtrade

Find out all you need to know about Fairtrade, and how you can help to change the world...

## Why do we need Fairtrade?

The small farmers and workers who grow our coffee, tea, cocoa, cotton and bananas often don't get the money they deserve for their crop.

They can suffer because of this and it can lock them into a cycle of poverty. And when world commodity prices fall, as they have done over the last 30 years, it's these growers who feel the pinch first. Their income can drop to levels that don't even cover production costs, making it hard to provide for their families and maintain their farms. This is where Fairtrade comes in.

## Okay, so what can I do about it?

"As consumers, we have the power to change things, and the power to make a difference to growers and workers in the southern hemisphere.

When you buy a product bearing the FAIRTRADE Mark, you can be sure that the farmers have received a fair price for their produce. Farmers in the Fairtrade scheme get a price that covers the cost of sustainable

production, no matter how low the market goes. Fairtrade also requires long-term relationships with buyers, helping growers to plan for the future. In short, trade can be fair.

## Fairtrade Premium – what's that?

Producer organisations receive an additional Fairtrade Premium of, for example, ten cents per pound of coffee.

The farmers themselves decide how this extra money is spent. It can be used to build everything from schools and health centres to social facilities, or to enable growers to improve productivity or reduce their reliance on a single commodity.\*

## How are standards maintained?

Trade terms, contracts and working conditions are checked regularly, as is the use of funds from the Fairtrade Premium.

This work is carried out by Fairtrade Labelling Organizations International (FLO), which is the body responsible for setting Fairtrade standards and certifying producer organisations.\*9

## So what Fairtrade products can I buy?

\*\*Over 3,000 products carry the FAIRTRADE Mark in the UK. See the listings at the back of this directory for details of stockists.\*\*

## Seven million reasons to buy Fairtrade...

\*\*The Fairtrade market in the UK reached an estimated retail value of £493 million in 2007. This has directly benefited over seven million people – farmers, workers and their families – in 58 developing countries.\*\*

## What is the FAIRTRADE Mark?



The FAIRTRADE
Mark is the only
independent
consumer
guarantee that
disadvantaged

producers in the developing world are getting a better deal. By choosing to buy Fairtrade, you can be sure that you're making a difference.

## Fair Traders

## We talk to three of Kennet's Fairtrade pioneers to find out how they support the movement...



## Antonia Tolhurst, Traidcraft Volunteer

## Tell us about yourself...

"I buy Fairtrade products from Traidcraft and then sell them once a month at St James Church in Devizes between the two Sunday morning services, and also at fairs and fêtes."

## Why Fairtrade?

\*\*After many years of teaching in Africa, I was looking to do something that was linked with my experience, and so I led the successful campaign for Devizes to become a Fairtrade Town. I want people to buy Fairtrade whenever they can so more farmers can get a better deal.\*\*

## What Fairtrade products do you sell?

"Food, cards and crafts. As the supermarkets now stock more Fairtrade products, I don't have to sell items such as instant coffee and teabags any more."



## Peter Vaughan, The Bistro & Cookery School

SEE LISTINGS FOR MORI

## Tell us about yourself...

"I'm the chef and patron of a restaurant in the heart of Devizes where we've developed a 'naturally balanced' style of cooking. This incorporates using the best local produce and ethically traded and unrefined ingredients wherever possible. We pay close attention to ecological issues and to providing delicious 'body friendly' food. Our cookery school classes are run in small groups, providing a hands-on, naturally balanced cooking experience."

## What Fairtrade products do you sell?

"Tea, coffee, sugar and juice."

## Why is it important to you to sell Fairtrade products?

\*Because we believe in ethical trading and want to encourage our customers to as well.\*



## Belinda Goldsmith, The Oxfam Shop

SEE LISTINGS FOR MORE

## Tell us about yourself...

"I'm Belinda Goldsmith, co-manager of the Oxfam Shop, Maryport Street, in Devizes. We stock a big range of Fairtrade food, plus toys, photo frames, candles and decorations."

## Why is it important to you to sell Fairtrade products?

\*Oxfam was one of the pioneers of Fairtrade. It helped to found Cafédirect and it co-founded the Fairtrade Foundation, which licenses the use of the FAIRTRADE Mark in the UK.\*

## How else does the Oxfam Shop support Fairtrade?

"We support Devizes Fairtrade Fortnight every year. We sold our products at the Fairtrade Fair last March and my co-manager and I took part in a Fairtrade fashion show in 2006. We were also at the Devizes Food Fair in July 2008."

## KENNET DIRECTORY

Your at-a-glance guide to Fairtrade suppliers and supporters throughout the area...

GO ONLINE TO ADD A LISTING

% 01380 723086

## **DEVIZES**

## SHOPS

## **Charles S Winchcombe**

**%01380 722500** 

37 New Park Street, SN10 1DT Coffins

Edwin Giddings ©01380 723355

17 High Street, SN10 1BD Hot drinks

11 Maryport Street, SN10 1AH Snacks

The Emporium © 01380 721647 6/7 St John's Street, SN10 1BD Clothing

Hot drinks, snacks, food

9-10 The Brittox, SN10 1AJ Snacks, food

London Road, SN10 2ZZ Hot drinks, cold drinks, snacks

36 Monday Market Street, SN10 1DW Hot drinks, snacks, food, clothing

Morrisons © 01380 720790 Estcourt Street, SN10 1LA Hot drinks, snacks, food

Oxfam © 01380 739568 6/7 Maryport Street, SN10 1AH Hot drinks, snacks, food, crafts

Sainsbury's ©01380 729130 3 Monday Market Street, SN10 1DN Hot drinks, snacks, food, flowers, household goods

Somerfield % 01380 723156 9/12 High Street, SN10 1AT Hot drinks, snacks esco ©01380 304400

21/24 Maryport Street, SN10 1AG Hot drinks, snacks, food, clothing

Total Garage London Road Vending, hot drinks **€ 01380 734570** 

## **VILLAGE SHOPS**

Hot drinks, snacks, food, alcoholic drinks

## REFRESHMENTS

The Bistro ©01380 720043 7 Little Brittox, SN10 1AR

www.thebistrodevizes.co.uk Hot drinks, alcoholic drinks

Costa Coffee %01380 729557 17 The Brittox, SN10 1AJ

**Leykers Coffee Central** 

Hot drinks

Hot drinks, food

©01380 739276

26 The Brittox, SN10 1AJ Hot drinks

Quintessence © 01380 722693 12 St John's Street, SN10 1BD

## **BED & BREAKFASTS**

Asta ©01380 722546

66 Downlands Road, SN10 5EF astabedandbreakfast@tiscali.co.uk Hot drinks

Byde a Whyle ©01380 723288 29 Roundway Park, SN10 2ED Robert@arbyde.wanadoo.co.uk The Gables
Bath Road

www.thegablesdevizes.co.uk

Hot drinks

Greenfields ©01380 725706

Bath Road, SN10 1QG Hot drinks

Rosemundy Cottage & 01380 727122 London Road, SN10 2DS info@rosemundycottage.co.uk Hot drinks, flowers

## WORKPLACES

ACU Hairdressers ©01380 729372

Age Concern Wiltshire & 01380 727767 www.ageconcern.org.uk

Bluestone Gallery © 01380 729589

**Charles S Winchcombe** 

**%01380 722500** 

Community First © 01380 722475 www.communityfirst.org.uk

**Devizes Chamber Choir** 

webmaster@devizeschamberchoir.org.uk

**Devizes WI Morning Meeting** 

**№01380 739340** 

Devizes Youth and Community Centre © 01380 722598

Ferris & Culverwell Financial Services

© 0800 195 56445 Gaiger Bros. Ltd © 01380 722412

Kennet District Council % 01380 724911 www.kennet.gov.uk

Reading Matters ©01380 730571

Wiltshire Wildlife Trust % 01380 725670 www.wiltshirewildlife.org

## **PLACES OF WORSHIP**

Our Lady of the Immaculate Conception **%01380 723572** St Andrew's Church **©01380 724264** 

St James Church **©01380 723891** 

St John the Baptist **%01380 723705** 

**Society of Friends %01380 722560** 

## **SCHOOLS**

St Joseph's Primary School **%01380 723084** 

St Peter's Primary School

**©01380 722816** 

## **PEWSEY**

## **SHOPS**

The Co-operative Food %01672 564411 18 High Street, SN9 5AQ

Hot drinks, snacks, food, cold drinks, alcoholic drinks

### Thompson's Delicatessen

**607718 735528** € 07718 0735528

4 Market Place, SN9 5DH info@thomsonsfoodandwine.co.uk Hot drinke

## REFRESHMENTS

The Cheques Bistro &01672 564004 39-41 High Street, SN9 5AF Hot drinks

The Pewsey Tearoom 
© 01672 563823 1 Old Ford Court, High Street, SN9 5AG Hot drinks

## **PLACES OF WORSHIP**

**Methodist Church 601672512457** € 01672512457 office@pewsey-methodist.org.uk

St John's Church % 01672 564357 hugh.hoskins@pewswan.org.uk

## **SCHOOLS**

**Pewsey Vale School %01672 565000** www.pewsey-vale.wilts.sch.uk

## **MARLBOROUGH**

## **SHOPS**

**Majestic Wine Warehouses Ltd** %01672 516360

New Road, SN8 1AH Alcoholic drinks

## Marks & Spencer Simply Food

01672 515 253

134-135 High Street, SN8 1HN Hot drinks, snacks, food, clothing

## The Natural Food Stall

Fairtrade Market Stall held each week in Marlborough High Street on Wednesdays and Saturdays

Hot drinks, snacks, food

### The India Shop

**%01672 851155** 

Hilliers Yard, SN8 1BE www.theindiashop.co.uk Clothing, jewellery, crafts

## Wine Rack

% 01672 512177

108a High Street, SN8 1LT Alcoholic drinks

Waitrose

©01672 513337 17 High Street, SN8 1AA

Hot drinks, cold drinks, snacks, food

Wild Thymes **€01672 516373** 

Unit 2, Hughenden Yard, High Street, SN8 1LT

Hot drinks, snacks, food

### Traidcraft Stall Town Hall

**©01672 516978** 

Second Saturday of each month Hot drinks, snacks, food, clothing, crafts

## REFRESHMENTS

**©01672 511377 Bytes Café** 

Unit B, Hilliers Yard, SN8 1BE Hot drinks

The Coffee Bloke %07989830717

Market Stall in Marlborough High Street, Wednesdays and Saturdays

Hot drinks, snacks

€01672 516302 Costa Coffee 143 High Street, SN8 1HN

Hot drinks

The Food Gallery **%01672 514069** 42a High Street, SN8 1HQ

Hot drinks

Hot drinks

**Mustard Seed Christian Bookshop** ©01672 511611 & Coffee Shop

Hilliers Yard, SN8 1BE

Hot drinks, snacks, food

## **PLACES OF WORSHIP**

## St Mary's Anglican Church

**%01672 512357** 

www.marlboroughanglicanteam.org.uk Hot drinks

## **SCHOOLS**

Preshute C of E Primary School © 01672 512754

High Street, Manton, Marlborough, SN8 4HT

St Johns School & Community College **€01672 516156** 

Orchard Road, Marlborough, SN8 4AX Snacks

## **LUDGERSHALL**

## **SHOPS**

Somerfield © 01264 791125 Andover Road SP11 9LZ Hot drinks

**€0845 0269424** 41 Andover Road, SP11 9LU

Hot drinks

## **TIDWORTH**

©01980 849015

Pennings Road, Tidworth, SP9 7SU Hot drinks, cold drinks, snacks

€01980835400

Station Road SP9 7NR Hot drinks, snacks, food, clothes

## **ALDBOURNE SHOPS**

The Co-operative Food \$01672540228 6 Oxford Street, SN8 2DQ Food, snacks

## **PLACES OF WORSHIP**

### Aldbourne Methodist Church **€ 01672 512457**

Lottage Road, Rev Susan Holden Hot drinks, plus a Traidcraft stall on the first Sunday of the month

## **ADVERTISERS**

Fair Instant

©0845 3284515 www.fair-instant.co.uk

Fairer Planet €0845 5003930 enquiries@fairerplanet.com

www.fairerplanet.com

JP Juices

www.jpjuices.co.uk

% 0161 9416777

Every effort is made to ensure that these listings are accurate and up to date at the time of this directory going to print. If you spot a mistake or an omission, please let your local Fairtrade Network know, using the contact details in the News section. If we've got something wrong, we're sorry, but please bear in mind that these listings are compiled by volunteers who are working in their spare time.

## Trading fair from the beginning...

## The Co-operative is passionate about Fairtrade and has been an ethical trader for over 160 years

he Co-operative business model was created by a small group of people who made a stand against exploitation and unfairness. They worked together in a democratic way to begin to supply ethically sourced, fairly traded, high-quality goods to those who become members of their unique enterprise. It's what makes us different and it's why we're so passionate about Fairtrade.

The Co-operative has been trading ethically and fairly for over 160 years, and we've been supporting Fairtrade since the inception of the FAIRTRADE Mark back in 1994. In 1998, we launched our own plan to 'mainstream' Fairtrade. Through ongoing campaigning, innovation and leadership, we've helped

## "Our own brand range is 100 per cent Fairtrade"

develop the UK as one of the largest Fairtrade markets in the world, supporting millions of growers and producers in developing countries.

In 1992, The Co-operative became the first major retailer to sell Cafédirect coffee, which went on to

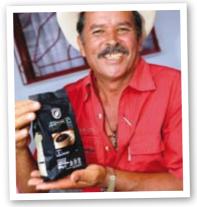


Image: Jaime Florez, a coffee farmer at the Aguadas coffee co-operative

become one of the UK's very first Fairtrade brands. Ten years later, we became the first supermarket to switch to 100 per cent Fairtrade across our whole range of ownbrand coffee. Across the entire Co-operative brand range, you can enjoy a range of tastes and flavour experiences, safe in the knowledge that the farmers whose coffee you're drinking have been paid fairly.

Aguadas Coffee Co-operative have been supplying The Co-operative with coffee beans since 2003. "We really appreciate that in the UK, The Co-operative, its members and its customers are supporting Fairtrade and making sure we get fair prices for our coffee," says producer Jaime Florez.

## In your basket



## Tea

Malawi is one of the poorest countries in the world and the Co-operative was proud to source

the first Fairtrade tea from here for our 99 blend, which is one of the UK's best-loved brews.



## Sugar When

Fairtrade sugar first became certified.

it was packed under our own brand. Today, every grain of Co-operative Fairtrade sugar comes from The Kasinthula Cane Growers Association (KCGA) in Malawi.



## Bananas In 2000.

we were the first in the UK to sell

Fairtrade bananas, followed by grapes, mangoes and oranges.

# Enjoy this smooth, rich roasted Fairtrade coffee.

Without a hint of bitterness.



The **co-operative** good with food