

Irish Aid is Ireland's official programme of assistance to the poorest countries in the world.

What is Fairtrade?

Many farmers in developing countries receive little in return for their agricultural produce. Fairtrade products provide these farmers with a better price for their produce, enabling them to escape poverty. As consumers, we can improve the lives of farmers in developing countries by buying Fairtrade goods.

Fairtrade has become an international consumer movement and FAIRTRADE Mark products are now stocked by most major European supermarket chains. Over the last couple of years, growth in sales of FAIRTRADE Mark food and clothing has averaged over 40% per annum worldwide. In Ireland growth in sales has been over 70% over the last two years.

Irish Aid and Fairtrade

Irish Aid is one of the largest donors to Fairtrade producers in the world and is supporting the Fairtrade movement both here in Ireland and in developing countries.

Irish Aid supports Fairtrade coffee growers in Central America by working with communities to increase the quality and quantity of coffee supplied to consumers in Ireland and elsewhere in Europe. Between 2006 and 2010, Irish Aid will provide €7.5 million in support of the Irish Fairtrade Network's initiatives in Central America.

Working together, Irish Aid and the Irish Fairtrade Network have been extremely successful in improving the livelihoods of poor coffee growers. Building on this progress, the Irish Fairtrade Network is now preparing a similar programme for Tanzania, Kenya, Ethiopia and Uganda.

Promoting Fairtrade in Ireland

Irish Aid is supporting efforts to increase public awareness of the values of Fairtrade through educational materials and support for events such as Fairtrade Fortnight and the Fairtrade Towns. Awareness of the Fairtrade label in Ireland grew from 16% of Irish adults in 2002 to 53% of Irish adults in 2007 (Millard Brown IMS).

This growing awareness is matched by a willingness by Irish consumers to buy Fairtrade products. Dunnes Stores, Tesco, SuperValu, Marks and Spencer, Superquinn, Bewley's, Insomnia Coffee Company, Blakes Organic Chocolate Company, Cafédirect, Java Republic Roasting Company, Robert Roberts and O'Briens Sandwich Bars are a selection of the many businesses in Ireland which sell a range of FAIRTRADE Mark products.

To be a Fairtrade Town a town or city must achieve six goals around the promotion of Fairtrade and the use of Fairtrade products. Over 60 Irish towns and cities have or are close to achieving the Fairtrade Towns status. To find out more about the goals for Fairtrade Towns and what your town can do visit www.fairtrade.ie



Ireland has played an important role in supporting capacity-building for small coffee producers in Central America. The approach has contributed to an increase in local employment and family welfare.

– White Paper on Irish Aid, 2006

Contact:
Irish Aid Volunteering and Information Centre
27-31 Upper O'Connell Street, Dublin 1
t Lo Call Number: 1890 252 676
e irishaidcentre@dfa.ie
www.irishaid.gov.ie/centre

 www.irishaid.gov.ie



The children of the SOPPEXCCA Cooperative, Jinotega, Nicaragua, celebrating the coffee harvest. Irish Aid supports the SOPPEXCCA Cooperative through the Irish Fairtrade Movement. Photo: Fairtrade



Irish Aid
Department of Foreign Affairs
An Roinn Gnóthai Eachtracha

What Ireland is doing
to support the
Fairtrade movement

Fairtrade