

## Some basic information about Fairtrade for Exmouth businesses: summer 2009

- It's easy to make Fairtrade available to your customers and staff. Non-catering small businesses are encouraged to use Fairtrade products for your in-house refreshments, e.g. drinks for staff and visitors, vending machines, etc.
- **Local specialist wholesalers:** Hawkins of Budleigh Salterton have just introduced new Fairtrade lines in their 'Selva' range; [www.hawkinscoffee.co.uk](http://www.hawkinscoffee.co.uk) (01395 446811). They supply all 'Clipper' Fairtrade teas and instant coffees, one-cup Fairtrade filter coffees, a wide range of sugars and packs for vending machines; they deliver weekly to Exmouth.
- Also [www.beanfair.co.uk](http://www.beanfair.co.uk) and [www.coffeemantorbay.co.uk](http://www.coffeemantorbay.co.uk) already supply outlets in Exmouth.
- If you are a café or offering B&B there are dozens of Fairtrade teas and coffees to choose from, as well as Fairtrade hot chocolate, sugar, breakfast cereal, ice cream, fruit juice, cola, jams and fruit. Fairtrade items are usually, though not always, accredited as organic. They certainly **taste good** - and much better than the earlier fairly traded coffees of the 1980s!
- It's easy to check the 'Out of Home Directory' on the Fairtrade Foundation's website ([www.fairtrade.org.uk/products/wholesaler\\_suppliers.aspx](http://www.fairtrade.org.uk/products/wholesaler_suppliers.aspx)) for **suppliers who are registered** with the Fairtrade Foundation. Get a hard copy on 020 7405 5942.
- You can get Fairtrade 'Point of Sale' support from Hawkins and other suppliers listed in the 'Out of Home Directory'.
- Nationally, PEROS, Unit 3, Lincoln Park Business Centre, Lincoln Road, Cressex Business Park, High Wycombe. Bucks. HP12 3RD, is a **specialist Fairtrade wholesaler**: [www.peros.co.uk](http://www.peros.co.uk) You can order a PEROS down-loadable catalogue on line and products by email from [coffee@peros.co.uk](mailto:coffee@peros.co.uk) and by telephone 01494 436426.
- Garraways is a member of the Fairtrade Foundation and their own lines carry the Fairtrade Mark: [www.garraways.co.uk](http://www.garraways.co.uk) with prices quoted up front.
- Cafédirect are a major producer of teas, coffees and sugars in a wide range of formats; Cafédirect coffees, teas and sugars are available in stick form. They do their own **promotional materials**: [www.cafedirect.co.uk](http://www.cafedirect.co.uk).  
NB Cafédirect filter coffee won a 'blind testing' run by 'Which?' magazine. see [www.which.co.uk/news/2008/02/which-highlights-fairtrade-food-quality-132612.jsp](http://www.which.co.uk/news/2008/02/which-highlights-fairtrade-food-quality-132612.jsp)
- Among other wholesalers, Bookers and Makro have some Fairtrade lines; search their web sites under 'fair trade'.

This note is primarily about consumables, but the Fairtrade Mark now appears on clothing, including cotton clothing and footballs; visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk). You can get a wide range of Fairtrade products, including jewellery and clothing, from **Traidcraft**: [www.traidcraft.co.uk](http://www.traidcraft.co.uk).

Please visit [www.exmouthfairtrade.org.uk](http://www.exmouthfairtrade.org.uk)  
or contact [mail@exmouthfairtrade.org.uk](mailto:mail@exmouthfairtrade.org.uk)



*In 2006 Sales of Fairtrade products in the UK reached £300m, which is a 46% increase over the previous 12 months. Sales of Fairtrade coffee in retail and catering increased by 39% year on year and of tea by 50% year on year. Cadbury will produce their Dairy Milk chocolate from Fairtrade cocoa from mid-2009. The Fairtrade movement has really moved from niche to mainstream and these sales figures reflect the fact that more and more customers are looking for a guarantee that products have been traded fairly.*