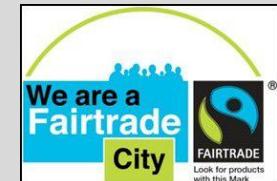




Limerick Fairtrade City





FAIRTRADE MEANS

....that the Fairtrade Company

- Pays the Farmer **A FAIR PRICE**
- Also gives **EXTRA** money to the co-operative called a **PREMIUM**
- The **PREMIUM** is spent on developing the community eg. Building schools, bringing water to villages, building clinics, whatever the community needs.



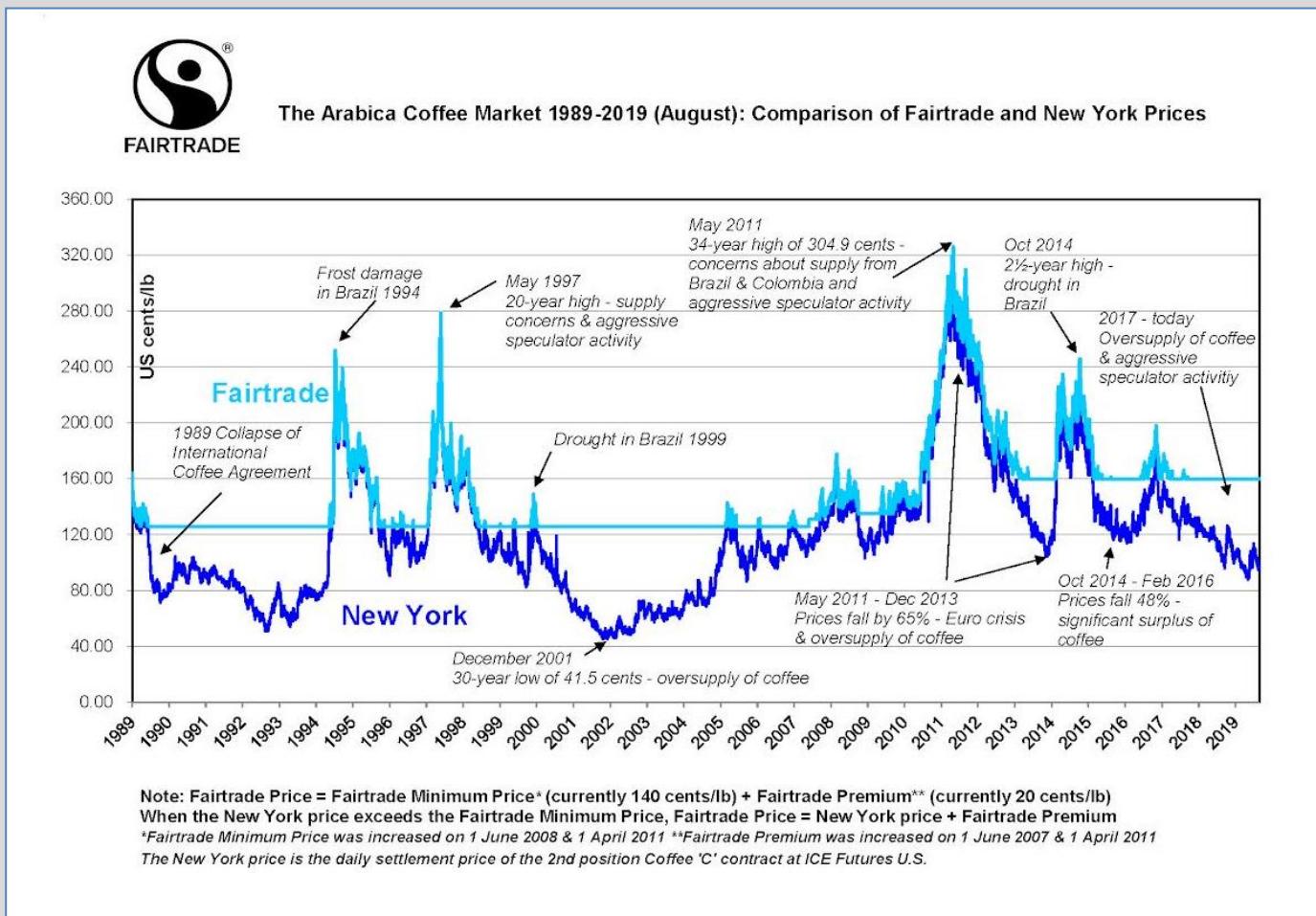
FAIRTRADE PRODUCERS

- Fairtrade Producers are organised in Fairtrade Co-operatives
- Women MUST be included in the co-operatives giving them decision making power
- Children must be given the opportunity to attend school

500 million smallholder farmers produce 70% of the world's food, but are currently half the world's hungry people.

More than 7 million people in Africa, Asia and Latin America benefit from Fairtrade -farmers, farm workers, and their families

FAIRTRADE PREMIUM is vital for FT Farmers. This is the price over and above the minimum price



2019
FAIRTRADE
Coffee
minimum price
=\$1.40 per lb

Premium= +20c per lb

NEW YORK
coffee Price =
\$0.90 per lb
approx

Maria and Julia Fairtrade coffee Farmers in Brazil



COCOA



- **70% cocoa comes from Ghana and Cote d'Ivoire West Africa.**
- **They live on approx. EUR 90 cent a day. The World Bank Extreme Poverty level is calculated at EUR 1.72 a day.**
- **In 2019 FAIRTRADE increased the minimum price and premium to US\$2400 a tonne and the premium to US\$240 a tonne.**



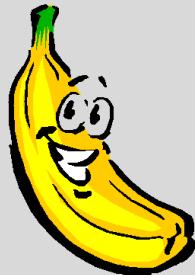
WHO GETS WHAT from a BAR of CHOCOLATE?



Brands = 40%
Shop = 30%
Irish Gov VAT = 23%
Farmer = less than 7%

[Of €650m spent in Ireland
on chocolate each year,
Irish Gov. gets €150m]

4,500 FAIRTRADE PRODUCTS AVAILABLE WORLD WIDE



How to become a Fairtrade town

<https://www.fairtrade.ie/get-involved/fairtrade-towns/>

GOAL 1

- **Set up a Fairtrade group to achieve Fairtrade town status** – [include Council representative, Chamber of Commerce, reps from schools, churches, youth groups. local businesses, local action groups].
- Town/ Municipal Council passes a resolution supporting Fairtrade and agrees to use 100% coffee/tea at its meetings.
- Group meets at least 2 times a year.

GOAL 2 Fairtrade Fortnight – Awareness raising in Community – Organise a Community event to highlight link between producers and consumers –other events throughout the year - contact media

GOAL 3 SCHOOLS – encourage them to become Fairtrade Schools

GOAL 4 PROMOTE increased availability of Fairtrade products in shops/businesses -100% Fairtrade mark coffee in a number of cafes/ restaurants – Have a flagship business – encourage town/ municipal council to commit to public procurement of Fairtrade products



Comhairle Cathrach
Luimnigh

Comhairle Cathrach
Luimnigh
Telephone: (061) 412789
Fax: (061) 412790
Email: info@limerickcity.ie
Website: www.limerickcity.ie

Sr. Delia O'Connor,
Limerick City Fair Trade Project,
c/o Mary Immaculate College,
South Circular Road,
Limerick.

Date
30th November, 2004.

Limerick
City Council

City Hall
Limerick
Telephone: (061) 412790
Fax: (061) 412790
Email: info@limerickcity.ie
Website: www.limerickcity.ie

Dear Sr. Delia,

At Meeting of Limerick City Council held on 22nd November, 2004, members unanimously passed a resolution supporting Fairtrade.

Yours sincerely,

Marie Cantillon
MARIE CANTILLON,
ADMINISTRATIVE OFFICER.

2004

Limerick City Council's unanimous resolution to Support Fairtrade

Promoting FT in Limerick



...In shops 2003



..with Minister Jan O'Sullivan in
Irish Aid office



..at Volunteer Fair, City Hall

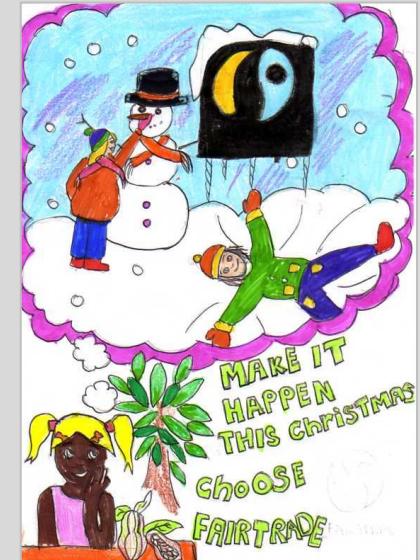
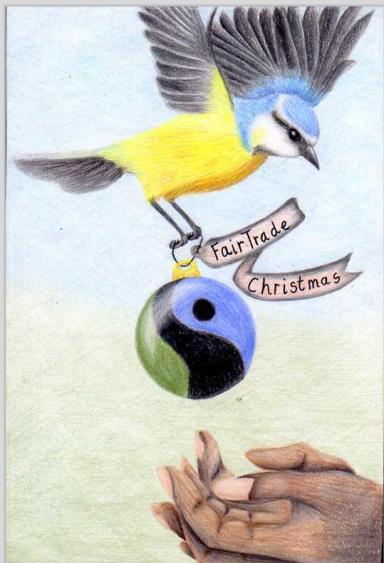


..at Volunteer Fair in the University



..in the Parade

Annual Schools' FT Christmas Card Competition



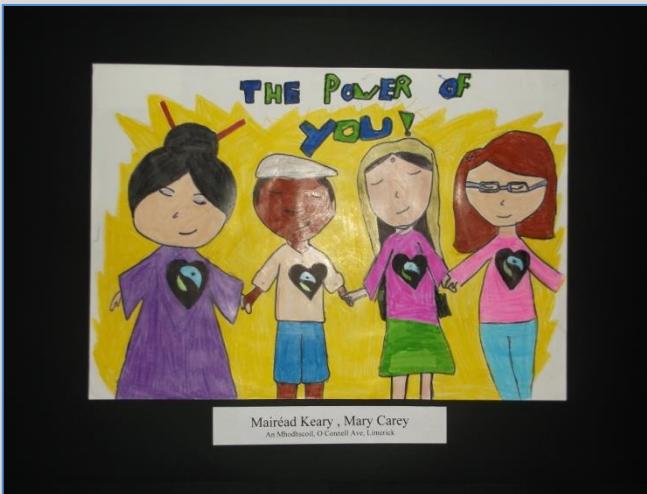
Annual Schools' Poster Competition



Launch of Fairtrade Fortnight in Limerick Council Chamber



Deputy Mayor with 2016 FT Poster Winners



Schools in Co Limerick that take part in our competitions

- Desmond College NCW,
- Meenkilly NS, Abbeyfeale
- St Mary's BNS, Abbeyfeale,
- Donoughmore NS
- Knockea NS
- Scoil an Spioiraid Naoimh, Roxborough Co Limerick
- Scoil Mhuire Broadford, Charleville
- John the Baptist CC, Hospital
- Colaiste na Trionoide Naofa Doon
- Coláiste Ide agus Iosef, Abbeyfeale
- Knockainey NS
- Granagh NS
- Crecora NS
- Scoil Caitriona Cappamore
- St Senans NS Foynes
- Scoil Fhionáin, Kilfinane.

Our Lady of Lourdes Fairtrade Community Events



Mayor of Limerick celebrates St Brigid's Day with local children



Raffle of FT Hamper for World Food Day



FT Tea and Coffee tasting during FT Fortnight



Contemporary Living Group participate in FT events

Partnership with Mary Immaculate 3rd Level College



One World Society model their FT Cotton Sweat shirts



President of MIC attends Launch of FT Fortnight



MIC students take part in the St Patrick's Day Parade in Limerick



Launching a FT Breakfast in MIC



FT Teddy Bear's Picnic during FT Fortnight

FT Cotton Photographic exhibition



An exhibition of Sean Hawkey's
fabulous photographs
<https://www.hawkey.co.uk/>



Sport



Paul O'Connell at Civic Reception for Heinekin Rugby Winners 2006



Participating in Walk for the Hospice



Team in Great Limerick Run



Fairtrade Rugby Ball signed by Munster Heinekin Winners 2006

Team Limerick Cleanup Day and sustainability



FT team with Mayor Sheahan at the Team Limerick Cleanup event



....in Our Lady of Lourdes Fairtrade Parish



...in the City

Linking with the Media



Cotton on to Fairtrade exhibit

Celebrating Limerick's ninth year as a Fairtrade City; Laurel Hill Secondary School



Group celebrates 10 years of promoting Fairtrade

LIMERICK LEADER
25 Feb 2015

■ This year's Fairtrade Fortnight campaign focuses on banana supply chain

LEADER REPORTER

LIMERICK city is this year celebrating its 10th anniversary as a Fairtrade city as a result of the concerted efforts by a group of local people to ensure that Fairtrade produce was made as widely available as possible.

widely available as possible.

Speaking at the launch, the metropolitan Mayor of Limerick Michael Sheahan, congratulated the Limerick Fairtrade City Committee for "their terrific efforts on behalf of producers in developing countries, as well as acknowledge the committee's continued engagement with the wider public.

"As important as it is to teach our children about eating healthy food, I think it is important that



Saturday 28 February 2015 | 65
Attending The Launch of Fairtrade Fortnight
in Limerick Picture: Alan Place/Fusionshooters

SOCIETY

A close-up of a smartphone screen displaying a news article from the Limerick Post. The headline reads "Limerick launch for trade fortu..." and the sub-headline says "Download your FREE Limerick Post iPhone/Android app" with a link to "www.limerickpost.ie". The phone is held by a person in a dark shirt, and the background is blurred.

www.limerickpost.ie
Android app

Involvement in Intercultural Community Events



Celebrating FT Fortnight at Doras Luimni



International Day in Beijing



Divali Festival



Africa Day



Brazilian Capoeira Group lead us in parade



WHY FAIRTRADE?



Farmers/Producers in developing world are facing the challenges of:

- Climate Change
- Low prices for their products
- COVID

**OVERCOMING POVERTY
IS NOT A GESTURE OF CHARITY.
IT IS AN ACT OF JUSTICE.**

**SOMETIMES IT FALLS ON A GENERATION TO BE GREAT.
YOU CAN BE THAT GREAT GENERATION.**

- NELSON MANDELA

**CHOOSE
FAIRTRADE**

