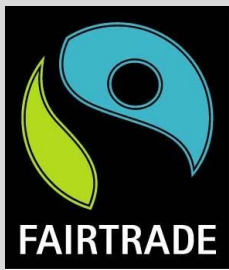




Limerick Fairtrade City





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

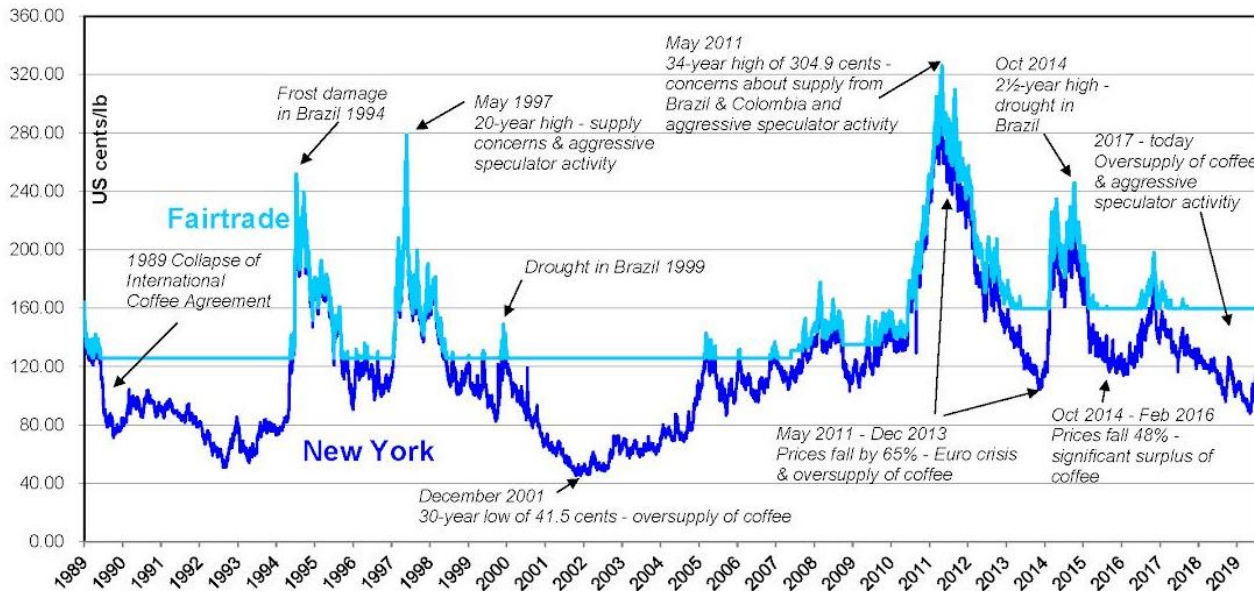
500 million smallholder farmers produce 70% of the world's food, but are currently half the world's hungry people.

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



The Arabica Coffee Market 1989-2019 (August): Comparison of Fairtrade and New York Prices



Note: Fairtrade Price = Fairtrade Minimum Price* (currently 140 cents/lb) + Fairtrade Premium** (currently 20 cents/lb)
 When the New York price exceeds the Fairtrade Minimum Price, Fairtrade Price = New York price + Fairtrade Premium
 *Fairtrade Minimum Price was increased on 1 June 2008 & 1 April 2011 **Fairtrade Premium was increased on 1 June 2007 & 1 April 2011
 The New York price is the daily settlement price of the 2nd position Coffee 'C' contract at ICE Futures U.S.

**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**

Ar an nGathrach
Luimnigh
Telefon: 061 - 415298
Fax: 061 - 415294
Fónáil: info@limerickcity.ie
Weibte: www.limerickcity.ie

**Limerick
City Council**

City Hall
Limerick
Telephone: 061 - 415298
Fax: 061 - 415294
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.

Your telephone

Your e-mail

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,
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

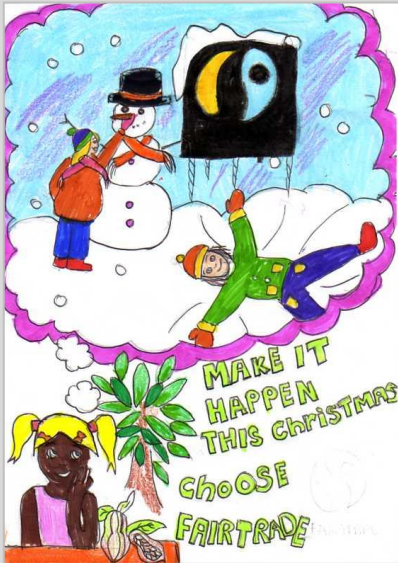
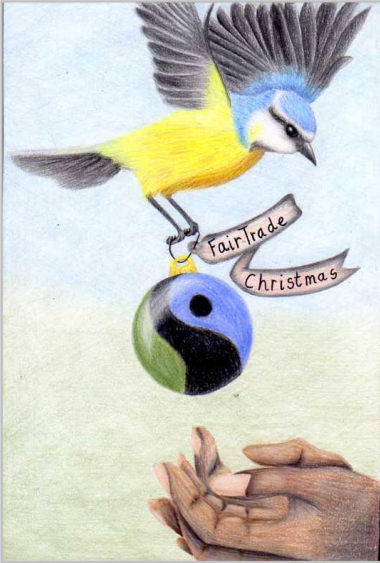


..at Volunteer Fair in the University



..in the Parade

Annual Schools' FT Christmas Card Competition



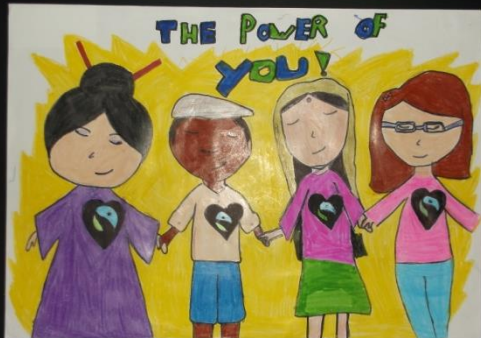
Annual Schools' Poster Competition



Launch of Fairtrade Fortnight in Limerick Council Chamber



Deputy Mayor with 2016 FT Poster Winners



Mairéad Keary, Mary Carey
An Mhóidín, O'Connell Ave, Limerick



Courtney Duggan
Scoil Phionán, Kilmac, Co Limerick

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



Launching a FT Breakfast in MIC



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



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



Team in Great Limerick Run



Participating in Walk for the Hospice



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

Involvement in Intercultural Community Events



Celebrating FT Fortnight at Doras Luimni



International Day in Beijing



Diwali 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**



FAIRTRADE