

What some local businesses say ...



"Birchwood Food Emporium & Cafe has established supplier relationships with farmers and food producers in our local region and we are a Fairtrade business because we like to know our imported products are ethically sourced throughout the supply chain, and that the farmers and producers of these products are paid a fair price which allows them to improve and develop their lives whilst helping to reduce poverty."

Ian Alexander, Director of Birchwood Food Emporium & Café

"Fairtrade produce has come a long way. Not only is Fairtrade the ethical choice, it is a much improved product with a significant rise in quality at a very competitive price. Our customers prefer it and we use a local company (Coffee Conscience) who roast the beans here in Dundee so it's Win! Win! Win!"

Helena Moffat, Hospitality Manager, Top of the Tower Café, University of Dundee.

Dundee Fair Trade Forum Contact Details

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/DundeeFairTradeForum



@DundeeFairtrade

Where to source Fairtrade products wholesale?

Fair trade stockists include:

James Aimer Coffee roasters based in Dundee, for catering and vending.
www.jamesaimer.co.uk

The Bean Shop – Small family business based in Perth.
www.thebeanshop.co.uk

Equal Exchange stocking chocolate, sugar and cocoa. www.equalexchange.co.uk

Greencity Wholefoods - Workers' co-operative based in Glasgow offering a wide range of drinks and foodstuffs.
www.greencity.coop

Just Trading Scotland - Paisley based company specialising in rice, jams, sauces and condiments. www.jts.co.uk

Matthew Algie & Company – Glasgow based, offering hot chocolate and snacks.
www.matthewalgie.com

Traidcraft – Exclusively Fairtrade supplier with extensive range of food and drink products delivered to workplaces in the UK. www.traidcraftshop.co.uk

Caber Coffee – Aberdeen based, offering hospitality sachets and machines.
www.cabercoffee.com

Fairtrade Vending – vending machines supplying coffee and other products with the FAIRTRADE Mark.
www.fairtradevending.co.uk

Coffee Conscience – Renfrewshire based tea and coffee experts, supplying exclusively Fairtrade lines to sector businesses in Dundee and nationally
www.coffeeconscience.co.uk



Promoting Fair Trade in Dundee

A local guide for cafes, restaurants and businesses



DUNDEE FAIRTRADE CITY

Dundee is Scotland's first Fairtrade City. To achieve this we had to show that a proportion of the city's retail, café and restaurant outlets sell Fairtrade products. As part of re-accreditation, Dundee Fair Trade Forum would like to encourage more local businesses to sell fairly traded products. We would like to support you to sell more Fairtrade products and highlight your business on the Dundee Fair Trade Forum website.

www.dundeefairtradeforum.com



WHAT IS FAIRTRADE?

When you see the **FAIRTRADE** Mark, it means that the product has been independently certified to ensure the following:



- Producers have received a stable price which covers the costs of sustainably producing their crop
- Producers receive a Fairtrade Premium, which they invest in community improvements
- Sustainable agricultural practices which protect and improve the environment and ensure the health and safety of workers
- Support for small farmers to gain a stronger position
- Consumers feel a closer link with people who grow the products they buy

BENEFITS FOR YOUR BUSINESS

- Corporate behaviour is under intense scrutiny by an increasingly discerning public who make ethical choices when spending their money
- Switching to Fairtrade adds a feel-good factor
- Offering Fairtrade products to your staff and customers demonstrates that you are a caring business
- Fairtrade is the ethical choice, but also one of quality. The cost of products is often no different and the quality is better than those sourced under different standards
- Fairtrade is the only certification that tackles poverty reduction
- There is incredible consumer demand, especially from younger generations!

If you are selling Fairtrade Products remember to let your customers know! Consider advertising on your website and marketing including social media and display a Fair Trade window sticker

(available from Dundee Fair Trade Forum on request).



"As Convener of the Dundee Fair Trade Forum, I am delighted that so many local businesses are embracing the principles of fair trade and helping us maintain our status as Scotland's first Fairtrade City. If you're not already a supporter, why not contact us to find out more?"

Councillor Richard McCready

PLEASE COMPLETE

What Fairtrade products do you currently use/sell?

- Tea
- Coffee
- Sugar
- Hot chocolate
- Bananas
- Chocolate
- Rice/pasta

Other e.g. jams, pickles, nuts

If you don't currently sell Fairtrade products is this something you would consider? Yes No

Would you like our support to sell more Fairtrade goods and become involved with the work of the Dundee Fair Trade Forum? Yes No

Company Name _____

Contact Person _____

Address _____

Postcode _____

Email _____

Contact Number _____

Please return to Sally Romilly at sally@oneworldcentre.org.uk or post to Dundee Fair Trade Forum, c/o One World Centre, 189 Princes Street, Dundee, DD4 6DQ