



MONTHLY  
JOURNAL FROM  
EUROPE DIRECT  
LEEDS

# Europe Talk

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ISSUE  
**11**  
FEBRUARY  
2010

## Latest News

## Readers' Corner

Do you have anything you would like to share about Europe or the European Union? Have you had a great holiday in Europe, have you made European friends, re you from abroad yourself?

Email your photos, stories, thoughts to [europedirect@leeds.gov.uk](mailto:europedirect@leeds.gov.uk) or add them to [http://europedirectleeds.org.uk/?page\\_id=753](http://europedirectleeds.org.uk/?page_id=753)

We are looking forward to hearing from you!

## It's Fairtrade Fortnight! Shop till you swap. 22 February to 7 March 2010

This year's Fairtrade Fortnight is all about swapping. The Fairtrade Foundation asks the nation to swap our usual stuff for Fairtrade stuff. Make no mistake, it's not just tea and coffee; it's everything from Ale to Yogurt; have a look at what's out there in the world of Fairtrade.

<http://www.fairtrade.org.uk/thebigswap>

Here at Europe Direct Leeds; we are celebrating Fairtrade Fortnight with displays throughout Leeds Central Library, a school visit and a public information evening.

**Fairtrade Evening.**  
**Wednesday 3 March, 6.30 to 7.30pm**  
**at Leeds Central Library, Calverley Street, LS1 3AB**

**Join us for a speaker and film from Traidcraft.**  
There will be refreshments.

To tune into the bigger picture Leeds-wise have a look at <http://www.fairtradeleeds.org.uk>



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## 22February – 7 March 2010 Fairtrade Fortnight

### *Is Fairtrade your Cup of Tea? Not Yet? Then shop till you swap*

For this year's Fairtrade Fortnight the Fairtrade Foundation is challenging all of us to join in The Big Swap. For two whole weeks they will be asking us to swap our usual stuff for Fairtrade stuff. Our usual bananas for Fairtrade bananas, our usual cuppa for a Fairtrade cup of tea, even our tired old underwear for Fairtrade undies. Happy with your usual stuff ? Why swap? ...because Fairtrade sets standards for socially responsible international production and trade. The Fairtrade movement strives to ...

- ensure a guaranteed Fairtrade minimum price which is agreed with producers
- provide an additional Fairtrade premium which can be invested in projects that enhance social, economic and environmental development
- enable pre-financing for producers who require it
- emphasize the idea of partnership between trade partners & facilitate mutually beneficial long-term trading relationships
- set clear minimum and progressive criteria to ensure that the conditions for the production and trade of a product are fair and environmentally responsible.



**Agrocel Pure & Fair Cotton  
Growers' Association India**

### This Month's Q&A

**Q: In which European Union Country did the Fairtrade mark begin?**

**A:** Holland in 1988 saw the launch of the first Fairtrade label, known as 'Max Havelaar', under the initiative of the Dutch development agency Solidaridad. The first 'Fairtrade' coffee from Mexico was imported to Dutch supermarkets. It was branded "Max Havelaar," after a fictional Dutch character who opposed the exploitation of coffee pickers in Dutch colonies.

**In the late '80s/early '90s:** The Max Havelaar initiative was replicated in several other markets across Europe and North America

**These replicas had a variety of names** "Max Havelaar" (in Belgium, Switzerland, Denmark, Norway and France), "Transfair" (in Germany, Austria, Luxemburg, Italy, the United States, Canada and Japan), "Fairtrade Mark" in the UK and Ireland, "Rättvisemärkt" in Sweden, and "Reilu Kauppa" in Finland.