Hosting

Harvest is the perfect time to get together as a community and celebrate the joy a good harvest season brings—whatever that looks like.

Pick a date for your Big Brew - Harvest, decide on a time, and decide what kind of event you want to hold. Think about masks, social distancing, and the number of people your venue or home can host—don’t forget to check the latest guidance from the NHS. Of course, if your event is online, you won’t face these challenges!

Get in contact with local media and tell them all about your event—they love to hear local stories, and you can spread the word about Traidcraft Exchange's Big Brew-Harvest!

Find more resources at www.traidcrafexchange.org/bigbreewharvest
Buying & baking

As ever, don’t forget to stock up on delicious Fairtrade tea, coffee, sugar and biscuits from Traidcraft plc for your event! Buy online at www.traidcraftshop.co.uk. If you like, you could put together a Traidcraft hamper filled with delicious Fair Trade treats to raffle off as a competition prize! They have put together a special offer coffee morning pack – you can find it on their website.

Baking is the perfect way to lure people to your Big Brew - Harvest – so why not ask your friends, family and community to bring along some delicious sweet treats? Everyone will have improved their baking skills post lockdown, so why not try a bake off?

Celebrating

Congratulations on helping to make a real difference to so many farmers, workers and artisans – who will be able to recover from the impact of this crisis, improve their family income and have better food, education, and healthcare as a result of your fundraising.

Once you’ve sent your money to Traidcraft Exchange, share your thanks with everyone who attended or helped you, and tell everyone about the great work you’re proudly supporting.

Don’t forget to share your pictures and stories with us! We would love to hear how your event goes, and who knows – we might even feature you in our Big Brew - Harvest roundups! You can email your stories to us, send them in by post, or share them on social media using the hashtag #BigBrewHarvest.

Raising money

Beyond selling hot drinks and homemade cakes, there are so many ways to make sure your Big Brew - Harvest raises as much as possible for Traidcraft Exchange.

From Zoom quizzes to cake sales, socially distanced bingo, or simply asking people to give the cost of their coffee, there are lots of easy ways to make sure your Big Brew-Harvest raises as much as possible to help change lives.

If you already have a donation box, now is the time to save those trees and reuse it – but if you need a new one, you can add one to your order from traidcraftshop.co.uk (code: 65138) or get in touch with us at fundraising@traidcraft.org and we’ll post one out to you. If you’re holding a virtual fundraiser, you could always ask for donations directly to our website or your own fundraiser on JustGiving.

You might also want to share a little about why this year’s harvest is so important to communities across the world – you’ll find a poster in this pack and go to www.traidcraftexchange.org/bigbrewharvest for additional resources and PowerPoint slides. Get in touch with us at fundraising@traidcraft.org for any support.

Harvest is the perfect time to bake with autumn flavours – like toffee apple, pumpkin, carrot and gingerbread... and of course, chocolate cake is always guaranteed to please!
Chelegat is a smallholder farmer in central Kenya. As well as growing crops for the family she grows onions for the local market and green beans for export to the UK.

As a result of the coronavirus crisis, Kenya banned large gatherings and closed some markets, as well as enforcing social distancing measures. Chelegat explains the impact on her business:

“Things have really changed a lot here... I was planting onions last week and I needed three casual labourers. But due to the restrictions and because people are fearing to get infected, I could only work with my husband and children. It took us five days to plant instead of two days.”

Chelegat had also just begun a small business trading onions, buying produce from her neighbours to sell at a nearby market. This was helping to increase her income by up to 4000 Kenyan shillings every week – around £30 – a huge boost for her struggling family.

But at the end of March, the market was closed without notice.

“We were given 15 minutes to vacate the market – the police said they needed to close the market because of social distancing. I had to leave in a hurry. That day I lost almost 100kg of onions and I have not gone back to the market since.”

She continued: “I hope things will be okay by the time French beans are ready for market. I’m not sure if the company is still exporting.”

Thankfully, Chelegat confirmed two weeks later that exporting company did in fact buy 6kg of her french beans. However, heavy rainfall in the region has caused her another serious problem.

“Last week there was heavy downpour in Meru, and in our village there was flooding that caused excessive run-off. My entire farm was flooded, my plot of french beans was completely destroyed and I can't harvest anything more.”

Chelegat on her farm in Kenya
Credit: Traidcraft Exchange/Kevin Ouma