

Trade Matters

January 2025



| Transform
Trade —

So everybody benefits.

Welcome to Trade Matters

Dear friends,

Firstly, I want to wish a very Happy New Year to all those who are celebrating! As we look at the 12 months ahead of us, and the challenges and opportunities they bring, I am so grateful for the amazing support of people like you, dedicated to building a fairer and more just trade system. Together, we really can build a world where everyone, no matter where they were born, can earn a fair living free from exploitation – and protect the planet we all rely on.

Amidst the global uncertainty we all face, one thing is for sure – the only way to change things is by taking action together. And this year, we have a lot of action planned. From continuing to lobby for big picture change – by putting an end to UPOV91, and campaigning for a Fashion Watchdog – to continuing direct investment in 1000 ethical producer groups, bold, life changing action is what Transform Trade is all about in 2025.

In a world of uncertainty, we know that by coming together in solidarity with farmers, workers and producers, we can make real and tangible difference – and build a world where everyone gets a fair deal from the trade system.

With warmest wishes,

Alice

Alice Oyaro, Interim CEO, Transform Trade



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Front cover: PPP Photo: Transform Trade/
Peter Chilumba

Left - Sadhna. Photo: Transform Trade/
Ruchika Jain

Thank you for your generosity over the festive season

At the end of last year,
your remarkable generosity
reminded all of us that the
spirit of Christmas is alive
and well.

Your support will have a
phenomenal impact on countless
producers in the coming year –
you're helping them make the
world a fairer place.



We want to say an extra special thank
you for your donation on Giving
Tuesday – it was our biggest day of
giving ever, allowing us to unlock
all of our £35,000 matched funding,
so we could double the impact your
donations made. Thanks also must
go to our amazing match donors –
together, we are changing lives.

GIVINGTUESDAY

**1000
BUSINESSES
TO CHANGE
THE WORLD**

What's in store for 2025?



Sadhna. Photo: Transform Trade/Ruchika Jain



Prokritee. Photo: Transform Trade/Prokritee



Nyeri Tea Images. Photo: Transform Trade/Brian Otieno

A reminder of the plan...

By April 2030, we aim to invest in at least 1000 producer businesses and collectives – who demonstrate a commitment to true fair trade principles – and support them to expand their positive impact in the world.

We want to build a world where all trade is fair – and this is the next step. Through a combination of direct grants, long term support, and help breaking into new markets, we'll support alternative, producer-led businesses across the Global South to grow and thrive.

The theory is simple and well proven – fair trade businesses transform communities. When they grow, everyone grows.

As we build a network of these businesses, we can use their example to influence mainstream trade – and challenge the entire system to better support millions of people around the world.

Every year we see new and established producer collectives and businesses fighting to survive – and all too often struggling. 2025 will be no different. These businesses demonstrate true fair trade principles in new and exciting ways – all the while living in the most difficult circumstances.

But in the cut-throat world of trade – where paying people fairly is somehow an 'alternative' practice – these businesses can all too easily die out. It's a rigged system. But together, we can change that – by investing directly in producers and fighting the unfair trade laws which incentivise harm to people and planet, keeping wealth in the hands of the few and damaging the earth we all rely on.

Which businesses will you support in 2025?

This year, look out for updates from Meru Herbs, Sadhna, Tanzania Delicious Cashews, Nyeri Chai Farmers Association, Prokritee and many other small collectives across Africa and Asia. You will also learn more about our work with cocoa farmer's collectives in Tanzania!

There are plenty of exciting new plans and partnerships in the pipeline, so make sure you're signed up to our email list to hear all the latest news.

Producer Sponsorship

Want to connect directly with a Producer Group and hear all the latest news and in depth information about their work and the impact they make? Join our Producer Sponsorship Programme, either as an individual or as part of a group. Find out more at **www.transform-trade.org/sponsor** or drop us an email at **hello@transform-trade.org**.



Building back momentum for fairer fashion

2024 was a busy year for the Fashion Watchdog, with an election, a new government and lots of research underway.

A big thank you to you, our supporters, for re-engaging your MPs and sharing word of the Fashion Watchdog with first-time MPs (which there are a lot of!).

We've contacted 72% of MPs so far – so if you've sent a message – thank you!

Your outreach is invaluable, and we receive great responses from MPs who hear directly from you. The team has met with individual MPs and government departments to engage decision makers on this important issue.

We've also been busy gathering evidence of the need for regulation in



the fashion industry both in the UK and globally, collaborating with other organisations to build a picture of what manufacturers across the globe experience.

In 2025, we'll be launching a new report as well as promoting a 10-minute bill in the House of Commons.

If you haven't yet asked your MP to stand up for the people who make our clothes – scan the QR code or go to

www.transform-trade.org/fashion-watchdog



Pivotal year ahead for #StopUPOV



Photo: Transform Trade/Ajaya Behera

The UK-India trade deal negotiations get back underway in 2025 – and there's still a chance that UPOV91 seed laws could be included in the deal.

After over 20,000 Transform Trade supporters joined our call to action to stop UPOV91, we sent a letter to Minister for Trade Douglas Alexander, asking him to remove the damaging seed laws from all current and future UK trade deals.

We received a disappointing response that puts the UK government firmly on the side of big plant breeders and multinational agribusiness instead of smallholder farmers, despite the fact that smallholders grow up to 70% of the world's food. Many rely on farmer-managed seed systems where farmers sell, exchange and save their seeds - a practice that is restricted by UPOV91 seed laws.

Our policy teams are working hard, meeting with civil servants and politicians to underline the case for farmer-managed

seed systems – like the one we have developed alongside the Pahariya community in Jharkhand, India.

In Jharkhand, we work with 90 villages to maintain five vital seed banks – staffed primarily by local women. Over the last few months, these seed banks have brought back previously forgotten varieties of climate-resilient millet, providing extra income for the local community.

This type of seed sharing and saving is precisely what UPOV91 threatens. It's vitally important that the UK government recognises this, stops putting UPOV91 into new trade deals and takes it out of existing deals.

In the next few months, we'll reveal more about the next stages of the #StopUPOV campaign – stay tuned.

Find out more about the #StopUPOV campaign at **www.transform-trade.org/seeds-campaign**



Remembering Rosemary

Rosemary Harris was a lifelong supporter of the principles of trade justice and kindly chose to remember Transform Trade in her will. Her eldest daughter, Katy Harris, remembers her extraordinary life.

Our mother Rosemary was born in 1930 in North Queensland, Australia. Her father, a priest, mother and two brothers (soon to be three) moved back to the UK in 1935. She settled with her family in Brixton, south London, as a carefree barefoot young girl with a strong Aussie twang. During the war, she was evacuated to various families in southwest England, ending up at St. Brandon's Clergy Daughters' School, and then Wells Cathedral with living and studying accommodation in the magnificent Bishop's Palace there.

The medieval architecture of Wells motivated her to study architecture at the Brixton School of Building at the age of 16. She qualified as a chartered architect by the time she was 21, highly unusual for a girl at the time. She married our dad, fellow architect Raymond Harris, in 1957, and had 4 children while continuing to practise architecture. She spent much of her career updating what was then a very run-down Islington, in north London, where we lived.

She was a life-long devout Christian, always involved in her local church, and a passionate supporter of charities that helped people to help themselves. Traidcraft for her was at the forefront of supporting farmers and businesses to access a fairer trading system and get a fair wage for their time and products. She would purchase Traidcraft coffee and tea in bulk for decades and always took



an informed interest in the work of the charity. She also encouraged others to buy ethically too.

Retiring to Petworth, West Sussex, in 1987, mum and dad bought an exceptional 1653 Cromwellian Grade 2* listed merchant's house. Dad set about filling the house with beautifully crafted furniture that he made



and mum designed an exquisite garden with a kitchen garden, conservatory, lawns, ponds and a half scale gazebo styled on the one at Trinity College Cambridge – made by dad. All her gardening was organic, and she was able to open it to the public for many years. All her adult life, mum campaigned for her charities, which at one point numbered almost 50! Every visit we made to their stunning home we were treated to a delicious cup of Traidcraft coffee.

She is missed by a brother, 4 children, 11 grandchildren and 3 great-grandchildren.



Leaving a Legacy

Rosemary kindly chose to remember Transform Trade with a gift in her will, ensuring that her passion for trade justice will continue to make a difference for generations to come.

If you'd like to discuss how leaving a gift in your will could make a similar difference, please give Sarah McQuaid a call on **0191 497 6445** or send her an email: **sarah.mcquaid@transform-trade.org**

Big Brew 2025

Around the world, making someone a cup of tea can be more than a gesture – it's a way of welcoming someone, showing care for them, and inviting conversation. Sometimes, nothing brings a community together like a good cup of tea (or coffee!)

That's why we're bringing Big Brew back again next year – **Big Brew 2025 will be held from Monday 3rd March – Sunday 16th March.** We are so grateful to everyone who hosts and brings their community together around a cuppa to stand up for a fairer world together – and we hope you will join us in celebrating next Spring!

How many people are needed to make a cup of tea?

When we boil the kettle each morning, we don't tend to think of how many hands were involved in making the cuppa we're about to enjoy – but countless people have worked to bring you your morning brew.

Many of them are tea workers, toiling in difficult working conditions for low wages – but this doesn't have to be the case. Tea can be a force for good – starting a tea garden or trading tea saplings can bring a whole new source of income for marginalised farmers, like those we've worked with in rural Bangladesh.

Low prices and wages don't have to be the norm either – we've worked with Nyeri Chai Farmers Association, a tea collective in Kenya which fought in court to have green leaf prices increased by 25%.

This year, the money raised at your Big Brew will support work with tea growers across Africa and Asia – so they can protect their crops and livelihoods against the ravages of climate change, and make a fair income which supports their families.



Everything you need...

Whether you're gathering a small group of friends and family, or your whole community or church group, everything you need to run a Big Brew is available in our **free resource pack.**

It's not too late to get your hands on one – simply contact us at hello@transform-trade.org or find digital resources at transform-trade.org/big-brew



Our Big Brew pack 2025!



Over 200,000
cards...



Now Christmas has passed, and we've all taken our decorations down, we've been reflecting on the festive season – and your incredible support.

Last year was only our second year selling Traidcraft Christmas cards – and you all jumped at the opportunity to spread the word about the fight for trade justice far and wide.

Thanks to you, over 200,000 Transform Trade Christmas cards adorned mantelpieces across the country. The profit from every single Christmas card funds our work – so your purchases make a valuable impact. Thank you.

Fair trade refreshment SPECIAL OFFERS

Our wonderful Ethical Partners are bringing you special offers on fair trade food and drinks for the new year.

True Origin

Buy Traidcraft Tea at trueorigin.org.uk & receive 20% off any Fair Trade biscuits.

- One box of Traidcraft Tea (80 teabags) and a packet of biscuits: £6.75
- One bag of catering tea (800 teabags) and a case of (12 packets) biscuits £63.99

Plus **Free** mainland UK shipping on orders over £50, 5% Case Discounts, 5% off orders over £50 (Increasing to £75 in Feb 25) and 10% off orders over £150 (Increasing to £200 in Feb 25).



Premcrest

Buy Fair trade coffee, sugar and Wish4 Fairtrade cakes and biscuits lovingly made in the UK's only Fairtrade certified Bakery from our friends at Premcrest. Go to www.premcrest.co.uk/bigbrew for 5% off cases and single items including Café Direct coffee, Wish4 Fairtrade sugar biscuits, cookies, brownies and much more.

Traidcraft loo roll is bigger and better

If you rolled out every roll of toilet paper the average Brit uses in a lifetime, and joined them all together, it would stretch all the way from London to Berlin. That's 590 miles of paper – over 10,000 rolls.

And yet all of that paper becomes waste the moment it is used. Most toilet paper sold in the UK is derived from virgin wood pulp – which means we are chopping down vast swathes of forest, just to flush it down the toilet.

We wanted to make it as easy as possible for you to choose a more sustainable option – which is why we teamed up with Serious Tissues to bring you some of the most ethical toilet paper in the UK, Traidcraft loo roll.

Traidcraft loo roll is:

- Made from 100% recycled paper
- UK made and manufactured
- Plastic-free

And best of all, every box of loo roll is delivered straight to your door. You can try out an individual box or save 10% when you subscribe for regular deliveries.

Now Traidcraft loo roll is bigger and better than ever – boxes now include 45 rolls of toilet paper, reducing transport emissions even further.

Every box makes a difference...

Every box of Traidcraft loo roll includes a donation to Transform Trade - funding our work with producers to build a more sustainable trade system which puts people and planet first.



Buy Traidcraft loo roll now at store-transform-trade.org

Win fantastic prizes!

The Ethical Raffle gives you the opportunity to win one of these delightful prizes – and make the world a better place all in one fell swoop.

Each prize has been generously donated by a UK-based business, all of which sell goods with excellent ethical credentials. We're proud to partner with these companies, who are proving that in a world where profit is put above people, there is a better way to do business.

Each ticket is £1, which you can buy for yourself or buy as a gift (great for birthdays!) at transform-trade.org/raffle.

Every ticket directly funds our work in Kenya, Tanzania, India and Bangladesh – working hand in hand with producers to create effective solutions which allow producers to thrive in difficult circumstances.

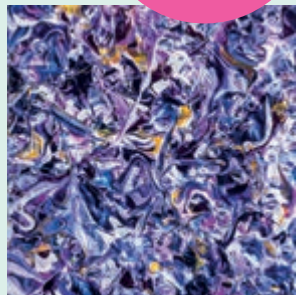


An Italian food hamper from suma.coop

Many more prizes available!



A driftwood animal & home goods from sharedearth.co.uk



Custom-made, original artwork by artist Cherrie Mansfield www.cherriemansfield.com



Delicious chocolate from divinechocolate.com

EACH TICKET IS ONLY £1



A hamper worth £200 – full of cards, a One World Calendar, Almanac, magazines, books and lots more from www.ethicalshop.org

These are just a few of the prizes up for grabs – see them all at transform-trade.org/raffle

£75,000 & counting...

Since we launched our charity recycling programmes, your generous donations have raised over £75,000! After the excess of Christmas, it's easy to look at your home and wonder how you accumulated so much clutter – and want to make some space.

The sad truth is that the UK still sends a remarkable amount of waste to landfill – even charity shop donations sometimes end up there. We wanted to make it super easy for you to make a more sustainable choice next time you have a clear out – which is why we've included a recycling envelope in this issue of Trade Matters.

Your donations will be recycled, and the profits will be reinvested in our work – helping farmers and workers in the Global South increase their incomes and provide for their families.

Recycle your old jewellery & banknotes

Simply:

- 1 Pop any used jewellery, broken or intact inside, along with unwanted old banknotes and foreign currency.
- 2 Seal the envelope and drop in the post!

If your donations don't all fit in the envelope, you can put them in your own larger envelope and download a freepost label from our website.



Giveacar

Over 90 of you have been kind enough to give used cars to Transform Trade via Giveacar, who turn your unwanted vehicle into a donation.

Depending on the condition, the car is auctioned or scrapped, and the proceeds fund our work – so if you do have an old vehicle you no longer want, take a look at www.transform-trade.org/give-differently





Photo: Transform Trade/Peter Chilumba

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