

**Letter to local coffee businesses**

Address of the coffee  
supplier/business  
you are writing to

your group's address and  
phone number

Dear [person's name or Ms/Mr]

I write to you on behalf of the \_\_\_\_\_ group to ask you to add Fairtrade coffee to the range of coffee you stock and sell.

Fairtrade coffees are ethically traded coffees where farmers get a reasonable return for their work. Fairtrade is a certification and labelling system that ensures that the product being traded is traded ethically. When you buy Fairtrade coffee you know that the farmer who grew it is earning enough for the basics of life – food, shelter, healthcare and education for their children.

Many importers are now bringing Fairtrade coffee beans into Australia and leading roasters in Australia are selling Fairtrade varieties as are a growing number of cafes. Fairtrade coffee is of a similar, if not higher, quality relative to usual coffee varieties and due to a reduction in the number of middlemen in the trading process, the coffee is generally not much more expensive than other brands.

The market for Fairtrade coffee is expanding rapidly. Sales in Australia have boomed since the Australian Fairtrade certification system was established in the last couple of years. In 2004 Australian sales grew 240 percent. Internationally the Fairtrade market continues to grow. In the UK every supermarket now stocks a range of Fairtrade coffees. It therefore makes good sense to investigate the possibilities of stocking Fairtrade coffee, both for ethical and business reasons.

We thank you for taking the time to read this letter and the enclosed leaflet. If you want to explore the possibility of stocking Fairtrade coffee please go to [www.oxfam.org.au/fairtrade](http://www.oxfam.org.au/fairtrade) to find out where you can purchase it. Alternatively, contact us on the details above and we will help you to source Fairtrade coffee. Please let us know if you take up the Fairtrade option and we will publicise your business.

We look forward to buying Fairtrade coffee from you.

Yours sincerely

[Name]

## **Letter to council**

Mayor  
Name and address of  
your local council

your group's address

Dear Ms/Mr,

I am writing to you on behalf of the \_\_\_\_\_ group to ask Council to set a lead for the local community by using Fairtrade coffee in all Council offices.

Fairtrade is a Certification and Labelling system that ensures that the product being traded is traded ethically. When you buy Fairtrade coffee you know that the farmer in the developing nation who grew it is earning enough for the basics of life – food, shelter, healthcare and education for their children.

The system is independently audited to ensure that the benefits of a Fairtrade price get back to the farmers who grew the coffee. Fairtrade certified coffee, tea and chocolate are now available in Australia. A list of outlets for Fairtrade coffee is available at [www.oxfam.org.au/fairtrade](http://www.oxfam.org.au/fairtrade)

In the last ten years, the price paid to farmers for their coffee beans has fallen to just 30% of what it was. This has meant a dramatic drop in income for coffee farmers and an increase in poverty in communities around the world – in countries such as East Timor, Ethiopia, Vietnam and Peru.

Fairtrade coffee changes this situation and provides us all with the opportunity to enjoy great tasting coffee and feel good about the farmers who grew it. Fairtrade means improved environmental methods for growing coffee and growers establishing democratic associations or co-operatives to undertake local community development projects with the proceeds of Fairtrade, resulting in local health services, credit schemes and improvements to local schools.

Sales in Australia are increasing quickly and grew by 240 percent in 2004. Local Councils in Britain and the US have taken up Fairtrade coffee in a big way and played a leading role in the current boom in interest in Fairtrade coffee in those countries. A number of councils in Australia have recently become involved in the Fairtrade Community Awards program run by the Fairtrade Association ([www.fairtrade.com.au](http://www.fairtrade.com.au)).

Fairtrade coffee is excellent quality. It's grown in the same way as other coffee – it's just traded ethically. The taste of Fairtrade coffee varies from region to region just as other coffees do. Fairtrade coffee will cost a little bit more but makes a real difference to the farmer who grew the coffee.

We look forward to Council considering this issue and making the switch to Fairtrade coffee. By doing this Council will be supporting coffee growing communities in developing nations and will also demonstrate Council's leadership in setting high ethical and social responsibility standards in our local community.

Yours sincerely

[Name]

## ***Letter to workplaces/organisations***

Name and address of  
Community group

your groups address

Dear Ms/Mr,

I write to you on behalf of the \_\_\_\_\_ group to ask your workplace/organisation to use Fairtrade coffee.

Fairtrade is a Certification and Labelling system that ensures that the product being traded is traded ethically. When you buy Fairtrade coffee you know that the farmer in the developing nation who grew it is earning enough for the basics of life – food, shelter, healthcare and education for their children.

Fairtrade certified coffee, tea and chocolate are now available in Australia and your workplace/organisation/group can now choose to use Fairtrade coffee and tea. A list of outlets for Fairtrade coffee and tea are available at [www.oxfam.org.au/fairtrade](http://www.oxfam.org.au/fairtrade).

Many companies have made the switch to Fairtrade sourcing. Origin Energy is one example. They successfully trialled an initiative in Melbourne and then spread it nationally. Sarah Clarke, Community Relations and Investment Manager at Origin, believes the move has been a huge success:

“We’ve had overwhelmingly positive feedback from Melbourne employees, which is what allowed us to expand the initiative. Feedback has indicated our employees are proud to work for an organisation making a small change for a much greater good.” Sarah also commented that the sourcing of Fairtrade products has been cost effective and staff have indicated they enjoy the taste and quality.

The Fairtrade system is independently audited to ensure that the benefits of Fairtrade get back to the farmers who grew the coffee. Fairtrade also means improved environmental methods for growing coffee and growers establishing democratic associations or co-operatives to undertake local community development projects with the proceeds of Fairtrade, resulting in local health services, credit schemes and improvements to local schools.

The price paid today to farmers for their coffee beans fell to just 30% (in real terms) of what it was 15 years ago. This has meant a dramatic drop in income for coffee farmers and an increase in poverty in communities around the world. Fairtrade coffee changes this situation. It provides us all with the opportunity to enjoy great tasting coffee and feel good about the farmers who grew it.

We thank you for taking the time to read this letter and the enclosed leaflet. If you want to explore the possibility of stocking Fairtrade coffee please go to [www.oxfam.org.au/fairtrade](http://www.oxfam.org.au/fairtrade) to find out where to buy it. Please let us know if you take up the Fairtrade option and we will add your group’s name to our web based Fairtrade Users Register.

Yours sincerely

[Name]