

Fairtrade food

The Fairtrade Mark guarantees farmers a fair and stable price for their products, extra income for farmers to improve their lives, a greater respect for the environment, and a stronger position in world markets. The Fairtrade Foundation awards the Fairtrade Mark to products that meet international standards set by Fairtrade Labelling Organisations International (FLO).

London Boroughs can demonstrate their commitment to Fairtrade by supporting cross-community applications for Fairtrade Borough status. Applications should involve local businesses, educational establishments, community organisations and the council. The council should also help to raise awareness with residents of the ways to support Fairtrade.

A Borough's Fairtrade status must be renewed every two years by showing continued progress in

these areas. For Borough Councils this means developing their support for the awareness raising activities of the Fairtrade steering group, and their procurement of Fairtrade products from tea and coffee, to sugar and fruit.

In 2013, Croydon celebrated ten years since becoming the very first Fairtrade Borough in London, and London itself celebrates five years as a Fairtrade City. Both the current and previous Mayor of London have supported efforts to promote Fairtrade-certified



products to London's citizens and institutions. In July 2013, the Greater London Authority (GLA) unanimously passed a resolution committing its on-going support for the use, expansion, and promotion of Fairtrade products, encouraging businesses across London to continue to support Fairtrade and urged that all London Boroughs pass or renew their own Fairtrade resolutions.

Information about Fairtrade suppliers can be found on the Fairtrade Foundation business pages:

www.fairtrade.org.uk/business

For more information about the Fairtrade London campaign, the GLA's commitment, or activities in each borough, visit www.fairtradelondon.org.uk or email info@fairtradelondon.org.uk.

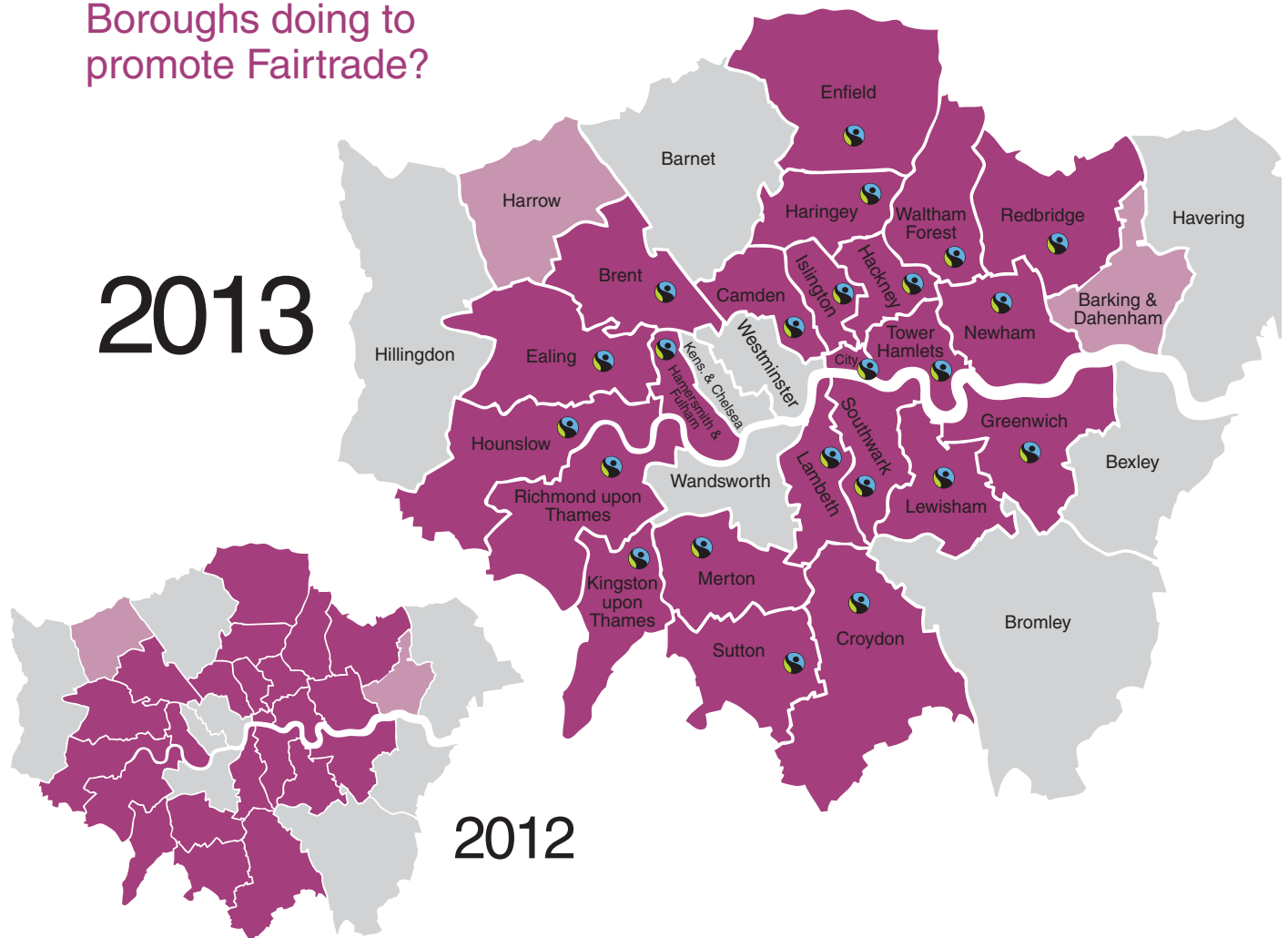
A Fairtrade Olympic legacy



"In 2012, the London 2012 Olympic and Paralympic Games demonstrated the capital's commitment to Fairtrade on an international stage. The London 2012 Food Vision required that all 14 million cups of coffee, 10 million sachets of sugar and 10 million bananas served at Games venues should be Fairtrade certified, which we achieved, along with 7.5 million cups of Fairtrade tea, as well as Fairtrade oranges, white and rosé wine and a variety of Fairtrade chocolate bars. The London 2012 organisers and caterers were proud to demonstrate that Fairtrade products can be successfully procured at huge scale, and it's good to see so many London Boroughs building on this good work."

Jan Matthews, Head of Catering for the London 2012 Olympic and Paralympic Games, now CEO of RP Global

What are London Boroughs doing to promote Fairtrade?



Map key

- Borough having achieved Fairtrade status
- Borough where the council has passed a resolution in support of Fairtrade
- Borough where the council has yet to pass a resolution and is not yet making significant progress towards Fairtrade status*

** Let us know if you think things have improved in your borough. We will update the map as more action is taken.*

Fairtrade food: tracking borough progress

In the 2011 edition of the Good Food for London report, we showed that 22 out of London's 33 boroughs had by then achieved Fairtrade status. By 2012, two more were joining in. No additional boroughs have achieved Fairtrade status in 2013, however many boroughs have renewed their status.

What can London Boroughs do?

Continue to embed Fairtrade into their procurement policy and practice, support community level promotion of Fairtrade, or pass a resolution to become a Fairtrade Borough. Contact:

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