

# **Reading Fairtrade Directory 2010**

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**Edited by David Sutton  
Published by Reading Fairtrade Steering Group  
c/o RISC  
35-39 London Street  
Reading  
RG1 4PS**

**[www.readingfairtrade.org.uk](http://www.readingfairtrade.org.uk)**

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# FAIRTRADE IN READING

## Introduction

The Directory pages published here are based primarily on the contents of the online Fairtrade Directory for Reading. The latest version of this can always be found at: [www.readingfairtrade.org.uk/directory](http://www.readingfairtrade.org.uk/directory). The Directory includes fairtrade retailers, shops and cafés in particular, but also local groups from the voluntary sector which promote fairtrade; fairtrade faith groups; some information about local schools; organisations which support fairtrade; and local businesses which promote fairtrade in the workplace.

For this edition we have added in other resources, information and quotations. The introductory text below is taken from our leaflet entitled **Fairtrade in Reading 2010**.

## What is Fairtrade all about?

Most farmers and workers in poorer countries do not earn enough from their products to house, eat, clothe or educate their families. Fairtrade works to change that. Farmers get a fair price and products are produced in a sustainable way. It promotes direct links and relationships between producers and consumers. Fairtrade especially benefits small scale farmers in Africa, Asia, Latin America and the Caribbean.

## The Fairtrade Mark

The Fairtrade Mark is an independent consumer label which appears on UK products as a guarantee that they have been certified against internationally agreed Fairtrade standards. The Mark indicates that the product has been certified to give a better deal to the producers involved – it does not act as an endorsement of an entire company's business practices. The Fairtrade Foundation has licensed over 3,000 Fairtrade certified products for sale through in the UK.

## Fairtrade Fortnight

Fairtrade Fortnight is held in the early Spring each year – in 2010 from 22 February to 7 March. Fairtrade Fortnight offers the opportunity for events, publicity, activities in schools and churches, meetings and exhibitions throughout Reading. In 2010 the Fairtrade Foundation is asking people to swap their usual shopping for fairtrade goods in The Big Swap – [www.fairtrade.org.uk/thebigswap](http://www.fairtrade.org.uk/thebigswap).

## Fairtrade in Reading

Reading has a strong tradition of solidarity and joint working with communities in the 'South'. It has twinning links with San Francisco Libre in Nicaragua and Speightstown in Barbados. There are active Oxfam, Christian Aid and Palestine Solidarity groups; local churches and Reading University are especially active on fairtrade issues; and RISC offers a centre for activities, education and fairtrade shopping of which any town would be proud. The first fairtrade resolution was passed by Reading Council in 1996, and Reading was officially accredited as a Fairtrade Town in 2004.

## Fairtrade Clothing

One of the main campaigns for 2010 will concern fairtrade clothing. Some fairtrade products, like coffee and bananas, are now very easy to find. Fairtrade clothing is much rarer, and many clothes in Reading shops are produced in terrible conditions in countries including Bangladesh and India. War on Want has been especially active in criticising the purchasing policies of companies such as Primark and Tesco ([www.waronwant.org](http://www.waronwant.org)); and the Reading group strongly supports the work of the People Tree on fairtrade fashion ([www.peopletreeyouth.co.uk](http://www.peopletreeyouth.co.uk)).

# FREQUENTLY ASKED QUESTIONS

This selection of questions about fairtrade is taken from the FAQ section of the Fairtrade Foundation website –

[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

## What is Fairtrade?

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

## What are fairtrade standards?

Fairtrade standards comprise both minimum social, economic and environmental requirements, which producers must meet to be certified, plus progress requirements that encourage continuous improvement to develop farmers' organisations or the situation of estate workers.

## What is the fairtrade minimum price?

The Fairtrade minimum price defines the lowest possible price that a buyer of Fairtrade products must pay the producer. The minimum price is set based on a consultative process with Fairtrade producers and traders and guarantees that producers receive a price which covers the cost of sustainable production. When the market price is higher than the Fairtrade minimum price, the market price is payable.

## Where can I buy fairtrade products?

Details of national stockists are at [www.fairtrade.org.uk/products/default.aspx](http://www.fairtrade.org.uk/products/default.aspx). They are available in major supermarkets, independent shops, in cafés, restaurants, through catering suppliers and wholesales, as well as through online shopping channels. Also check out shops that are part of BAFTS (British Association of Fair Trade Shops) which often have product ranges not available in mainstream stores.

## How big is the UK fairtrade market?

The UK market is doubling in value every 2 years, and in 2007 reached an estimated retail value of £493 million. The UK is one of the world's leading Fairtrade markets, with more products and more awareness of Fairtrade than anywhere else. Around 20% of roast and ground coffee, and 20% of bananas sold in the UK are now Fairtrade.

## **How much of the “fairtrade” price goes back to the producers?**

Whatever the price of the product on the shelf, only the FAIRTRADE Mark ensures that the producers have received what has been agreed to be a fairer price, as well as the social premiums to invest in the future of their communities. The Fairtrade price applies at the point where the producer organisation sells to the next person in the supply chain (usually an exporter or importer). It is not calculated as a proportion of the final retail price, which is negotiated between the product manufacturer and the retailer.

## **What product categories does Fairtrade certify?**

Internationally-agreed Fairtrade generic criteria exist for the following commodity products and in each category there is a list of approved producers maintained by a FLO register.

### *Food products:*

- Bananas
- Cocoa
- Coffee
- Dried Fruit
- Fresh Fruit & Fresh Vegetables
- Honey
- Juices
- Nuts/Oil Seeds/Oil
- Quinoa
- Rice
- Spices
- Sugar
- Tea
- Wine

### *Non-food products:*

- Beauty products
- Cotton
- Cut Flowers
- Ornamental Plants
- Sports Balls

# THE DIRECTORY

## Key Fairtrade Organisations

**RISC** (*fairtrade shop, fairtrade and organic cafe, educational materials and meeting places for local groups*): 35-39 London Street, Reading RG1 4PS; 0118 958 6692; [www.risc.org.uk](http://www.risc.org.uk).

**Reading Fairtrade Town Steering Group**, c/o RISC, 35-39 London Street, Reading RG1 4PS: new website at [www.readingfairtrade.org.uk](http://www.readingfairtrade.org.uk). Contact David Sutton, convenor: [davidsutton@qn.apc.org](mailto:davidsutton@qn.apc.org).

**Reading Oxfam Group**, 33 Lower Mount, Reading RG1 5HL (see also [www.oxfam.org.uk/get\\_involved](http://www.oxfam.org.uk/get_involved)).

**Traidcraft** (*fairtrade products for sale; fairtrade campaigns; activities in many of our local churches*): [www.traidcraft.co.uk](http://www.traidcraft.co.uk).

**True Food Coop** (*fairtrade & organic foods*); 0845 330 8272. Unit D6, Acre Business Park, Acre Road Reading RG2 0SA: [www.truefood.coop](http://www.truefood.coop).

## Fairtrade Flagship employers

For 2010 three Reading employers have volunteered to be Reading's Fairtrade Flagship Employers, committing to promoting fairtrade within the workplace. They are:

**Readibus**, Cradock Road, Reading RG2 0JX.

**Unison - Thames Valley team**, St Giles House, 10 Church Street, Reading RG1 2SD.

**Unite the Union**, 89 Southampton Street, Reading RG1 2QL.

*(For towns of over 100,000 in population, like Reading, it is a requirement for Fairtrade Town status that there should be at least one Fairtrade Flagship Employer in the town; other volunteer flagships for 2011 would be very welcome indeed.)*

## **Cafes & Restaurants selling fairtrade products**

**ATM Coffee Kiosk**, Main Concourse, Reading Station, Reading RG1 1LZ.

**ATM Coffee Kiosk**, Platform 4, Reading Station, Reading RG1 1LZ.

**ATM Coffee Kiosk**, Main Footbridge, Reading Station, Reading RG1 1LZ.

**ATM Coffee Kiosk**, Main Entrance, Royal Berkshire Hospital, Craven Road, Reading RG1 5AN.

**La Baguette B & B and Café**, 7 Blagrove Street, Reading RG1 1PJ.

**Bakers Oven**, 16 Broad Street Mall, Reading RG1 7QE.

**Biscuit Tin Café**, Museum of Reading, Blagrove Street, Reading RG1 1QH.

**Cafe 6**, The Hexagon, Queens Walk, Reading RG1 7UA.

**Cafe at RBH**, Royal Berkshire Hospital, Craven Road, Reading RG1 5AN.

**Café Libro**, Main Library Whiteknights, University of Reading, Whiteknights, Reading RG6 6AE.

**Café Mondial**, Reading University Student Union, Whiteknights, Reading RG6 6AZ.

**Cafe Revive**, Marks & Spencer, Broad Street, Reading RG1 2BH.

**Chan Cham**, 8 Merchant Place, off Friar Street, Reading RG1 1DT.

**Coffee Republic**, 134 Broad Street, Reading RG1 2BD.

**Costa Coffee**, 11 Brunel Arcade, Station Approach, Reading RG1 1LY.

**Costa Coffee**, 4 Butter Market, Reading RG1 2BP.

**Costa Coffee**, W. H. Smith, 39 Broad Street, Reading RG1 2AD.

**Costa Coffee**, 43 Church Street, Caversham, Reading RG4 8BA.

**Costa Coffee**, Waitrose, 980 Oxford Road, Reading RG30 6WR.

**Costa Coffee**, Waterstone's Bookshop, Unit 12, Holybrook Mall, Oracle Centre, Reading RG1 2AQ.

**Delicious**, 10 Prospect Street, Caversham, Reading RG4 8JG.

**Dolche Vita**, Palmer Building, University of Reading, Whiteknights, Reading RG6 2AH.

**Earley Café**, 121 Wokingham Road, Reading RG6 1LH.

**Global Café**, RISC, 35-39 London Street, Reading RG1 4PS.

**Greyfriars Coffee Shop**, Greyfriars Church, Friar Street, Reading RG1 1EH.

**HumSS Café**, HumSS Building, University of Reading, Whiteknights, Reading RG6 6AA.

**L'Ortolan Restaurant**, Church Lane, Shinfield, Near Reading RG2 9BY.

**Loch Fyne**, The Maltings, Bear Wharf, Fobney Street, Reading RG1 6BT.

**Miraj Internet Café**, 123 London Street, Reading RG1 4QA.

**Moondogs**, 167A Oxford Road, Reading RG1 7UZ.

**Pau Brasil**, 89 Mount Pleasant, Reading RG1 2TF.

**Picnic**, 5 Butter Market, Reading RG1 2DP.

**Place to Eat**, John Lewis, Broad Street, Reading RG1 2BB.

**Pret A Manger**, Unit L39 (Broad Street), Oracle Centre, Reading RG1 2AQ.

**Pret A Manger**, 60 Broad Street, Reading RG1 2AF.

**Reading Resource Centre Café**, 4 Waylen Street, Reading RG1 7UR.

**Shakeaway**, 4 Union Street, Reading RG1 1EU.

**Starbucks**, Kiosk Unit 22, Riverside, Oracle Centre, Reading RG1 2AG.

**Starbucks**, Kiosk K4, Oracle Upper Mall, Reading RG1 2AG.

**Starbucks**, 21 Queen Victoria Street, Reading RG1 1FY.

**Starbucks**, 6 King Street, Reading RG1 2BH.

**3 Bs Cafe Bar**, Town Hall, Blagrove Street, Reading RG1 1QH.

**West Cornwall Pasty Co**, Unit 10, Station Approach, Reading RG1 1LZ

**West Cornwall Pasty Co**, 33A Broad Street, Reading RG1 2BH.

**Workhouse Coffee**, 86A Connaught Road, Reading RG30 2UF.

## **Shops selling fairtrade products**

**Budgens**, 1-2 Cavendish Road, Emmer Green, Reading RG4 8XU.

**Budgens**, 6-13 Victoria Road, Mortimer, Near Reading RG7 3XD.

**County Delicacies**, 35-37 St Mary's Butts, Reading RG1 2LS.

**Holland & Barrett**, 2 Union Street, Reading RG1 1EU.

**Holland & Barrett**, 58 Broad Street Mall, Reading RG1 7QE.

**John Lewis**, Broad Street, Reading RG1 2BB.

**Londis**, 286 Gosbrook Road, Caversham, Reading RG4 8EB.

**Oxfam**, 12 Prospect Street, Caversham, Reading RG4 8JG.

**Oxfam**, 8 High Street, Market Place, Reading RG1 2EA.

**Oxfam Music Shop**, 9 Duke Street, Reading RG1 2SA.

**Oxfam**, 103 Crockhamwell Road, Woodley, Reading RG5 3JP.

**R U Being Served (RUBS) Shop**, Reading University Student Union, P. O. Box 230, Whiteknights, Reading RG6 6AZ.

**RISC World Shop**, RISC, 35-39 London Street, Reading RG1 4PS.

**Thorntons**, 36 Broad Street, Reading RG1 2AA.

**Wellington Farm Shop**, Welsh Lane, Heckfield, Hook, Near Reading RG27 0LJ:

[www.wellington-farm-shop.co.uk](http://www.wellington-farm-shop.co.uk).

**Whittard**, Unit 27, Oracle Centre, Reading RG1 2AT.



## **Supermarkets selling fairtrade products**

**Asda**, 67 Honey End Lane, Tilehurst, Reading RG30 4EL.

**Asda**, Chalfont Way, Lower Earley, Reading RG6 5TT.

**Co-op**, 29-35, School Road, Tilehurst, Reading RG31 5AR.

**Co-op**, 124 Henley Road, Caversham, Reading RG4 6DH.

**Co-op**, 29-35 School Road, Tilehurst, Reading RG31 5AR.

**Co-op**, 541 Oxford Road, Reading RG30 1HJ.

**Co-op**, 164-168 Whitley Wood Road, Reading RG2 8AG.

**Co-op**, 2 High Street, Theale, Near Reading RG7 5AN.

**Co-op**, 201 London Road (Cemetery Junction), Reading RG1 3NU.

**Co-op**, 31 Clayhill Road, Burghfield Common, Near Reading RG7 3JX.

**Co-op**, 55-57 Erleigh Road, Reading RG1 5NL.

**Co-op**, 570 Wokingham Rd, Earley, Reading RG6 7JB.

**LIDL**, 565-575 Basingstoke Road, Reading RG2 0SH.

**LIDL**, 291-301 Oxford Road, Reading RG30 1AS.

**Marks & Spencer**, 12 Broad Street, Reading RG1 2BH.

**Marks & Spencer Simply Food**, Reading Station Concourse, Reading RG1 1LZ.

**Marks & Spencer Simply Food**, 3 The Square, Chalfont Way, Earley, Reading RG6 5HQ.

**Morrisons**, Rose Kiln Lane, Reading RG2 0HB.

**Sainsbury's**, 7-8 Broad Street, Reading RG1 2DE.

**Sainsbury's**, 52-55 Friar Street, Reading RG1 1DX.

**Sainsbury's**, (Superstore) Bath Road, Calcot, Near Reading RG31 7SA.

**Sainsbury's**, King Street Lane, Winnersh, Near Reading RG41 5AR.

**Somerfield**, 26-30 West Street, Reading RG1 1TZ.

**Tesco Express**, 6 Crown Street, Reading RG1 2SE.

**Tesco Express**, 203-207 Shinfield Road, Reading RG2 8AB.

**Tesco Express**, Southcote Service Station, Bath Road, Reading RG30 2EU.

**Tesco Express**, 18-20 Church Street, Caversham, Reading RG4 8AU.

**Tesco Express**, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL.

**Tesco Express**, 3 The Parade, Knowsley Road, Reading RG31 6FA.

**Tesco Extra**, Napier Road, Reading RG1 8DF.

**Tesco Extra**, Portman Road, Reading RG30 1AW.

**Waitrose**, 51 Church Street, Caversham, Reading RG4 8AY.

**Waitrose**, 980 Oxford Road, Reading RG30 6WR.

**Waitrose**, 108 Crockhamwell Road, Woodley, Reading RG5 3JW.

## Mail order and online firms around Reading

### **A Lot of Ltd**

*(Fairtrade drinks, machines & crafts).* Unit 55, Milford Rd, Reading RG1 8LG:  
[info@alotof.co.uk](mailto:info@alotof.co.uk).

### **First Buddies**

*(Toys & gifts for children).* Holly Cottage, Bunces Lane, Burghfield Common, Near Reading RG7 3DG: [www.firstbuddies.com](http://www.firstbuddies.com).

### **Kingdom Coffee**

*(Coffee, teas, sugar etc.)* Unit 1, 17 Boulton Road, Reading RG2 0NH:  
[info@kingdomcoffee.co.uk](mailto:info@kingdomcoffee.co.uk).

**Ocado** *(Home delivery around Reading of over 200 fairtrade products from Waitrose):*  
[www.ocado.com](http://www.ocado.com).

### **Vintage Roots**

*(Wines & juices).* Holdshott Farm, Reading Road, Heckfield, Hook RG27 0JZ:  
[www.vintageroots.co.uk](http://www.vintageroots.co.uk).

## Pubs in Reading

**The Spread Eagle**, Norfolk Road, Reading RG30 2EG. *Although fairtrade beer is almost unknown (the Co-op's fairtrade honey ale is a nice idea, but it is the honey which is fairtrade!), the Spread Eagle sells fairtrade coffee. We would particularly like to know about other pubs in Reading which sell fairtrade hot drinks or fairtrade wine.*

## Schools in Reading

**Head of Business Support & School Meals**, Department of Education and Children's Services (DECS), Reading Borough Council, Level 10, Civic Offices, Reading RG1 7TD.

**All Reading primary schools use fairtrade products.** *All local schools within the central School Meals Contract have fairtrade food supplied as part of the contract, and tuck-shops etc. sell fairtrade products, although none of the schools are fully fairtrade. We have been notified that Kendrick School and the Avenue School also regularly use fairtrade products.*

**Kendrick School**, London Road, Reading RG1 5BN ([www.kendrick.reading.sch.uk](http://www.kendrick.reading.sch.uk)).

**The Avenue School**, Conwy Close, Tilehurst, Reading RG30 4BZ  
([www.avenue.reading.sch.uk](http://www.avenue.reading.sch.uk)).

## **Organisations and Groups supporting fairtrade**

**Amnesty International (Reading Group)**, 51 Coventry Road, Reading RG1 3ND.

**Be You**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**Berkshire Record Office**, 9 Coley Avenue, Reading RG1 6AF.

**Christian Aid (Reading Group)**, 15 Rosehill Park, Emmer Green, Reading RG4 8XE.

**Clonmel & Reading Twinning Association**, c/o Reading Borough Council, Civic Offices, Reading RG1 7TD.

**Connect Reading**, The Stables, 1a Merchants Place, Reading RG1 1DT.

**Caversham One World Week**, 26 Woodcote Road, Caversham, Reading RG4 7BA.

**Extended School Services**, Reading Borough Council, Level 10, Civic Offices, Reading RG1 7TD.

**Friends of Wadi Fuqeen**, c/o Lilian El-Doufani; via [www.wadifuqeenfriends.com](http://www.wadifuqeenfriends.com).

**Graduate Institute of International Development and Applied Economics**, University of Reading, P. O. Box 237, Whiteknights, Reading RG6 6AR.

**Green Party**, 22 Cumberland Road, Reading RG1 3LB.

**Justice and Peace / CAFOD**, 63 Kidmore Road, Caversham, Reading RG4 7LZ.

**Mayor's Parlour**, Reading Borough Council, Civic Offices, Reading RG1 7TD.

**Museum of Reading (Schools Loans Scheme)**, Blagrove Street, Reading RG1 1QH.

**Nepal Kingdom Foundation**, 97A Swansea Road, Reading RG1 8HA.

**One World Week**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**Palestine Solidarity Campaign**, 52 Oakdale, Crown Wood, Bracknell, Berkshire RG12 0TG.

**Reading & Berkshire Refugee Support Group**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**Reading Borough Council**, Leader of the Council's Office, Civic Offices, Reading RG1 7TD.

**Reading Borough Council**, Sustainability Team, Level 7, Civic Offices, Reading RG1 7TD.

**Reading Carers Centre**, 6 Cross Street, Reading RG1 1SN.

**Reading Drop the Debt Campaign**, 42 Oaklands, Hamilton Road, Reading, RG1 5RN.

**Reading Oxfam Group**, 33 Lower Mount, Reading RG1 5HL.

**Reading Peace Group**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**Reading San Francisco Libre Association**, 'Oxgate', 64 Northcourt Avenue, Reading RG2 7HQ.

**Reading Trade Justice / World Development Movement Group**, 6 Cintra Close, Reading RG2 7AL.

**Reading Voluntary Action**, 8 Cross Street, Reading RG1 1SN.

**Reading Voluntary Action (Stronger Together)**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**Southern Ethiopia Peoples Action Group**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**St James and St William of York Social Justice Group**, 44 Hamilton Road, Reading RG1 5RD.

**Traidcraft @ Trinity Church**, 1 Strand Way, Lower Earley, Reading RG6 4BU.

**Two Rivers Press**, c/o RISC, 35-39 London Street, Reading RG1 4PS.

**United Nations Association Reading**, 6 Hampshire Walk, Tilehurst, Reading RG31 5NE.

## **Businesses and employers supporting fairtrade**

**Airwide Solutions**, New Century Place, 20/22 Queens Road, Reading RG1 4AU.

**BBC Staff Canteen**, Caversham Park, Peppard Road, Caversham, Reading RG4 8TZ.

**BPP Professional Education**, 1st Floor, Aquis House, 49-51 Blagrove Street, Reading RG1 1PL.

**Cadbury / RSSL**, Reading Science Centre, University of Reading, Whiteknights, Reading RG6 6LA.

**Co-operative Bank**, 34 St Mary's Butts, Reading RG1 2LQ.

**Oracle UK**, Thames Valley Business Park, Reading RG6 1RA.

**Readibus**, Cradock Road, Reading RG2 0JX.

**Reading Post**, 8 Tessa Road, Reading RG1 8NS.

**Reading University Student's Union (RUSU)**, University of Reading, P. O. Box 230, Whiteknights, Reading RG6 6AZ.

**Temple Decor**, Unit 9, Albury Close, Loverock Road, Reading RG30 1BD:  
[www.templedecor.com](http://www.templedecor.com).

**Thames Valley University – Reading Campus**, Kings Road, Reading RG1 5SR.

**Unison – Reading Borough Council Branch**, Civic Offices, Reading RG1 7TD.

**Unison - Thames Valley team**, St Giles House, 10 Church Street, Reading RG1 2SD.

**Unite the Union**, 89 Southampton Street, Reading RG1 2QL.

**University of Reading – Department of Economics**, P. O. Box 218, Whiteknights, Reading RG6 6AA.

## **Fairtrade churches and faith groups**

**Abbey Baptist Church**, Abbey Square, Reading RG1 3BE.

**All Saints**, All Saints Vicarage, 14 Downshire Square, Reading RG1 6NH.

**Bishop of Reading**, Bishop's House, Tidmarsh Lane, Tidmarsh, Near Reading RG8 8HA.

**Brookside Church**, Lower Earley, Reading RG6 7HG.

**Caversham Evangelical Church**, 24 Priory Avenue, Caversham, Reading RG4 7SE.

**Caversham Heights Methodist Church**, 97 South View Avenue, Caversham, Reading RG4 5BB.

**Caversham Park Ecumenical Partnership**, c/o Margaret Dimmick, 12 Lowfield Road, Caversham Park, Reading RG4 6PA.

**Christ Church**, 4 Vicarage Road, Reading RG2 7AJ.

**Christ the King Roman Catholic Church**, 408 Northumberland Avenue, Reading RG2 8NR.

**Church of St John and St Stephen**, Orts Road, Reading RG1 3JN.

**Church of the Most Holy Trinity**, Oxford Road, Reading RG1 7NQ.

**Cornwell Community Church**, The Cornwell Centre, Home Croft, off Clements Mead, Tilehurst, Reading RG31 5WJ.

**Earley St Peter Church of England**, Parish Office, Church Road, Earley, Reading RG6 1EY.

**Emmanuel Church Woodley**, Southlake Crescent, Woodley, Reading RG5 3QW.

**Emmanuel Methodist Church**, 448 Oxford Road, Reading RG30 1EE.

**English Martyrs Roman Catholic Church**, 64 Liebenrood Road, Reading RG30 2EB.

**Greyfriars Church**, Friar Street, Reading RG1 1EH.

**Kentwood Methodist Church**, 91 Fairway Avenue, Tilehurst, Reading RG30 4QB.

**Our Lady and St Anne Roman Catholic Church**, 2 South View Avenue, Caversham, Reading RG4 5AB.

**Our Lady of Peace & Blessed Dominic Barberi (Roman Catholic Church)**, The Presbytery, 338 Wokingham Road, Earley, Reading RG6 7DA.

**Park United Reformed Church**, Palmer Park Avenue, Reading RG6 1DN.

**Polish Church of the Sacred Heart**, St Johns Road, Reading RG1 4EB.

**St Agnes with St Paul and St Barnabas**, St Agnes Church, Northumberland Avenue, Reading RG2 8DD.

**St Andrew's Church of England**, St Andrew's Vicarage, Harrogate Road, Caversham, Reading RG4 7PW.

**St Andrew's United Reformed Church**, London Road / Craven Road, Reading RG2 9NG.

**St Barnabas Emmer Green Church of England**, St Barnabas Vicarage, 20 St Barnabas Road, Emmer Green, Reading RG4 8RA.

**St Birinus Mission**, c/o Reading Community Church, 384 The Meadway, Tilehurst, Reading RG30 4NX.

**St Catherine of Siena**, Wittenham Avenue, Tilehurst, Reading RG31 5LN.

**St James and St William of York Roman Catholic Church**, St James Presbytery, Abbots Walk, Reading RG1 3HW.

**St James Woodley**, Kingfisher Drive, Southlake, Woodley, Reading RG5 3LH.

**St John and St Stephen Church of England**, Orts Road, Reading RG1 3JN.

**St John Bosco Roman Catholic Church**, 56 Western Avenue, Woodley, Reading RG5 3BH.

**St John the Baptist Church of England**, Parish Office, Church House, 59 Church Street, Caversham, Reading RG4 8AX.

**St John the Evangelist Woodley**, c/o St Johns Cottage, Church Road, Woodley, Reading RG5 4QJ.

**St Joseph's Tilehurst Roman Catholic Church**, The Presbytery, Berkshire Drive, Tilehurst, Reading RG31 5JJ.

**St Laurence Church**, c/o St Mary's Church House, Chain Street, Reading RG1 2HX.

**St Luke with St Bartholomew**, Erleigh Road, Reading RG1 5LH.

**St Margaret Mapledurham Church of England**, By Mapledurham House, Mapledurham, Reading RG4 7TR.

**St Mary Magdalen Church of England Tilehurst**, 98 Grovelands Road, Reading RG30 2PD.

**St Mary the Virgin Church of England Beech Hill**, The Vicarage, 11 Clares Green Road, Spencers Wood, Near Reading RG7 1DY.

**St Mary's Church Shinfield**, Church Lane, Shinfield, Near Reading RG2 9BY.

**St Matthew's Church of England**, St Matthew's Vicarage, 205 Southcote Lane, Reading RG30 3AX.

**St Michael & All Angels Church of England Spencers Wood**, The Vicarage, 11 Clares Green Road, Spencers Wood, Near Reading RG7 1DY.

**St Michael's Church Tilehurst**, Tilehurst Rectory, Routh Lane, Tilehurst, Reading RG30 4JY.

**St Nicolas Church of England**, St Nicolas' Vicarage, Sutcliffe Avenue, Earley, Reading RG6 7JN.

**St Peter's Church of England**, Parish Office, Church House, 59 Church Street, Caversham, Reading RG4 8AX.

**Tilehurst Methodist Church**, 26 School Road, Tilehurst, Reading RG31 5AN.

**Trinity Church**, Chalfont Close, Lower Earley, Reading RG6 5HZ.

**Tylehurst St George Church**, St Georges Road, Reading RG30 2RG.

**University of Reading Chaplaincy**, Park House Lodge, Whiteknights, Reading RG6 7BW.

# FAIRTRADE AND UNFAIR TRADE

The campaign for fairtrade has been very positive in spirit ever since it began. It has worked in the main by encouragement and praise. It has promoted fairtrade companies like Traidcraft and Cafédirect; it has celebrated the commitment to fairtrade shown by retailers such as the Co-op and Waitrose; it has welcomed recent steps by firms such as Cadbury, Tate & Lyle, Whittard of Chelsea and Sainsbury's to increase their engagement with fairtrade. The campaign, however, is not all sweetness and light. There is bitterness and darkness in the lives and the working conditions of many people around the world whose products are not fairly traded, and from time to time we should remind ourselves of this.

This section draws on websites of campaigning organisations such as War on Want and Oxfam, and especially on the powerful book written by our own Reading resident John Madeley and entitled **Big business, poor peoples** (second edition, London and New York: Zed Books, 2008 – quoted with the author's permission).

*Primark has signed an international trade agreement, whereby it states that it does not use child labour or sweatshops. All workers in their associated factories should be paid a living wage, which means they are able to support themselves and have a little disposable money left. All factories should have clean sanitary facilities and clean living accommodation if sleeping quarters are provided for workers. Despite signing up to the international trade agreement, its record, for example in Bangladesh where most of its clothes are made, has continued to be condemned by human rights observers. In 2004, 22 union members at a factory supplying Asda who demanded their legal overtime pay were allegedly beaten, fired, and imprisoned on false charges. Workers claimed that the factory required 19-hour shifts, paid no overtime, and denied maternity leave and benefits.* (Madeley, pp.147-148)

*Many of the agri-corporations are wealthier than the countries in which they do business. Nestlé, for example, recorded profits greater than Ghana's GDP in 2002. Unilever profits were a third larger than the national income of Mozambique; Wal-Mart profits are bigger than the economies of both countries combined.* (Madeley, p.28)

*"I get 378 Rand [£32.50] pay every two weeks. I can't afford school fees for my daughter or go to school functions or buy school uniforms" - Tawana Fraser, who works as a 'permanent casual' labourer on a pear farm that supplies Tesco (ActionAid)*

*"They called us all to a meeting and they said that we would all be laid off the next day. Then they rehired us for almost half the wages. We used to have almost a month holiday but this went down to 14 days" - Costa Rican banana worker on a plantation supplying Tesco (ActionAid)*

*Who is paying the real cost of supermarket price wars? Thanks to rapid growth in recent years, Tesco, Asda, Sainsbury's and Morrisons now control over 70% of the UK groceries market. Increasingly, if producers overseas want to get into the UK market, they have to deal with supermarkets. Supermarkets are using the enormous buying power that comes with their dominant position to force farms and factories in poor countries to lower their prices, deliver goods ever faster and at shorter notice. The pressure on suppliers to deliver more for less is passed on to workers in the form of low wages, job insecurity and poor working conditions.* (from [www.tescopoly.org](http://www.tescopoly.org))

*... the workers who produce those goods – from fruit and vegetables to flowers, wine and cheap clothes – feel their devastating impact every day. Working in factories or on plantations, they face long hours, terrible working conditions and little or no trade union rights. Despite working 80 hours a week, many workers are not able to earn a living wage.*

*UK-based supermarkets like Tesco seek to keep prices low and their own profits high. Companies such as Asda Wal-Mart have resources beyond those of many countries, and they use that power to squeeze every last bit of profit. They use their size and economic influence to put their suppliers under immense pressure to produce goods as cheaply as possible.*

*War on Want is challenging the corporate culture and government policy that abuse workers' rights and keeps them in poverty. We have published groundbreaking research into supermarkets' exploitation of their suppliers, and work in partnership with grassroots organisations around the world who directly support these workers. The time to end supermarket abuse is now.* (from [www.waronwant.org](http://www.waronwant.org))

*In September 2007, there were violent demonstrations at factories in Bangladesh that supply Tesco, with workers protesting for higher wages and better working conditions. The demonstrations were at the factories owned by the Nassa Group of garment manufacturers.* (Madeley, p.147)

*In India, Coca-Cola's activities, specifically its bottling units, have affected communities across the country. The company came to India in 1993, looking for markets but, first of all, for water. The problem was that India already faced a water crisis. Large quantities of water have since been drawn from the ground to make Coca-Cola, leaving people living and working around its bottling units with little water for drinking or agriculture. Sludge, contaminated with toxic metals like cadmium and lead, has resulted, polluting land and water around the plants. Coca-Cola has also distributed the sludge to farmers to fertilize their crops, leading to crop failure and contamination. Farmers have lost their livelihoods, while women now have to walk long distances in search of drinkable water.* (Madeley, p.59)

*No matter of spin and increased marketing for Coca-Cola will solve the problems that have been created by Coca-Cola in India. The first step that Coca-Cola must take is to admit to the severity of problems it has caused in India, and then find ways to address them operationally:*

- *They must permanently shut down the bottling facilities in Mehdiganj, Kala Dera and Plachimada.*
- *They must compensate the affected community members.*
- *They must recharge the depleted groundwater*
- *They must clean up the contaminated water and soil.*
- *They must ensure that workers laid off as a result of Coca-Cola's negligence are retrained and relocated in a more sustainable industry.*
- *They must admit liability for the long term consequences of exposure to toxic waste and pesticide laden drinks in India.*

*Anything short of the above measures will make it increasingly difficult for Coca-Cola to do business in India. And elsewhere.*  
(Campaign to Hold Coca-Cola Accountable: [www.indiaresource.org/campaigns/coke](http://www.indiaresource.org/campaigns/coke))



*To combat threats from insects, fungal disease and weeds, the banana companies apply a great deal of pesticide. Five companies – Dole, Del Monte, Chiquita, Fyffes and Noboa – grow most of the world’s bananas on large plantations.*

*‘Most plantation owners will spend more money on agrochemicals than on their workforce.’ The chemicals used on the plantations include at least four that are classified by the World Health Organization as extremely hazardous. Chemicals are aerially sprayed and applied by hand. A high proportion of pesticides sprayed on crops from planes does not land on the crop. It falls on the soil and into waterways – affecting workers on the plantations, and in their homes inside and near to plantations. According to law in some countries, workers should not be in the fields when spraying takes place, but this law is violated. In other countries, there is not even any regulation. (Madeley, pp.40-41)*

*The international cotton trade provides the best example of the damaging effects of commodity subsidies. Because American cotton producers get more federal subsidies with each additional bushel they produce, current farm programs encourage overproduction with the surplus dumped on the international market, lowering prices and undercutting the livelihoods of millions of poor farmers around the world.*

*Cotton subsidy reform could substantially improve the welfare of over one million West African households—10 million people—by increasing their incomes from cotton by 8 to 20 percent. For farmers living on less than \$1 a day, this means more money for food, medicines, school fees, and fertilizer—more money to help sustain lives and livelihoods.*

*A typical cotton producing household in West Africa has about 10 family members, an average life expectancy of about 48 years and an adult literacy rate of less than 25 percent. Cotton is often the only source of cash income for these families who live on less than \$1 a day per person. Added income from increased cotton prices could make a world of difference.*

*With a complete removal of US cotton subsidies, the world price of cotton would increase by 6-14%, prices that West African farmers would receive for their cotton would increase by 5-12%. At the household level, this increase would result in additional income that could cover all health care costs of four to ten individuals for an entire year, or schooling costs for one to ten children, or a one year supply of food for one or two children. ([www.oxfam.org](http://www.oxfam.org))*

*While child bondage has no place in the twenty-first century, it continues in the Indian cotton supply chain, according to the India Committee of the Netherlands. More than 416,000 children under the age of 18, of whom almost 225,000 are younger than 14, are involved in (often bonded) child labour in India’s cottonseed fields. Most of them are girls. (Madeley, p. 66)*

*Problems surround contracting out. In October 2007 an Observer newspaper investigation revealed that ten-year-old children in New Delhi were making clothes in sweatshop conditions for Gap Kids, one of the most successful arms of the high street chain Gap, which has over 3,000 stores worldwide. The company, which has huge contracts in India, says on its website that individuals who work in garment factories deserve to be treated with dignity and are entitled to safe and fair working conditions. (Madeley, p.146)*

*Cheap fashion retailer Primark is today accused of profiting from increased sales amid Britain's icy winter while leaving workers who produce its clothes out in the cold.*

*The attack came as Primark's parent company, Associated British Foods, announced recent sales by the fashion retailer exceeded its expectations.*

*Primark sales rose by 19 per cent in the 16 weeks to 2 January. But amid bumper warm clothes sales in the chilly weather, Primark garment workers remain frozen out of its success, the charity War on Want claims. It said people making Primark clothes overseas struggled to survive on poverty pay.*

*Last month the charity's research showed that workers toiled up to 84 hours a week and earned as little as £19 a month - less than half a living wage - making Primark clothes in the Bangladeshi capital Dhaka. And its report on three Primark factories in the same city just over a year ago revealed workers earning as little as 7p an hour for up to 80-hour weeks.*  
(War on Want, press release, January 2010)

## **A NOTE ON SUPERMARKETS**

All the major supermarkets are included in this Directory and in most directories of fairtrade products, because some fairtrade products can now be found on the shelves of just about every big store. This does not mean, however, that all supermarkets are equally committed to the idea of fairtrade.

The Fairtrade Foundation makes a useful distinction between organisations which are committed to fairtrade, and organisations which comply with fairtrade requirements.

With this **distinction between commitment and compliance**, we judge that at present just two supermarkets are really committed to fairtrade: the Co-op (see [www.co-operative.coop/food/ethics/Ethical-trading/Fairtrade](http://www.co-operative.coop/food/ethics/Ethical-trading/Fairtrade)) and Waitrose (see [www.waitrose.com/food/originofourfood/fairtrade.aspx](http://www.waitrose.com/food/originofourfood/fairtrade.aspx)). Both of these websites are full of interesting information about and commitment to fairtrade. We judge that Sainsbury's, Marks and Spencer and Somerfields are making good progress in increasing their levels of commitment to fairtrade, and we welcome the various editions of the Sainsbury's Fairtrade Pledge. Unfortunately, we judge that the other supermarkets in the UK still fall far short of fairtrade justice, and some of them continue to engage knowingly in unfair trade. Rows of token bags of fairtrade coffee and sugar on the shelves do not begin to excuse the unfair practices in which some UK supermarkets engage.

# FAIRTRADE WEBSITES

## Fairtrade Reading

[www.risc.org.uk](http://www.risc.org.uk): the website of RISC, Reading's fairtrade shop, fairtrade and organic cafe, centre for educational materials and meeting place for local groups.

[www.readingfairtrade.org.uk](http://www.readingfairtrade.org.uk): the new website of the Reading Fairtrade group, launched in February 2010

## Fairtrade UK

[www.fairtrade.org.uk](http://www.fairtrade.org.uk): the Fairtrade Foundation in London is our primary source of fairtrade information and national and international fairtrade news.

[www.fairtrade.org.uk/get\\_involved/trade\\_justice.aspx](http://www.fairtrade.org.uk/get_involved/trade_justice.aspx): see for example the Fairtrade Foundation page on trade justice.

[www.fairtrade.org.uk/thebigswap](http://www.fairtrade.org.uk/thebigswap): Fairtrade Fortnight 2010: the Big Swap campaign.

[www.bafts.org.uk](http://www.bafts.org.uk): website of the British Association for Fairtrade Shops.

[www.traidcraft.co.uk](http://www.traidcraft.co.uk): website of Traidcraft.

## Fairtrade Europe

[www.commerceequitable.org](http://www.commerceequitable.org): for French-speakers, the website of La Plate-Forme pour le Commerce Équitable is an excellent resource.

[www.european-fair-trade-association.org](http://www.european-fair-trade-association.org): website of the European Fair Trade Association.

[www.european-fair-trade-association.org/observatory](http://www.european-fair-trade-association.org/observatory): website of the European Observatory on Fair Trade Public Procurement.

[www.lequitable.fr](http://www.lequitable.fr): Le Commerce Équitable: French fairtrade website.

[www.wfto-europe.org](http://www.wfto-europe.org): website of the European Chapter of the World Fair Trade Organization.

## Fairtrade World

[www.fairtrade.net/afn.html](http://www.fairtrade.net/afn.html): website of the African Fairtrade Network (AFN).

[www.agrocel-cotton.com](http://www.agrocel-cotton.com): Agrocel: worldwide umbrella organisation for organic and fairtrade cotton production.

[www.aidtoartisans.org](http://www.aidtoartisans.org): Aid To Artisans: support organisation for artisan producers worldwide.

[www.fairtrade.net/clac.html](http://www.fairtrade.net/clac.html); website of the Coordinadora Latinoamericana y del Caribe de Comercio Justo (CLAC).

[www.indiaresource.org/campaigns/coke](http://www.indiaresource.org/campaigns/coke): the India Resource Center's page for the Campaign to Hold Coca-Cola Accountable.

[www.ethicaltrade.org](http://www.ethicaltrade.org): Ethical Trading Initiative: worldwide ethical trading alliance of companies, trade unions and voluntary groups.

[www.fairtrade.net](http://www.fairtrade.net): website of the Fairtrade Labelling Organizations International.

[www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org): Fair Trade Advocacy Office: advocacy of fairtrade and trade justice.

[www.fairtradefederation.org](http://www.fairtradefederation.org): the Fairtrade Federation: umbrella organisation for North American fairtrade groups.

[www.fairtradetowns.org](http://www.fairtradetowns.org): Fairtrade Towns: international network website.

[www.fairtrade.net/nap.html](http://www.fairtrade.net/nap.html): website of the Network of Asian Producers (NAP).

[www.sa-intl.org](http://www.sa-intl.org): Social Accountability International: organisation monitoring human rights at work worldwide.

[www.solidaridad.nl](http://www.solidaridad.nl): Solidaridad: pioneering Dutch fairtrade organisation.

[www.befair.be](http://www.befair.be): website of the Trade for Development Centre: site with many informative pages and press releases.

[www.wfto.com](http://www.wfto.com): website of the World Fair Trade Organization.

## **Trade justice, aid and development organisations**

[www.cafod.org.uk](http://www.cafod.org.uk): website of CAFOD: "just one world"; Catholic development agency.

[www.christianaid.org.uk](http://www.christianaid.org.uk): website of Christian Aid; "fighting for a world free of poverty and injustice".

[www.corporatewatch.org](http://www.corporatewatch.org): website of Corporate Watch, critical research organisation on the activities of large corporate and multinationals.

[www.globaleye.org.uk](http://www.globaleye.org.uk): website of Global Eye: "written for schools to promote understanding of development issues".

[www.oxfam.org.uk](http://www.oxfam.org.uk): website and blog of Oxfam, now absorbing into the Oxfam Trade Campaign the website of [www.maketrade-fair.com](http://www.maketrade-fair.com).

[www.oxfam.org.uk/resources/issues/trade/introduction.html](http://www.oxfam.org.uk/resources/issues/trade/introduction.html): "trade and livelihoods".

[www.tearfund.org](http://www.tearfund.org): website of Tearfund, international arm of the Evangelical Alliance.

[www.tescopoly.org](http://www.tescopoly.org): Tescopoly: website critical of the actions of Tesco.

[www.tjm.org.uk](http://www.tjm.org.uk): website of the Trade Justice Movement.

[www.waronwant.org](http://www.waronwant.org): website of War On Want.

[www.wdm.org.uk](http://www.wdm.org.uk): website of the World Development Movement.

## **Fairtrade food and drink**

[www.bananalink.org.uk](http://www.bananalink.org.uk): Banana Link: site full of information about trade in bananas.

[brewing.cafedirect.co.uk](http://brewing.cafedirect.co.uk): Cafédirect website and blog.

[www.cbea.org](http://www.cbea.org): website of the Caribbean Banana Exporters Association.

[www.cooperativecoffees.com](http://www.cooperativecoffees.com): Cooperative Coffees Central: Nicaraguan producers' network.

[www.divinechocolate.com/default.aspx](http://www.divinechocolate.com/default.aspx): Divine Chocolate website.

[www.fullwellmill.co.uk](http://www.fullwellmill.co.uk): website of Fullwell Mill and Tropical Wholefoods.

[www.okeusa.com](http://www.okeusa.com): Oké USA: fairtrade banana company.

[www.supportcaribbeanbananas.org.uk](http://www.supportcaribbeanbananas.org.uk): Support Caribbean Bananas website.

[www.uk-energy-saving.com/fairtrade\\_food.html](http://www.uk-energy-saving.com/fairtrade_food.html): fairtrade food page on the website of UK Energy Saving.

## **Fairtrade clothing**

[www.bishopstontrading.co.uk](http://www.bishopstontrading.co.uk): Bishopston Trading Company; fairtrade clothing online; now with five shops in Bristol and the west country.

[www.causeandeffect.co.uk](http://www.causeandeffect.co.uk): Cause + Affect: fairtrade clothing online.

[www.cleanclothes.org](http://www.cleanclothes.org): very effective campaigning organisation on fairtrade clothing; headquarters in Amsterdam.

[www.ecochiccollection.co.uk](http://www.ecochiccollection.co.uk): fairtrade EcoChic Collection: ethical fairtrade fashion and "luxury ethical jewellery".

[www.edunonline.com](http://www.edunonline.com): Edun: online ethical clothing company launched by Ali Hewson and Bono.

[www.ethicalfashionforum.com](http://www.ethicalfashionforum.com): Ethical Fashion Forum: network of campaigners for ethical fashion products.

[www.ethicalthreads.co.uk](http://www.ethicalthreads.co.uk): Ethical Threads: organic fairtrade T-shirts.

[www.etiko.com.au](http://www.etiko.com.au): Etiko Fair Trade: Australian online fairtrade clothing and sports gear shop.

[www.fairtradeatstmichaels.co.uk](http://www.fairtradeatstmichaels.co.uk): Fairtrade at St Michael's, Oxford: fairtrade clothing and other goods.

[fairwear.org](http://fairwear.org): Fair Wear Foundation: international fairtrade clothing verification initiative.

[feralinternational.com](http://feralinternational.com): Feral: online fairtrade T-shirt shop.

[www.gossypium.co.uk](http://www.gossypium.co.uk): Gossypium: online shop for organic and fairtrade cotton products.

[www.greenality.de](http://www.greenality.de): Greenality: German online ethical clothing shop.

[www.made-by.nl](http://www.made-by.nl): Made-By: Netherlands-based umbrella organisation of fairtrade clothing and fashion organisations throughout Europe.

[www.motleysclothing.co.uk](http://www.motleysclothing.co.uk): Motley's Clothing: fairtrade clothing and gifts shop in Bungay.

[www.mudjeans.nl](http://www.mudjeans.nl): Mud Jeans: Dutch fairtrade jeans retailer.

[www.naturalflow.co.uk](http://www.naturalflow.co.uk): Natural Flow: retailer of fairtrade clothing; also fairtrade drums and percussion instruments.

[www.nomadsclothing.com](http://www.nomadsclothing.com): Nomads Clothing: ethical clothing shop in Launceston and online.

[organiccotton.org](http://organiccotton.org): Organic Cotton: "global organic cotton community platform".

[www.organicexchange.org](http://www.organicexchange.org): Organic Exchange: sustainable and fairtrade clothing initiative, based in Texas.

[www.peopletree.co.uk](http://www.peopletree.co.uk): People Tree: inspirational fairtrade campaigning and retailing organisation.

[www.peopletreeyouth.co.uk](http://www.peopletreeyouth.co.uk): People Tree's young fairtrade fashion website: collaborating in 2010 with Emma Watson.

[www.spunky.co.uk](http://www.spunky.co.uk): Spunky: online organic T-shirt shop, going fairtrade during 2010.

[www.suite69.eu](http://www.suite69.eu): Suite 69: Dutch ethical online clothing shop.

## **Fairtrade general shopping**

[www.all-fair.co.uk](http://www.all-fair.co.uk): All's Fair: independent fairtrade shop in Norwich.

[www.ambanature.co.uk](http://www.ambanature.co.uk): Amba Nature: fairtrade homeware and jewellery online.

[www.artes-mundi.co.uk](http://www.artes-mundi.co.uk): Artes Mundi: independent fairtrade shop in Ely.

[www.co-operative.coop/food/ethics/Ethical-trading/Fairtrade](http://www.co-operative.coop/food/ethics/Ethical-trading/Fairtrade): the Co-op's excellent fairtrade web-pages; much more fairtrade information than you find in most Co-op shops.

[www.daisydaisyethicalgifts.co.uk](http://www.daisydaisyethicalgifts.co.uk): Daisy daisy: fairtrade gift-shop on the Isle of Wight.

[www.ecogoodies.nl](http://www.ecogoodies.nl): EcoGoodies: Dutch online eco and fairtrade shop.

[www.ethicalsuperstore.com](http://www.ethicalsuperstore.com): Ethical Superstore: online general ethical retailer.

[www.eticafairtrade.com](http://www.eticafairtrade.com): Etica: US online fairtrade shop, specialising in wines, clothes and handicrafts.

[www.thefairtradeshop.org.uk](http://www.thefairtradeshop.org.uk): The Fair Trade Shop: independent fairtrade shop in Southampton.

[www.thefairtradestore.co.uk](http://www.thefairtradestore.co.uk): The Fair Trade Store: online fairtrade retailer

[www.fairwindonline.com](http://www.fairwindonline.com): Fair Wind Fair Trade: online fairtrade gift-shop.

[www.freesetbags.co.uk](http://www.freesetbags.co.uk): Freeset Bags: "the UK's leading fairtrade supplier of ethical jute bags".

[www.harvest-moon.org.uk](http://www.harvest-moon.org.uk): Harvest Moon: independent fairtrade shop in Hitchin.

[www.justtrade.co.uk](http://www.justtrade.co.uk): Just Trade: independent fairtrade shop in Loughborough.

[www.kolkatafairtrade.co.uk](http://www.kolkatafairtrade.co.uk): Kolkata: Brighton-based retailer of children's clothes, fairtrade jewellery and gifts.

[www.lovethatstuff.co.uk](http://www.lovethatstuff.co.uk): Love That Stuff: Brighton-based retailer of fairtrade jewellery, clothing and household goods.

[www.mondomundi.com](http://www.mondomundi.com): Mondomundi: fairtrade online store, based in Guernsey.

[www.myakka.co.uk](http://www.myakka.co.uk): fairtrade furniture and gift shop, based in Wincanton.

[www.paperhigh.com](http://www.paperhigh.com): Paper High: Brighton-based company: fairtrade paper products.

[www.poterionfairtrade.co.uk](http://www.poterionfairtrade.co.uk): Poterion: online wine suppliers, specialising in fairtrade communion wine.

[www.quipucrafts.co.uk](http://www.quipucrafts.co.uk): Quipu: fairtrade Peruvian craftshop, based in Dorset.

[www.sandshop.co.uk](http://www.sandshop.co.uk): Sand: Wadebridge-based online fairtrade gift-shop.

[www.search-for-me.co.uk](http://www.search-for-me.co.uk): Green Providers Directory: directory of green, organic and fairtrade providers.

[www.serendipity-fairtrade.co.uk](http://www.serendipity-fairtrade.co.uk): Serendipity: St Ives-based online fairtrade gift-shop.

[www.sharedearth.co.uk](http://www.sharedearth.co.uk): Shared Earth: Bristol-based online fairtrade gift-shop.

[www.siestacrafts.co.uk](http://www.siestacrafts.co.uk): Siesta: fairtrade craft shop in Canterbury.

[www.siiren.co.uk](http://www.siiren.co.uk): Siiren: Newton Abbot-based online fairtrade gift-shop.

[www.traidcraft.co.uk](http://www.traidcraft.co.uk): website of Traidcraft.

[www.waitrose.com/food/originofourfood/fairtrade.aspx](http://www.waitrose.com/food/originofourfood/fairtrade.aspx): the Waitrose fairtrade web-pages; see also the section headed 'The Fairtrade Debate'; as with the Co-op there is much more information online than in the local Waitrose shops.

[www.zaytoun.org](http://www.zaytoun.org): Zaytoun: last but certainly not least, heroic Palestinian fairtrade collective: soap, baskets, herbs, olives, dates, almonds, couscous and the best olive oil in Reading [available from RISC].

# **Do you already stock Fairtrade goods in or near Reading? If so, you should be in the Reading Fairtrade Directory 2011**

If you promote or use fairtrade products in the Reading area, please let us know, so that you can be included in the **Reading Fairtrade Directory 2011**. We are sure that there are many more businesses, pubs and schools with their own fairtrade initiatives. Please share them with us, and help to encourage others by your example:

Contact

David Sutton, convenor: [davidsutton@gn.apc.org](mailto:davidsutton@gn.apc.org)

or

Bente Madeira, events organiser: [bente@risc.org.uk](mailto:bente@risc.org.uk).

## **Reading Fairtrade Steering Group**

**c/o RISC**

**35-39 London Street**

**Reading**

**RG1 4PS**

**[www.readingfairtrade.org.uk](http://www.readingfairtrade.org.uk)**

## **A special thank you to our funders**

Our full-colour leaflet and mini-directory, this year entitled **Fairtrade in Reading 2010** has been funded for many years by the Sustainability Team at Reading Borough Council. Our thanks and best wishes to them.

For 2010 we received a special grant from the Earley Charity, which enabled us to create our new fairtrade website ([www.readingfairtrade.org.uk](http://www.readingfairtrade.org.uk)) in time for Fairtrade Fortnight 2010; it also funded the production of this Directory; paid for the work of our fairtrade researcher, who conducted interviews with retailers and others across Reading; paid for 2000 extra copies of **Fairtrade in Reading 2010**; and funded publicity materials for our 2010 exhibitions. Thank you Earley Charity.