

We are committed to sourcing as many of our products from Fairtrade farmers as possible.

We are also committed to buying many of our domestic supplies from local producers.

We see Fairtrade and local as complementary.

Windermere and Bowness became a 'Fairtrade Town' in 2004.

We are pleased to support our local Fairtrade group, working to raise awareness of Fairtrade in our town.

Ten good reasons to support

Fairtrade and why we do

What more could you ask for?



Choose products with the FAIRTRADE Mark



Ten good reasons to support Fairtrade and why we do

1. **Fairtrade** pays small-scale farmers in developing countries fair and stable prices for their products, so that their businesses are sustainable.
2. **Fairtrade** benefits whole communities by paying a 'social premium' on top of the fair price, to invest in schools, clinics and water supplies.
3. **Fairtrade** encourages long-term trading relationships, so producers can plan their future.
4. **Fairtrade** producer groups have access to pre-finance so they don't have to take out expensive loans.
5. **Fairtrade** reduces the number of middlemen, and puts more money into farmers' pockets.
6. **Fairtrade** farmers practise sustainable farming which helps protect the environment.
7. **Fairtrade** products are of high quality, and often organic too.
8. **Fairtrade** strengthens growers' communities by promoting democratic processes in deciding how to spend the Fairtrade premium.
9. **Fairtrade** connects producers with consumers in a system which is transparent and ethical.
10. **Fairtrade** transforms lives.