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FOR IMMEDIATE RELEASE

## PRESS RELEASE

# Let's get ready to *pour tea!* Bradford Cathedral leads the Big Fairtrade Breakfast, coming to Zoom this March



*The Revd Canon Mandy Coutts in Bradford Cathedral with examples of products you can buy to make your breakfast Fairtrade this year, taken from the video all about what's happening.*

Bradford Cathedral is calling on everyone to join them for the online **Big Fairtrade Breakfast** on **Sunday 7<sup>th</sup> March** at **9am**. Though the annual Fairtrade Breakfast cannot take place in the cathedral this year, it can still be held online. All you need to do is stock up on Fairtrade or locally-sourced breakfast items, and join people across the city on a Zoom-hosted breakfast!

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You can head over to the Bradford Cathedral website now to find out more, and to sign up to receive the Zoom link nearer the event.

### **Choose the World You Want**

Fairtrade Fortnight 2021 marks the start of a new climate campaign asking the British public to get behind Fairtrade so that farmers overseas can benefit from fairer prices, fairer trading practices and the resources needed for tackling the climate emergency in climate vulnerable countries such as Kenya and Honduras.

As global trade changes in ways we could not have imagined a year ago, poverty will continue to be a key contributor to further environmental degradation and the inability of farmers to adapt to environmental shocks. The farmers behind some of our favourite foods need empowerment, fair value, fair prices, and fairer trading practices to resource the investment needed for mitigation, adaptation, diversification and resilience in the face of the climate crisis.

Fairtrade coffee farmer Bayardo Betanco, of the Prodecoop co-operative in Nicaragua, said: 'There is a chain on earth that starts where the producers are. They are the ones who suffer the consequences of climate change, the ones who get the least help, and carry all of the burden. It's not fair.'

### **#BreakfastSelfie**

Alongside joining in for a virtual session, Bradford Cathedral are also encouraging you to share your #BreakfastSelfie on social media with your Fairtrade or locally-sourced goods, to help spread the Fairtrade message. There will also be an opportunity to donate to Traidcraft Exchange, to help support their work.

### **How to buy Fairtrade**

You can visit the Bradford Cathedral website now to discover great places online or in the city where you can buy your Fairtrade and locally-sourced products, such as tea, coffee, butter, flour and bananas, ahead of the breakfast. There's also a link to Fairtrade Easter Eggs for those looking forward to some chocolate later this Spring. Why not also suggest your other Fairtrade tips or places to buy, by messaging the cathedral on social media?

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## Online videos

There will also be a series of special videos debuting over the fortnight, including an introduction to how Bradford Cathedral supports Fairtrade, and a tasty recipe guide led by one of the cathedral families. You can see a teaser trailer now on the cathedral's website, YouTube channel, Facebook page and Twitter account.

The Revd Canon Mandy Coutts, Bradford Cathedral:

“Fairtrade is one of the easiest ways we can transform other people's lives. I love buying Fairtrade because it gives other people a life worth living. Products such as chocolate taste so much sweeter when it's Fairtrade, because it means a family will be given a fair wage to put food on the table, send their children to school and afford the medicine they need when they get ill.

“At our Fairtrade breakfast we will have an opportunity to enjoy our breakfast together, find out what other Fairtrade products are available and share ideas. So please join us and help make the world a better place.”

## Other Events

Also available online are details of other events happening during the fortnight – including an ecumenical service - and a look back at the history of the Bradford Fairtrade Zone as it marks its 15<sup>th</sup> anniversary.

Karen Palframan, chair of Bradford Fairtrade Zone:

“We are very proud to be celebrating the 15th anniversary of the Bradford Fairtrade Zone on 6th March. This is also Ghana Independence Day and to celebrate 15 years of supporting and promoting Fairtrade around the district to make trade sustainable for people and planet, we are sponsoring a Ghanaian Fairtrade-themed music event in Fairtrade Yorkshire's free online Fairtrade Fortnight festival.

“We invite everyone to join us on 26th Feb and listen to Richard Wiafe's Fairtrade songs and learn about the difference Fairtrade makes to him and to the Fairtrade Ghanaian fruit company he works for. We are also sending greetings to Fatima Ali and all the Fairtrade cocoa farmers at Kuapa Kokoo in Ghana. Fatima is now the president of the Kuapa Kokoo National Executive Council and

was with us in Bradford Cathedral when we celebrated 5 years of the Fairtrade Zone on 6th March 2011.”

Cllr Adrian Farley, Bradford Council’s Fairtrade Champion:

“The global pandemic has really changed the way we live and go about our daily lives. Thinking about buying Fairtrade is becoming a common thought with everyone; the same way people think about buying local, free range or organic.

“I am very pleased that Bradford Cathedral is, once again, supporting Fairtrade Fortnight. Whilst we may not be able to meet in person, we can still join the annual Fairtrade Breakfast virtually.

“I am pleased Bradford Cathedral are pushing this message and helping people to see that they can buy affordable, delicious and well-made products whilst still supporting the growers and producers. I hope people will see Fairtrade fortnight as a chance to learn about the importance of the buying with the origins of products in mind.”

Mike de Villiers, Bradford Cathedral EcoGroup:

“Fairtrade Fortnight is the showcase opportunity to remind shoppers that what they buy makes a difference. It really matters to all of us that farmers have just and fair trade so they and their children can go on growing the foods we enjoy. Each time you buy something with the Fairtrade logo it helps a farmer.”

**You can find out more about Fairtrade Fortnight and sign up for more information on the Big Fairtrade Breakfast, by visiting the Bradford Cathedral website at <https://www.bradfordcathedral.org/whats-on/fairtrade-fortnight>.**

**You can find out more about the *Choose the World You Want Festival* at <https://www.fairtrade.org.uk/choose-the-world-you-want-festival/>, and book onto Fairtrade Yorkshire’s event at <http://www.fairtradeyorkshire.org.uk/>**

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## Notes for Editors

### **About Bradford Cathedral**

Bradford Cathedral has been a place of worship in Bradford since the first millennium. It is the oldest building in the city and, alongside being a place of worship, hosts events, arts projects and much more. In 2020 Bradford Cathedral won the gold award for 'Small Visitor Attraction of the Year' at the White Rose Awards.

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### **About 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 tackles the injustices of conventional trade, which traditionally discriminates against the most vulnerable. It enables them to improve their position and have more control over their lives.

With Fairtrade you have the power to change the world every day. With simple shopping choices you can get farmers a better deal. And that means they can make their own decisions, control their future and lead the dignified life everyone deserves.

Case studies, local community members and Fairtrade spokespeople are available as interviewees, photography of farmers and local community events and film footage of climate change is available. For more information, interviews and images, contact [media@fairtrade.org.uk](mailto:media@fairtrade.org.uk)