

## 344 Fairtrade Steps At Folly Farm By Sharron Hardwick

A whopping 344 Fairtrade steps were registered at Folly Farm's first Africa Day last week.

Folly Farm, who sell Fairtrade refreshments, Africa Day organiser, Victoria Smathers, invited *Fair Trade Wales* volunteer's Simon Moffett and Sharron Hardwick, requesting 9 half hour Fairtrade workshops for more than 300 school children, as part of their Africa Day experience.

Simon based his talk on 5 basic human rights: Shelter and Warmth; Food and Drink; Safety and Security; Belonging to a Community; Respect and Dignity. Fairtrade is one way of ensuring people have these rights.

As over 70% of Cocoa is sourced from Africa, Sharron's theme was chocolate and Fairtrade. The informative, fun, interactive workshops even featured Willy Wonka and Oompa-Loompas!

Pupils learned how people are trapped in poverty, unfairly treated by multi billion pound industries who sometimes use people, including children, like slaves to produce products such as chocolate, coffee, cotton and footballs.

Hearing this bad news, everyone was encouraged to see the difference that Fairtrade makes. Growing sales of Fairtrade branded items helps release people from poverty, ensuring better wages, safer working conditions, with no slavery. Fairtrade premiums are helping to develop communities too.

Tenby Juniors were the first to register their Fairtrade steps on a pair of giant footprints made by Simon.

"This year *The Fairtrade Foundation's* encouraging people to *Take A Step* for Fairtrade. Each child taking part in our Fairtrade Workshops took a step for Fairtrade. Their steps were represented by stickers on our giant footprints." said Simon.

Visitors also watched a video produced exclusively for Folly Farm's Africa Day Fairtrade Workshops by *FairTwirl* Campaign founder Luke Johnson. *FairTwirl*, run in collaboration with *Tearfund*, a Christian charity with a vision to see 50 million people released from poverty, are asking Cadbury's to make Twirls Fairtrade.

Children raised their hands showing support for Fairtrade Twirls. Writing their Christian names on the Take A Step stickers demonstrated their support for *FairTwirl*.

"344 Take A Step stickers were signed and stuck on to our giant footprints on the day. Once numbers are registered with *FairTwirl*, the Fairtrade step total can be doubled – so that's 688 steps!" said Sharron.

Leaving the workshop, children viewed Fairtrade displays including: **Stokiehsazer's Fairtrade in Football Campaign** with Fair Corp's Fairtrade footballs on display with a Fairtrade ball signed by the *Stoke City FC squad*. Selections of Fairtrade chocolate, and Co-operative branded Fairtrade products, on loan from Kilgetty Co-operative for the event.

Teachers took further Fairtrade information, the majority requesting Fairtrade visits.

“Everyone listened and responded so well. Afterwards Ieuan, Step-A-Side School, was please to tell me he'd bought Fairtrade chocolate, others said it's made them think about Fairtrade.” shared Sharron.

Simon later took the giant footprints to a joint meeting of Pembrokeshire's Independent Welsh Churches, reminding them about Fairtrade. They requested to use the Fairtrade footprints for their stand at the Pembrokeshire Agricultural Society's annual show; where anyone will be able to come and register more steps.

Register your Fairtrade steps: [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

For a Fair Trade Wales visit [www.fairtradewales.com](http://www.fairtradewales.com)

Support FairTwirl:

[www.tearfund.org/248153/fb/campaigns/EmergingInfluencers/LukeJohnson](http://www.tearfund.org/248153/fb/campaigns/EmergingInfluencers/LukeJohnson)



