

## **Tearfund Challenge Tenby AFC To Play It Fair –Trade**

There's nothing worse in football than a bad decision by the ref. Especially when you are the under dogs, and nothing is going in your favour. Some matches it seems like the Ref is colour blind and the Line's man loves his flag so much you think he must have had a new one! It is just not fair.

On a more serious note, it is the same with business too; quite often the large corporate companies get all the favours and rake in huge profits, while the poverty stricken workers survive on pennies – it really is not fair!

As it is fair-trade fortnight (6<sup>th</sup> –19<sup>th</sup> March), Tearfund's media officer, Sharron Hardwick, approached the Manager of Tenby AFC, Steve Briers, to ask if they would help raise local awareness about fair-trade and consider playing their game against Carew using a fair trade football.

Tearfund is the UK's largest evangelical relief & development organisation; its' purpose is to enable Christians to connect with churches all over the world to: bring good news and practical benefits to the world's poorest people. As was shown in last years Make Poverty History campaign, it is often the case that major relief agencies and developments, such as Tearfund, Oxfam and Traid Craft, team up to promote fair trade, their aim being to improve the lives of those who suffer in the Third World.

'I hope by now that most people are aware of the benefits that Fair Trade brings to Third World producers. Not only do the workers get a fair wage, they also get help and support in their every day lives. I wanted to encourage Pembrokeshire people that buying fair trade products is easy to do. Fair-trade products such as tea, coffee, sugar, chocolate, fruit juice, wine and even beer are now available in most supermarkets and some local shops. The CO-OP has a great range of fair-trade products with 20% off during fair-trade fortnight. You can recognise them by the Fair-Trade logo. It doesn't end here though; we can also buy fair-trade fashion items, shoes, gifts and now fair trade sports ware and equipment.' Says Sharron Hardwick

The manager agreed to join Tearfund, and so Tenby AFC's 1st fair-trade football match was on. It was a local derby, with Carew as the visiting team. The match ended in a 3-3 draw, a fair result all round. The fair trade ball will be used regularly now by Tenby AFC.

'I am very grateful to Tenby AFC for agreeing to raise fair-trade awareness. They have the chance to improve peoples' lives by joining Tearfund in our fight against injustice.' Says Sharron Hardwick.

One person who benefits from fair-trade dealings is Sameena Nyaz. She is 18 years old and lives in Chak Gillan near Sialkot, the 'world capital of football production' in Pakistan. Sameena stitches footballs for a living, stitching wages are usually low - however a fair -trade football supplier 'The Talon' pays a decent income. This enables Sameena to properly provide for her family. Recently Sameena has had to undergo a thyroid operation. The Talon Fair Trade Welfare Society - the health care scheme made possible by the Fair Trade premium, a first for workers like Sameena and her family, paid for all medical costs. A proportion of the cost of the fair trade football used for the match, has contributed to the fair trade premium, supporting people like Sameena and their families in Pakistan. The fair trade football was purchased from Oxfam in Haverfordwest, which is supported by [www.fairdealtrading.com](http://www.fairdealtrading.com)

'There are lots of fair trade products available now, not only in local stores but also on line and via catalogues. Tearfund offer a great range of fair-trade goods in their Tearcraft catalogue, for more information see [www.tearfund.org](http://www.tearfund.org), as do Traid Craft and People Tree. For more information on fair -trade please call Sharron on 07791 646076 or simply type in fair trade on your Internet browser.' says Sharron Hardwick

So, next time you go shopping, don't be like a bad ref's decision, think fair and buy fair trade. Together we can make a difference.

