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Introducing our new way of updating you

From now on we shall use electronic communications as our main way of communicating with as many of our members as possible. Members who do not have email, or whose email addresses we don't have*, will receive hard copies of these updates. We are doing this for two reasons: to save money on printing, paper and postage; and to reduce our environmental impact. We are not yet sure how frequent these electronic updates will be. But we plan to keep them short. The format may change a little as we work towards the best design.

** If you have an email address which we don't know, please email me with it: j.human@zen.co.uk Thank you.*

Forthcoming events

AGM 5th June, 2009

Crosthwaite Parish Rooms, 6.30 to 8.30

Business: 6.30 – 7.15

Refreshments: 7.15 – 7.30

Speaker: 7.30 – 8.30

We have been very fortunate to have as our speaker **Atif Choundhury**, one of the founders of **Zaytoun**. **Zaytoun** was set up in 2004 to create and develop a UK market for artisan Palestinian produce. It is a cooperative and a member of the **International Fair Trade Association**. Its products include dates, couscous, almonds, soap and herbs, but it is best known for its olives and olive oil, both of which now have **Fairtrade** certification. Atif will tell us the **Zaytoun** story, and how important **Fairtrade** certification has been to the producers. We hope to have **Zaytoun** Olive Oil and other **Zaytoun** products on sale.

Papers for the AGM will be sent out in late May.

Portraits from Ethiopia: 10th June to 12th July 2009

Theatre by the Lake Gallery

Following last year's successful photographic exhibition by **Richard Human**, there will be another, focussing on the people of **Choche**, the village in Ethiopia with which we have a friendship link. These were taken on our visit to Choche in November 2008.

There will be a **Fairtrade wine & Cumbrian cheese Reception** for the exhibition for members on **14th June 2009, Theatre Gallery, 2.30 to 4.30.**

Strawberry Tea: 28th June 2009

Northside, Grange in Borrowdale, 2.00 to 5.00

Don't miss our annual fundraising event in the grounds of Northside in Grange.

(See over)

This has become one of the loveliest of Keswick's summer garden parties. We expect once again to be accompanied by the [Segretta Stompers](#)

Local news

Membership. As a result of a membership drive we have welcomed many new members and welcomed back many of our lapsed members, particularly businesses. Membership now stands at nearly 260. Our membership provides us with an important source of income and enables us to stay in touch with active supporters. Without you our Campaign would simply not have achieved so much. *Thank you.*

Website redevelopment. We are working with Keswick Computer Services on the development of a new website which we had hoped to launch at the end of April, but because of other pressures on us, this is now likely to take place at our AGM in early June.

Go Bananas. Many individuals and groups in and around Keswick contributed nearly 900 to the national total of 470,000 of banana eaters in the world record breaking [Fairtrade](#) banana eating event at the end of [Fairtrade Fortnight](#).

Cumbria news

Carlisle Fairtrade Business Conference. The Mayor of Carlisle working closely with the local [Fairtrade](#) steering group put on an outstanding conference in [Fairtrade Fortnight](#) at which George Alagiah was the lead speaker. Others included Rajah Banerjee, [Fairtrade](#) tea producer from Darjeeling, Julia Clark, Marketing Manager with Tate and Lyle, and Joe Human, representing Cumbria Fair Trade Network. About 120 people attended.

Cumbrian Fairtrade Communities. When it 'declares' its [Fairtrade](#) status on 20th June, Arnside will be the 20th community in Cumbria with [Fairtrade](#) status. That includes the County itself. In the pipeline are Copeland Borough and Staveley. Many Cumbrian schools are now working to achieve [Fairtrade](#) status, especially in Carlisle, as a result of a project run by Cumbria Development Education Centre, in which we have also been involved.

National and international news

In case you had not heard, all Cadburys Dairy Milk sold in Britain and Ireland will be [Fairtrade](#) branded by the end of the summer. All Tate and Lyle retail sugar will also be [Fairtrade](#) by the end of the year.

Last year annual [Fairtrade](#) sales in Britain topped £700m. Evidence from a recent large transnational survey suggests that worldwide, [Fairtrade](#) sales are bucking the trend of the downturn in the global economy.

Fair Comment

Fair Comment is the quarterly publication of the Fairtrade Foundation. In future we shall only send a hard copy to those without email. Your hard copy is enclosed.