Cymru Masnach Deg
Fair Trade Wales

An Introduction to Fairtrade and the Fairtrade Town's Scheme

What is Fairtrade?

The FAIRTRADE Mark is an independent certification label awarded to products sourced from the developing world that meet internationally recognised standards of fair trade. By participating in Fairtrade, producers are able to use the additional income to strengthen their organisations and invest in social, environmental and business improvements. Just as importantly, they are able to learn more about markets and marketing, and take more control of their lives.

The Fairtrade mark guarantees:
•Farmers receive a fair and stable price for their products
•Producers receive a premium to invest in improving their communities and businesses
•Decent working conditions. No child labour
•Greater respect for the environment
•Small farmers have a stronger position in world markets

Worldwide, Fairtrade is working with 422 producer organizations in 49 countries, with benefits reaching around 5 million people – farmers, workers and their families.

Unfair trade- the alternative

At the moment the odds are stacked up against the producer. Demand for ever cheaper products teamed with big profit making companies' mean that producer's rights are taken out of the equation. Producer's face dangerous and unhealthy working conditions, with no power to change this. The price a producer receives for their product will often not even cover the cost of production, let alone leave the producer with enough money to be able to send their children to school or access medical care.

The impact that our consumer choices have is great. We can change the behaviour of companies by choosing to buy Fairtrade, and showing companies that we want products that protect the right or workers and give them access to a fair living wage.

Some examples…

- The price producer's receive for coffee beans is at a thirty year low
- Banana plantation workers' receive 15p a day
- Pesticides sprayed onto cotton pickers causes illness and birth defects
- Currently one child dies every three seconds from poverty.

We can change this!

Fairtrade makes a difference. It is a sustainable way of taking producer's out of poverty and building a brighter future for their families and communities.

What is the Fairtrade Towns Scheme?

The Fairtrade town's scheme is a community effort to gain Fairtrade status for the town. To do this awareness of Fairtrade and the amount of Fairtrade products available should be increased. The Fairtrade Town's scheme has had enormous impact on the amount of Fairtrade products now sold and available. It is down to the hard work of grass roots campaigners that millions of producers now benefit from Fairtrade.

To gain Fairtrade status the following goals need to be achieved:

1.The local council must pass a resolution supporting Fairtrade, and serve Fairtrade coffee and tea at its meetings and in offices and canteens.
2.A range of Fairtrade products must be readily available in the area's shops and served in local cafés and catering establishments
*(**Target for number of retail outlets:** Population of < 10000 = 1 retail outlet per 2500; Population < 200000 = 1 retail outlet per 5000; Population of < 500000 = 1 retail outlet per 10000*
***Target for number of catering outlets:** Population of < 10000 = 1 catering outlet per 5000; Population < 200000 = 1 catering outlet per 10000; Population of < 500000 = 1 catering outlet per 20000)*
3.Fairtrade products must be used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)
4.Attract media coverage and popular support for the campaign (this can be done with putting on events)
5.A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade Town status.

Some groups' have also combined a Fairtrade campaign, with a campaign promoting local produce.

To achieve Fairtrade status is a badge of honour for the town. Wales has recently become the first ever Fair Trade country, to keep hold of this title we need more towns and counties getting involved with Fair Trade.

For more information about Fairtrade please visit www.fairtrade.org.uk
For more information about the campaign to make Wales a Fairtrade Country please visit www.fairtradewales.com
My email address is kate@fairtradewales.com or phone 07882 680113

Good luck!

Cyflwyniad i Fasnach Deg a Chynllun Tref Masnach Deg

Beth yw Masnach Deg?

Mae'r nod MASNACH DEG yn label ardystio annibynnol sy'n cael ei ddyfarnu i gynnyrch o wledydd datblygol sy'n cyfarfod safonau rhyngwladol cydnabyddedig masnach deg. Drwy gyfranogi mewn Masnach Deg, gall cynhyrchwyr ddefnyddio'r incwm ychwanegol er mwyn cryfhau eu sefydliadau a buddsoddi mewn gwelliannau cymdeithasol, amgylcheddol a busnes. Yr un mor bwysig, mae modd iddynt ddysgu mwy am farchnadoedd a marchnata, a chymryd mwy o reolaeth o'u bywydau.

Mae nod Masnach Deg yn gwarantu:
•Pris teg a chyson i ffermwyr am eu nwyddau
•Premiwm i gynhyrchwyr i'w fuddsoddi mewn gwella cymunedau a busnesau
•Amodau gwaith gweddus. Dim llafur plant
•Mwy o barch i'r amgylchedd
•Safle cryfach i ffermwyr bach ym marchnadoedd y byd

Yn fyd-eang, mae Masnach Deg yn gweithio gyda 422 cymdeithas o gynhyrchwyr, mewn 49 o wledydd, gyda'r buddiannau yn cyrraedd at tua 5 miliwn o bobl – ffermwyr, gweithwyr a'u teuluoedd.

Masnach annheg – y dewis arall

Ar hyn o bryd mae'r cynhyrchwyr dan anfantais. Mae'r alwad am nwyddau bythol rhatach wedi'i gyplysu gyda'r cwmnïau sy'n gwneud elw mawr yn golygu bod hawliau cynhyrchwyr yn cael eu hepgor. Maent yn wynebu amodau gwaith peryglus ac afiach, heb rym i'w newid. Yn aml, nid yw'r pris mae'r cynhyrchydd yn ei dderbyn am nwydd yn ddigon ar gyfer costau cynhyrchu, heb sôn am roi digon o arian iddo fedru anfon ei blant i'r ysgol neu gyrraedd at ofal meddygol.

Mae effaith ein dewisiadau fel cwsmeriaid yn enfawr. Gallwn newid ymddygiad cwmnïau drwy ddewis prynu nwyddau Masnach Deg, a dangos i gwmnïau ein bod am gael nwyddau sy'n amddiffyn hawliau gweithwyr ac yn eu galluogi i gyrraedd at gyflog teg.

Rhai enghreifftiau…

- Mae'r pris y mae cynhyrchwyr yn ei dderbyn am ffa coffi ar ei isaf ers deng mlynedd ar hugain
- Mae gweithwyr planhigfeydd banana yn derbyn 15c y diwrnod
- Mae plaladdwyr sy'n cael eu chwistrellu ar gotwm yn achosi salwch a namau ar enedigaeth
- Ar hyn o bryd mae un plentyn yn marw o dlodi bob tair eiliad.

Gallwn newid hyn!

Mae Masnach Deg yn gwneud gwahaniaeth. Mae'n ffordd gynaliadwy o godi cynhyrchydd allan o dlodi ac adeiladu dyfodol mwy llewyrchus ar gyfer eu teuluoedd a'u cymunedau.

Beth yw Cynllun Trefi Masnach Deg?

Mae Cynllun Trefi Masnach Deg yn ymdrech gymunedol i ennill statws Masnach Deg i dref. I wneud hyn dylid cynyddu ymwybyddiaeth o Fasnach Deg a'r swm o nwyddau Masnach Deg sydd ar gael. Mae cynllun Trefi Masnach Deg wedi cael effaith aruthrol ar y swm o nwyddau Masnach Deg sydd bellach yn cael eu gwerthu ac sydd ar gael. Diolch i waith caled ymgyrchwyr mae miliynau o gynhyrchwyr bellach yn elwa o Fasnach Deg.

I ennill statws Masnach Deg mae angen cyflawni'r nodau canlynol:

1.Rhaid i'r cyngor lleol basio cynnig yn cefnogi Masnach Deg, a gweini coffi a the Masnach Deg mewn cyfarfodydd ac mewn swyddfeydd a ffreuturau.
2.Rhaid i ystod o nwyddau Masnach Deg fod ar gael yn siopau'r ardal ac yn cael eu gweini mewn bwytai a safleoedd arlwyo lleol.
*(**Targed ar gyfer nifer o fanwerthwyr**: Poblogaeth o < 10000 = 1 manwerthwr fesul 2500; Poblogaeth < 200000 = 1 manwerthwr fesul 5000; Poblogaeth o < 500000 = 1 manwerthwr fesul 10000*
***Targed ar gyfer nifer o fannau arlwyo:** Poblogaeth o < 10000 = 1 man arlwyo fesul 5000; Poblogaeth < 200000 = 1 man arlwyo fesul 10000; Poblogaeth o < 500000 = 1 man arlwyo fesul 20000)*
3.Rhaid i nifer o fannau gwaith lleol (gwerthwyr tai, trin gwallt ayyb) a mudiadau cymunedol (eglwysi, ysgolion ayyb) ddefnyddio nwyddau Masnach Deg.
4.Rhaid denu sylw'r cyfryngau a chefnogaeth boblogaidd ar gyfer yr ymgyrch (gellir gwneud hyn drwy drefnu digwyddiadau)
5.Rhaid sefydlu grŵp llywio Masnach Deg lleol i sicrhau ymrwymiad parhaus at statws Tref Masnach Deg.

Mae rhai grwpiau hefyd wedi cyfuno ymgyrch Masnach Deg gydag ymgyrch i hyrwyddo cynnyrch lleol.

Mae cyflawni statws Masnach Deg yn anrhydedd i'r dref. Yn ddiweddar, daeth Cymru yn wlad Masnach Deg gyntaf y byd, i gadw gafael ar y teitl hwn mae angen i fwy o drefi a siroedd gyfranogi gyda Masnach Deg.

Am fwy o wybodaeth am Fasnach Deg ewch at www.fairtrade.org.uk
Am fwy o wybodaeth am yr ymgyrch i wneud Cymru yn Wlad Masnach Deg ewch at www.masnachdegcymru.com
Fy nghyfeiriad ebost yw kate@fairtradewales.com neu ffoniwch 07882 680113

Pob lwc!