

Cumbria Local and Fair

Fair dealing for a sustainable future: the case for Fairtrade and local

A Day Conference

Friday 4th November 2011, Rheged, Penrith

9.45 a.m. to 4.00 p.m.

Cumbrian farmers and food producers face a range of challenges which include: poor milk prices; increasing costs of farming inputs; increasing costs of distribution; reluctance of retailers to market local products; insufficient awareness by the public of local products and insufficient commitment to buy them, and inadequate commitment from the public sector to procure local products.

Many of these challenges, if not all, are faced by farmers in developing countries, and for a particular group, that is those who sell their produce – bananas, coffee, sugar, cocoa, etc. – in our markets Fairtrade has offered long term, sustainable solutions.

The Conference will:

1. Examine existing good practice, in Cumbria and beyond, including Fairtrade, to determine ways in which more local farmers and more local food and wool processors can work together for a fairer deal and a more sustainable future, mindful of the challenges which farming faces post 2013.
2. Consider the parallels, similarities and differences between the situation of small farmers in developing countries and farmers in Cumbria.
3. Generate ideas and make recommendations for action through workshops on seven topics:
 - i. Increasing the awareness and commitment of consumers to buy local produce
 - ii. Exploring ways in which farmers can work more effectively together
 - iii. Examining the feasibility of a 'Cumbrian Fare' brand
 - iv. Adding value to local wool
 - v. Improving the distribution of local produce
 - vi. Dedicated supply chains for milk and the possibility of a 'Fair Milk' Mark
 - vii. How public procurement could do more for both local and Fairtrade producers.

Cumbria Local and Fair is for Cumbrian farmers, Cumbrian food and wool processors, distributors and retailers, sustainability and public procurement officers, elected members of Cumbrian councils, MPs and MEPs, Fairtrade campaigners, and anyone with interests in local farming, local food and wool processing, local consumption, sustainability and Fairtrade.

The Conference has been funded by Co-operative Group North Region and Lake District National Park Authority.

For more information: <http://www.cumbriafairtrade.org.uk/>

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