Cumbria Local and Fair

Friday 4th November 2011 Rheged Penrith Cumbria

A Day Conference*, 4th November 2011, Rheged, Penrith, Cumbria Cumbria Local and Fair

Fair Dealing for a Sustainable Future: the Case for Fairtrade and Local

WHO IS IT FOR?

Cumbrian farmers • Cumbrian food and wool processors • Distributors • Retailers • Sustainability and public procurement officers • Elected Members of Cumbrian Councils • MPs and MEPs • Fairtrade campaigners • Anyone with interests or involvement in local farming, local food and wool processing, local consumption, sustainability and Fairtrade

WHAT IS IT ABOUT?

The conference will:

- ⇒ 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.
- ⇒ Consider the parallels, similarities and differences between the situation of small farmers in developing countries and farmers in Cumbria.
- \Rightarrow Generate ideas and make recommendations for action through workshops on seven topics.

WHAT ARE THE TOPICS?

- Connecting local producers with local consumers
 What must be done to increase the awareness and commitment of consumers in Cumbria, both residents and visitors, to buy local produce?
- Farmers together What can Cumbrian farmers do to work more effectively together to make their futures more secure?
- A Cumbrian brand What would be the added value to local farmers and food and wool processors of a 'Cumbrian Fare' Mark, and how might it work?
- Adding value to local wool How can Cumbrian sheep farmers best attract the highest income, and promote and add value to local wool?
- Distributing local produce
 How can the distribution of local produce be improved for the benefit of Cumbrian farmers, food
 processors and consumers?
- Dedicated supply chains for milk
 How could a dedicated supply sector for Cumbrian dairy farmers be introduced and would the concept of 'Fair Milk' be helpful to that introduction?

Public procurement
 How can public procurement in Cumbria do more for both local and Fairtrade producers, and how can local and Fairtrade producers access public procurement supply chains?

* Organised by Cumbria Fair Trade Network in partnership with representatives of Cumbria Chamber of Commerce, Cumbria County Council, Cumbrian NFUs, Cumbria Rural Churches, Cumbria Rural Enterprise Agency, Fairtrade Foundation and Lake District National Park Authority. Advised and supported by Cumbria Fells and Dales, together with many individuals involved in farming, food and wool processing, in food distribution and sustainability. Generously funded by the Co-operative Group North Region and LDNPA.

For more information and how to apply: www.cumbriafairtrade.org.uk or ring 017687 79199, or 016977 47962, or 017687 80047