

KEEP KITKAT FAIRTRADE

I know that, like me, many residents in Falmouth and the local area support the principles of Fairtrade and make a point of buying Fairtrade certified chocolate (and other products) whenever they can. And we do this because we know that the Fairtrade certification scheme guarantees those who produce the cocoa and sugar cane for our chocolate, receive a fair price for their produce, even when world markets collapse. This is vital, considering that a West African cocoa farmer earns on average 74p per day- less than half a living income and only a few pence more than the cost of a KitKat. Fairtrade also carries a fixed premium, which the producers' communities themselves decide how to spend. This has enabled communities to act quickly to protect themselves against the effects of COVID-19 with protective equipment, hand sanitisers, awareness raising and support for sick families.

But at this time, when such communities are particularly vulnerable, Nestle has chosen to end its 10 year Fairtrade partnership with Ivory Coast cocoa and sugar producers. Kitkat, one of the most the most popular chocolate bars in the UK will no longer be produced under Fairtrade conditions, with the consequent loss of around £1.95 million in premium payments to some of the poorest producers.

The Nestle organisation turned in a profit of 13.7 billion Swiss francs in 2019. Yet its actions in withdrawing from its long-term Fairtrade partnership with Ivory Coast farmers will result in fewer schools, water pumps, health centres and other vital services for their communities, and greater poverty and hardship- during a global pandemic.

This is the message from the cocoa farmers and producer representatives; "We invite Nestle to continue negotiating with producer representatives and the Fairtrade label to find ways of agreement so as to reconsider their decision not to buy on Fairtrade terms"

If, like me, you feel that KitKat bars should remain Fairtrade, please add your voice by signing the online petition on, <http://chnq.it/wj84wfGmHf> or via the link on Falmouth Fairtrade Town Facebook page.

More information about the campaign, and Fairtrade in general, can be found on www.fairtrade.org.uk

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