



Newsletter September 2009 二〇〇九年九月通訊

Enquiry查詢電話: 2805 2336 www.fairtaste.org

Dear Friends 親愛的朋友

You receive this email because we met and got your name card on various occasions, which could be a seminar, a sharing or a dinner. You might be interested in knowing more about Fair Trade, thus we would like to share with you some updates about our work on promoting Fair Trade and ethical consumption in HK. If you do not wish to receive these, please let us know and we will delete your name from the mailing list.

At FAIRTASTE, we hope to be able to do better in promoting ethical consumption. One way forward is to have more cooperation with other local social enterprises. As September already started, autumn is not too far away. Our specially designed Mid-Autumn Festival Gift Pack included mini moon cakes from Caritas La Vie Bakery, a social enterprise that provides training opportunities to disadvantaged, and FAIRTASTE black tea which helps digestion. If you would like to order one, check out the poster below.

您收到此郵件是因為我們曾經在某個場合(可能是一個研討會、分享會或晚餐聚會)與您會面，並收到你的名片。我們猜想您可能有興趣了解更多關於公平貿易，因此我們向您送上我們在推廣公平貿易和責任消費方面的工作進度，如不欲收到這些訊息，請通知我們從名單中刪除您的紀錄。

公平棧將更積極推廣責任消費，未來會加強和其他本地社會企業合作。踏入九月份，秋天將至，我們精心設計了一款中秋禮品包，禮品包括明愛天糧出品的迷你月餅，為弱勢社群提供培訓機會，以及公平棧紅茶，幫助消化。如有興趣了解訂購詳情，煩請細閱以下海報。

Fair tastes better
公平產品 值得細味

公平 FAIR TASTE 棧

中秋佳節 品嚐公平滋味
Let's Celebrate the Mid-Autumn Festival with a Taste of Fairness!

在這入月兩團圓的日子，公平棧特意推介中秋禮品包，精選禮品包括：
This fantastic FAIRTASTE Gift Pack is filled with fabulous gifts including:

- 獲公平貿易認證的茶、麥果巴及曲奇，確保農民得到合理回報
Fair Trade certified tea, Geobars and cookies to ensure that farmers get a reasonable return.
- 明愛天糧迷你低糖白蓮蓉月餅，健康味美，為精神病康復者提供就業機會
Healthy and delicious low sugar white lotus seed paste mini moon cakes from Caritas La Vie Bakery which provides employment opportunities to ex-mentally ill persons
- 以環保袋包裝，方便攜帶，絕對是佳節送禮首選！
Specially packaged in a reusable bag to make a perfect festive gift!

請即訂購，為您的親友及客戶送上公平棧禮品包，不但別具心思，還讓農民嚐到節日暖意！
Order NOW for your relatives, friends and clients – this gift pack not only is unique, it also makes a difference to the lives of farmers all over the world!

\$200

Traidcraft 曲奇香脆可口，以多種公平貿易材料製成，包括來自馬拉維的糖。
Traidcraft cookies are made with Fair Trade ingredients like sugar from Malawi.
“我們努力生產最優質的蔗糖。你的支持，可幫助我們改善生計。
We are working extra hard in the fields to produce the best sugar cane.
When you buy, you are helping us to improve our livelihoods.”
Joyce Chibouro, 是馬拉維蔗農合作社的成員 Kasinthula Cane Growers Ltd, Malawi
/ Richard Else

查詢及訂購 Enquiry / order :
電話 Tel : 2805 2336 / 傳真 Fax : 2805 2118
電郵 Email : order@fairtaste.org

*凡訂購兩個禮品包或以上，可享免費送貨服務往港鐵沿線之單一地址(或同一大廈的不同單位)。若送貨地址超出港鐵沿線10分鐘路程範圍，將另收附加運輸費。
Free delivery to ONE location for orders of 2 or more gift packs. Additional transportation charges apply to locations beyond 10 minutes walk from the MTR network.

公平棧是一所社會企業，旨在推廣公平貿易、良心消費和建立一個更健康的環境。FAIRTASTE is a Hong Kong based social enterprise that promotes Fair Trade, ethical consumption and a healthier environment.

Helping poor farmers can be an everyday event
扶助貧農可以是每日善行

Products 產品

DIVINE DARK CHOCOLATE AFTER DINNER MINTS IS BACK 薄荷夾心黑朱古力一有貨了!



The new batch of chocolate has just arrived. This time we have the popular Divine Dark Chocolate After Dinner Mints! Smooth peppermint fondant centres are surrounded by delicate slim squares of delicious dark chocolate. Best before June 2010! Order NOW!

新一批朱古力剛剛抵港，今次還有廣受歡迎的薄荷夾心黑朱古力，外脆內軟，是飯後甜品的最佳選擇。最佳食用期至 2010 年 6 月，請即訂購!

NEW PACKING FOR FAIRTASTE COFFEE 公平棧咖啡換新裝



Did you notice that we are putting a new label on the coffee bags? This new design will be more in line with the brand. Of course, the coffee itself just tastes as good as before, or even better! FAIRTASTE coffee is freshly roasted in HK, and each variety is available either ground or as beans. So order some today for your customers (tel: 2805 2336)!

Choice of flavours: Ethiopia, Guatemala, Nicaragua, FAIRTASTE Espresso blend

您有沒有發現我們的咖啡包裝已換上一個全新的標籤? 這個新設計將更符合品牌的形象。當然，咖啡本身和以前一樣香濃美味，甚至比以前更好味! 公平棧咖啡在香港新鮮焙炒，每款口味均有咖啡豆和咖啡粉以供選擇。請即致電 2805 2336 入貨!

口味選擇：埃塞俄比亞、危地馬拉、尼加拉瓜、公平棧特濃咖啡

Producers stories 生產者小故事



Photo courtesy of Trade Aid

Bayene Wakoo is 42 years old and is one of three auditors on the control committee of his farmer cooperative in Ethiopia for FAIRTASTE coffee. "I get many advantages from the co-op so I am very happy. I can sell my coffee at a good price without travelling a long way because the co-op helps us get this good price". The extra money he has earned in getting a better price for his coffee has gone into his children's education. 6 of his 9 children study in the local primary school built with fair trade funds from the cooperative.

The cooperative receives US\$2.45 per pound for FAIRTASTE organic green beans which is 2.4 to 4 times higher than the international coffee prices! Nevertheless, the retail price of our freshly roasted coffee in 225g pack is only HK\$68, which is very competitive in the market with the same good quality. This is how FAIRTASTE would like to make a difference!

在埃塞俄比亞，42 歲的 Bayene Wakoo 是農民合作社管理委員會的三名稽核員之一，該合作社向公平棧提供咖啡豆。Bayene 說：「我從合作社得到許多好處，所以我感到非常高興。我不用走很遠的路就可以很好的價錢賣出咖啡，因為合作社幫我們爭取到這個好價錢。」他以好價錢賣咖啡的額外收入都用於子女的教育上，他的九名子女當中有六名正就讀於當地一所由合作社以公平貿易資金興建的小學。

合作社向公平棧提供有機咖啡生豆，每磅可得到 2.45 美元，是國際市價的 2.4 至 4 倍! 然而，我們的新鮮焙炒咖啡(225 克裝)零售價只是 68 港元，絕對可和市場上具同等質素的产品較量，這正是公平棧希望帶來的改變!

Best wishes
Puifung, FAIRTASTE
公平棧 佩鳳 敬上

If you prefer not to receive our promotional e-mails, please contact us at 如不欲再收到我們的推廣電郵，請電郵至 info@fairtaste.org