

## 公平棧通訊 FAIRTASTE Newsletter

FAIRTASTE Newsletter April, 2011

Dear Friends,

### Love Fairness, Support Fair Trade

The third annual Fair Trade Fortnight, co-organized by Fair Trade Hong Kong Foundation Limited and Oxfam Hong Kong has successfully concluded (from 11th March to 27th March). The theme for this year's Fortnight is 'Love Fairness, Support Fair Trade'. We encouraged everyone to think twice about the producers' livelihoods when doing your grocery shopping. Same as last year, FAIRTASTE and a number of Fair Trade partners joined the Fair to spread the message of loving the planet, caring about our farmers, and offering those who live in poverty an opportunity to improve their lives and plan for their future.

Besides offering a large range of Fair Trade products at the Fair, we also gave a unique Fair Trade Recipe Demonstration (Hand Made Rum Dark Chocolate Truffle, Roasted Red Pepper Salad with Garlic and Basil drizzled with Organic Olive oil). For the recipe please visit:

<http://www.facebook.com/login/setashome.php?ref=genlogin#!/notes.php?id=38063385167>



Enthusiastic young chocolate maker at Olympic City (truffle demonstration)

It was great to see such an enthusiastic crowd at our truffle demonstration. Afterwards, many asked for our recipe and even purchased the main ingredients (Divine Coco powder and 70% dark chocolate) to make the Dark Chocolate Truffle on their own. The Fair was not only a success in spreading the Fair Trade message, but it also brought together our diverse group of volunteers in sharing the joy of promoting Fair Trade.

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Unit 10, 13/F Wing Hang Industrial Building, 13-29 Kwai Hei Street, Kwai Chung, Hong Kong  
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FAIRTASTE's Alice demonstrating how to make chocolate truffle

Besides the Fair at Olympian City, FAIRTASTE also joined the People Mountain People Sea and British Consulate Fairs. This year Fair Trade Fortnight initiated a Fair Trade Stamp Collection Scheme (from 2011 March 1<sup>st</sup> to May 14<sup>th</sup>). By purchasing \$50 or more of regular price Fair Trade products from listed shops (like Coffee lab and Brunch Club & Supper), you will receive a stamp. By collecting different amount of stamps, you will receive different valuable discounts and rewards. For details: [http://www.fairtradehk.org/?page\\_id=1111&lang=en&post=3128#4](http://www.fairtradehk.org/?page_id=1111&lang=en&post=3128#4)

Special thanks to Fair Trade Hong Kong Foundation Limited and Oxfam Hong Kong in providing different platforms for the Fair Trade movement in Hong Kong.

## Individual packages now available – FAIRTASTE Fair Trade Cashew Nuts 190g

This Lunar New year we introduced our FAIRTASTE Fair Trade Cashew Combination Gift Set. Based on positive feedback we received on the lightly roasted cashew nuts and to thank you for your continued support, we are happy to offer individually packaged FAIRTASTE Fair Trade Cashew Nuts. It is now available in all of our Ministores.

### Introduction on FAIRTASTE Fair Trade Cashew Nuts

- 100% quality cashews from Vietnam
- 100% freshly roasted in Hong Kong (The Green Shop)
- 0% salt
- 0% additives and preservatives
- Rich in mono-unsaturated fat, protein and fiber
- Suitable for vegetarians\*



FAIRTASTE Fair Trade Cashew Nuts (front)

FAIRTASTE Fair Trade Cashew Brittle (back)

FAIRTASTE Ministore locations:

FAIRTASTE @ Kubrick : Shop H2, Prosperous Garden, 3 Public Square Street, Yau Ma Tei, Kowloon (right next to Broadway Cinematheque)

FAIRTASTE @Happy Veggies : 1/F, Hennessy Road, Bayfield Building, Wanchai, HK

FAIRTASTE @ Brunch Club & Supper Causeway Bay: 1/F, 13 Leighton Road, Causeway Bay, HK

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## Shop to Support a Cause



FAIRTASTE X GoodieDo Gift Set - Corporate Deluxe \$2239

'Shop to Support a Cause' is the ideology that GoodieDo promotes. By shopping at GoodieDo platform, 20% commission of your purchase would be donated to your choice of charitable organizations, like the Hong Kong Red Cross' Japan Earthquake and Tsunami Relief. Undoubtedly, FAIRTASTE fully supports this meaningful cause. From now on, besides purchasing developing country artists' art work, you can purchase FAIRTASTE and GoodieDo Fair Trade Gift Set on GoodieDo's online platform.

Shop to Support Fair Trade, as well as different charitable groups.

For details,

<http://www.goodiedo.com/goodiedo-hong-kong-default/shop-by-category/>

## FAIRTASTE Fair Trade Recipe Sharing

Besides purchasing FAIRTASTE packed Fair Trade products, have you thought of making your own Fair Trade dinner? You can follow our recipes in <http://www.facebook.com/notes.php?id=38063385167>. We will make regular update on the web. Stay tuned.

## Stories behind Canaan Olive Oil

To save his family' s olive tree orchard, Ahmed, Canaan Fair Trade Olive Oil' s producer in Faqu' a (Palestine) did one of the hardest things a man can do – he sold his wife' s wedding jewelry. Though he was a small farmer with only 120 olive trees, Ahmed was determined to grow his olive trees. He proudly told us that every one of his olives are unique and hand-grown with care.

'I feel I am treated fairly and most importantly, respectfully,' said Ahmed. As Canaan Fair Trade has a high degree of transparency, even when international buyers come to visit the project they can speak to the growers directly. The growers feel that they are honored producers with something very distinctive to share.

For more stories, <http://www.canaanfairtrade.com/meet-our-farmers-1.php>

Introduction of Canaan Cold Press Organic Extra Virgin Olive Oil:

- USDA Organic certified
- Cold Press, Extra Virgin Olive Oil
- The first olive food product brand to receive certification from the Fair Trade Labelling Organizations
- 2 favors: Nabali (fruity flavor and a peppery finish) and Rumi (pungent olive oil with a buttery finish)

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## April and May Fairs

In April and May FAIRTASTE joins a number of Fair Trade Fairs at select organizations and clubs. Details are below. If you are their staff or member, don't miss this chance in joining the Fair Trade Event. The Nursing Association Bazaar is open to the public.

13 April 12:00 - 16:00	Hong Kong Jockey Club
5 May 10:00 - 18:00	Y.W.C.A.
7 May (Sat) 14:00 - 18:00	Nursing Association Venus: Shung King Street, Whampoa

## HOFEX Exhibition

It is the first year FAIRTASTE joins HOFEX, which is the region's leading food and hospitality tradeshow that showcases the best of Food and Beverages, Equipment, Supplies, Services and Hospitality Technologies. Also, it is the first time that HOFEX will have a special Fair Trade zone. Currently, FAIRTASTE organically grown coffee is offered at Landmark Mandarin Oriental's MO Bar and Amber and The Helena May. We hope that through this exhibition, we will be able to extend our presence to different hotels and cafés.

Date: 11-14 May 2011

Venus: Booth number: 3F-323, Hong Kong Convention and Exhibition Centre

Special thanks to the pro bono help of the M & C Saatchi & id Hong Kong team, photographer Joseph from Shining Life Works, and volunteer Janet for helping us with the overall planning.

## Wine Friday at Kubrick



Thanks to kubrick and our Facebook network, more than 30 participants joined us on 15th April for Wine Friday. We have been hosting Wine Friday once a month since 2010 October.

All of us enjoyed the event, in which, we shared wine tasting notes/tips, introduced

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everyone to Thandi – the world's first Fair Trade Wine, and did food and wine pairing together. Thanks to everyone who came out to share this meaningful and enjoyable night with us. Stay tuned to our latest events and information in our Facebook: FAIRTASTE.

\*Thandi ---a Xhosa word meaning 'nurturing love'. Thandi is South Africa' s first agriculture Black Economic Empowerment project. Thandi has been awarded 2008 Old Mutual Trophy Wine Show - Bronze Medal (72/100) & 2008 Decanter Awards – Commended.

### **Price list updated**

In respect to market and cost, we have made price adjustments to certain items from 1 April, 2011. Please follow this link for the updated price list.

[http://fairtaste.org/images/FAIRTASTE%20\\_order\\_form.pdf](http://fairtaste.org/images/FAIRTASTE%20_order_form.pdf)

As a small social enterprise, it is crucial for us to maintain healthy finances by making this price adjustment. But for certain items such as sugar, cocoa powder and drinking chocolate, we have marked down the price as we are able to secure a lower price.

We thank you for your continuous support to our work and continue to be part of the Fair Trade movement.

### **More:**

Spread out Fair Tastes Better in the Media:

[http://www.fairtaste.org/media\\_centre\\_chi.html](http://www.fairtaste.org/media_centre_chi.html)

按此收看網上中文版:

[http://fairtaste.org/FAIRTASTE\\_Enews/2011/Chi\\_April\\_11\\_for\\_friend.pdf](http://fairtaste.org/FAIRTASTE_Enews/2011/Chi_April_11_for_friend.pdf)

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