

公平棧通訊 FAIRTASTE Newsletter

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最新消息

世界公平貿易組織會議@達卡



九月二十四至二十六日，世界公平貿易組織——亞洲(WFTO Asia)在孟加拉的達卡舉辦了其兩年一次的區域會議。WFTO Asia 是一個以亞洲的食品和手工藝品生產者組織為主的網絡，他們團結一起為其產品開創國際市場。WFTO Asia 的成員，均為參與公平貿易的組織。佩鳳有幸第一次參與其會議（題為強化公平貿易 Strengthening Fair Trade），獲益良多，並應邀分享公平貿易在香港的最新發展。會議中除了可以認識更多亞洲區的公平貿易生產者外，更可以看到他們美麗而獨特的產品。種類更是包羅萬有，包括孟加拉最出名的莎麗服(Sari)，有以人手編織的真絲布匹，配以色彩斑斕、各具其獨特圖案，讓人愛不釋手。

數天的會議，有幾個啟示：

1. 〇八年的金融風暴，令歐美經濟衰退，直接影響生產者的出口，至今影響還在，生產者們認識到尋找新市場的需要；
2. 今年的會議，除了生產者組織外，也有來自香港、南韓和台灣共約十八人，意味著公平貿易這概念，在亞洲較發展地區慢慢為公眾所關注。在南韓，一家以出售二手物為主的環保機構，在八年內開了一百家店舖，也同時售賣公平貿易食品，廣為市民接受。也許這正正可填保歐美市場萎縮後的空間。
3. 生產者明白產品質素是推售公平貿易產品重要一環；他們更靈活應對市場的需求，為買家設計產品，並可回應量較少的訂單要求，這對亞洲的新興市場很重要。
4. 為增加公平貿易產品的認受性，他們正在制定一套新的標籤制度，以強化公眾對公平貿易的認識和信任。

來參加我們的 Wine Friday 聚會吧,有更詳盡的分享

中秋節快樂!

「月滿亮麗」的中秋過去了，今年中秋節我們公平棧同事忙得很開心！因為我們完全體驗到公平貿易已開始為人認識和接受，大家都很樂意推薦給親友及好友！除了個人客戶，今年很多公司客戶也了解到公平貿易的重要，

並且落實支持公平貿易，支持責任消費，故此我們中秋節訂單創下新高，總共送出超過 1200 份公平賀禮，即是總共 3600 多份心意- 給收到禮物的您、生產者和大地!

送出禮物之後，我們喜出望外地收到多個查詢，有關公平棧玻璃瓶裝腰果糖! 在一個星期內我們的腰果糖已經沽清! 為應付需求，我們已特別再生產新一批的玻璃瓶裝腰果糖! 感謝大家的支持! 歡迎再訂購!

另外，我們特別為節日而首度製作的賀卡亦隨禮物籃附上了，大家喜歡嗎? 賀卡是我們公平棧自家設計及排版，除了有公平棧產品精美的圖案，背後更有生產者的故事! 我們希望一份禮物並不是單單是產品的價值，更是讓消費的您了解產品背後的故事!



錯過了訂購中秋節賀禮的朋友，不用擔心，我們今年聖誕將一如去年，繼續推出聖誕「公平棧 X WWF」系列。請留意下期 ENEWS!

特別鳴謝:



在中秋當天，我們竟然收到明愛天糧致送的「乳豬」麵包，十分感謝他們別具心思的賀禮! 我們更把「乳豬」帶到銀杏館與銀杏館的同事一起分享喜悅呢!

公平貿易工作間協會活動@ Towngas Avenue



每年我們也會參與由公平貿易工作間協會(FTWS)舉辦的活動。除了歡度中秋佳節之外，我們更可以與一群志同道合的朋友討論及了解公平貿易的最新發展。9月14日，當天除了有我們 FTWS 會員參加，更有不少公平貿易的買家及友好參與。特別鳴謝我們 FTWS 好友-Towngas 借出場地。

我們更首次在場展示我們聖誕節禮物籃的初步構思!

World Fair @ 香港大學

在 9 月 28 日及 29 日我們再次到香港大學，今次不再是餐飲服務了。當天我們應邀展銷公平棧的貨物，而會場亦有另一學生團體推廣公平貿易活動！

DBS 星展社企計劃 @ 社聯



除了節日的禮品之外，公平棧亦很著重公平貿易的教育推廣。在 10 月 1 日及 2 日我們參加 2010-2011 年星展社企計劃。此計劃提供機會讓青少年與本地社企合作，除了可以共同營運年宵攤位，更是讓青少年了解香港社企，並把社企產品引入維園年宵市場，提升大眾對社企的認識。

新貨到埗了!

公平貿易有機初榨橄欖油 Nabali 及 Rumi (零售\$98)



上期提到的第一隻公平貿易橄欖油終於運到公平棧了！除了直接向我們買之外，在油麻地電影中心側的 Kubrick 都有售了。大家還記得上次在 Kubrick Mini Store Launch Party 都吃過它的滋味嗎？未嚐過快買一枝試下！

Rumi 有機初榨橄欖油的橄欖來自古樹，自古羅馬時期已在巴勒斯坦種植，歷史悠久。Rumi 橄欖油味道較濃，入口有奶油的回香。

Nabali 有機初榨橄欖油是由巴基斯坦天然橄欖樹提煉。Nabali 口味清新，帶有水果香味，入口有胡椒的回香。

<https://www.canaanfairtrade.com/>

送禮必備！公平棧腰果糖及焗腰果玻璃瓶裝上架 180 克 (零售\$60)



因為中秋賀禮中有它的出現，即聲名大噪！很多公司也有查詢訂購方法，不錯它的確是送禮佳品！

最新活動

星期五的 Wine Fridays 聚會!!!

每個月份也會有不同的主題，作為第一次的 WINE FRIDAY 將會是由佩鳳分享剛在孟加拉世界公平貿易組織會議的體驗。

日期: 15/10, (下次的日期- 5/11)

時間: 7:30-9:00pm

地點: Kubrick 油麻地眾坊街 3 號駿發花園 H2 地舖百老匯電影中心旁

報名: [請電郵至 fairtaste.lily@gmail.com](mailto:fairtaste.lily@gmail.com) 或致電 2805 2336(公平棧電話)

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Latest Development

Global Fair Trade development

WFTO-Asia Regional Conference @ Savar, Bangladesh



The World Trade Fair Organization Asia (WFTO Asia) bi-annual conference was held in Dhaka, Bangladesh from September 24-26, 2010, with the theme 'Strengthening Fair Trade'. Puifung was very grateful to have a chance to attend this regional conference and gave a sharing, as the Chair of Fair Trade Hong Kong, as invited. WFTO Asia is the a membership based organisation with mainly food and craft producers from all over Asia. They work together to get greater access to export markets and to compete effectively in the global market. The latest products from the Fair Trade groups in Asia were displayed including the hand made silk sari, a work of art from Bangladesh. All items are amazingly beautiful and special!

From the conference, a few points could be highlighted:

1. Suffering from 2008 economic downturn in Europe and America, orders for Asian producers from these countries were still affected. Producers realised the need to open new markets for their goods.
2. In addition to Asian producer groups, there were participants from consuming countries as well. There were around 18 people from Hong Kong, South Korea and Taiwan, most of them were traders. It shows that

Fair Trade demand is growing in these Asian new markets. In South Korea, an environmental group selling second hand items has opened 100 stores within 8 years. They are dedicated to sell Fair Trade products in their stores too. May be these new market can fill the demand gap of the declining European and American market.

3. Producers understand quality is an important element in Fair Trade and a key to develop the market. Moreover, they also realised that flexibility and design are much needed elements. Therefore, some producer groups can now custom made for customers with small order quantity. These are important to new developing Asia market.

4. With a view to strengthening people confident on Fair Trade, WFTO Asia is developing a new labeling system for their products.

Come to our Wine Friday (see below) to find out more!

Happy Mid Autumn Festival!

Happy Mid Autumn Festival!

Have you enjoyed a nice Mid Autumn Festival? We had an extremely busin one and would like to share with you! We have sent over 1200 gift sets on behalf of our clients, which meant over 3600 'special gifts' were sent to receivees, our producers and our mother earth! What's more, it is a good sign showing that more people are interested in and shown support to Fair Trade. Many corporate ordered the FAIRTASTSE Gift Sets for their clients to pass this meaning CSR message. If your company misses this charge, let's join us in the coming Christmas!



After sending the gift sets, the number of enquiries received were really out of our expectation! Most of them were about our Cashew Brittle (180g) in jars! Our Cashew Brittle was out of stock within 1 week because of this! Refill is on the way, thank you very much for your support!



Besides, we have designed gift cards for our gift sets. Have you received one in the gift set? This special gift card carried our product's graphic and producer stories. We believe that it is crucial for recipients to understand the stories behind the products. Hope you like the gift card and share with your friends.

If you missed the opportunities to order the Mid Autumn Gift Set, stay tune to our Christmas Gift Set! It will be available from early Nov! Again for the Christmas Gift Set, we will have a partnership with WWF, second year on the row.



Special thanks:

On the day of the Mid Autumn Festival, we received a cute bread 'porkling' from Caritas La Vie! We are pleased to share the 'porkling' with Gingko House's staff.

Fair Trade Workplace Society gathering @ Towngas Avenue

The gathering was for Fair Trade corporate community to catch up with other. This time, some Fair Trade traders and friends also joined this relaxing gathering to celebrated the Mid-Autumn Festival at Towngas Avenue – special thanks to Towngas, a FTWS member provided the venue for us.

FAIRTASTE also took the opportunity to showcase some of our Christmas gift ideas (like our partnership with WWF). We are pleased to have such a meaningful night with Fair Trade community!



World Fair @ HKU

Following the catering services in Aug, FAIRTASTE are pleased to be invited to join the 'World Fair' to promote Fair Trade at HKU. Fair Trade Voice, a NGO established by the student promoted Fair Trade on campus as well!

DBS Social Enterprise Experience



This is the first year for FAIRTASTE to join the DBS Social Enterprise Experience. From 1st Oct, 2010 to 2nd Oct,

2010, we held a booth at The Hong Kong Council of Social Service to explain Fair Trade to students from over 40 secondary schools. The DBS Social Enterprise Experience provided a good opportunity for students to understand and manage a business in Chinese New Year Flower Market.

New Stock on shelf!!!

Palestinian Canaan 'Rumi' and 'Nabali' Organic Extra Virgin Olive Oil (Retail: \$98)



The first Fair Trade Organic Extra Virgin Olive Oil has arrived Hong Kong! Do you remember their tastes in Kubrick mini store launch party? You can now pick up one in Kubrick to have the fresh taste from Palestinian Canaan Oil and Fair Trade!

Two choices that deliver different sensations

Rumi Tree: This olive tree has been maintained and cultivated in Palestine since the era of the Roman Empire. It produces a robust and pungent olive oil with a buttery finish.

Nabali Tree: The native olive tree of Palestine, it yields a medium olive oil with a fruity flavor and a peppery finish.

<https://www.canaanfairtrade.com/>

Must buy item! Bottle Cashew Brittle and Cashew Nuts 180g! (Retail: \$60)



After the Mid Autumn Festival, many corporate clients asked for this new product- FAIRTASTE Bottle Cashew Brittle! You must buy it for gift! Your friends must love it!

Happy Wine Fridays!

Wine Friday is coming @ Kubrick! Every Wine Friday would have difference theme. We have planned to have Wine Friday every month. The theme for the coming week is 'sharing experience in WFTO-Asia Regional Conference @ Savar, Bangladesh'. Puifung is ready to share her thought with us!

Date: 15/10, (next one is: 5/11)

Time: 7:30-9:00pm

Venue: Kubrick, H2 Chun Fat Garden, Yau Ma Tei

To join: Pls send email to fairtaste.lily@gmail.com or phone to 2805 2336(FAIRTASTE contact)

Come and enjoy! Fair Tastes Better!

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