

公平棧全新產品——腰果糖

## FAIRTASTE New Product – Cashew Brittle

全港首個——香港製造的公平貿易產品

2010年4月1日起登場！



### 特點：

- ✓ 公平貿易原材料
- ✓ 有機成份
- ✓ 香港新鮮製造，不含防腐劑

### Characteristics:

- ✓ Fair Trade ingredients
- ✓ Organic ingredients
- ✓ Freshly made in Hong Kong, no preservatives

### 簡介

公平棧致力推動公平貿易、責任消費和建立一個更健康的環境，「公平棧腰果糖」是更進一步的嘗試。本港消費者可以吃到更新鮮可口、本地生產的公平貿易產品，和沒有剝削農民的食品，吃得更開心！

以 100%公平貿易原材料製作，包括來自越南(Marketing Development Internatioanl (MDI) 的腰果和巴拉圭 Cooperativa Montillo 的有機原蔗糖。透過公平貿易的方法來採購原材料，確保農民能收回成本和得到一個合理的生活水平。此外，本產品由本地一家社會企業——土作坊製作，為本地基層勞工製造就業機會，促進社區經濟發展。香港製造更可進一步減少長途運輸，減少炭排放，而且更貼近本地市場的需要。

FAIRTASTE aims to promote Fair Trade, ethical consumption and a healthier environment. The “FAIRTASTE Cashew Brittle” is a step forward toward this aim. Local consumers can taste delicious and fresh Fair Trade products locally made in Hong Kong, and enjoy the food with least guilt.

The Cashew Brittle is made with 100% Fair Trade ingredients: cashew from Marketing Development International in Vietnam and organic raw cane sugar from Paraguay. The purchase of these raw materials ensures a fair deal to the farmers, so that they can have a decent livelihood. The product is produced by a local social enterprise-the Green Shop. It helps to create employment opportunities to workers and enhance Community Economic Development. In addition, local production can help to reduce the long-haul transportation and thus, carbon emission, and meet local needs better.

產品資料：

淨重：80 克

成份：

腰果：69%

原蔗糖：31%

公平貿易成份：100%

有機成份：31%

本產品在港新鮮製造，不含防腐劑、含加劑。加工過程不加色素。

Product information:

Net Weight: 80g

Ingredients:

Cashew: 69%

Raw Sugar: 31%

Fair Trade ingredient: 100%

Organic ingredient: 31%

Freshly made in Hong Kong, no preservatives and additives added

**有關 MDI（腰果來源）：**

MDI 是一家越南公司，主要業務為公平貿易和農業和手工藝品界別的顧問工作。該公司致力協助越南農村發展，並認為透過與貧窮人建立公平和公道的貿易關係，是達至可持續發展的最佳方法。<http://www.mdvietnam.com/default.htm>

**About MDI (cashew source):**

International Market Development and Investment JSC. (MDI) is a Vietnamese company specialized in equitable trading and consulting in the agriculture and handicraft sectors in Vietnam. The company is committed to the development of the rural sector in Vietnam, and believes that the best way to accomplish sustainable development is by doing business in a fair and ethical way with people in the sector. <http://www.mdvietnam.com/default.htm>

### **有關 Cooperativa Montillo (有機蔗糖來源)**

Cooperativa Montillo 是南美巴拉圭西南部的一甘蔗農民合作社，共有 80 農戶。他們生產公平貿易及有機蔗糖出售。合作社協助蔗農改善技術和增加生產。而出售公平貿易糖所得的收益，已多方面改善當地的生活條件，例如：用作興建貨倉已儲存產品，也用作添置通訊器材如電話及傳真機等，方便與外間聯絡。

[http://www.fairtrade.org.uk/producers/sugar/manduvira\\_cooperative\\_paraguay/default.aspx](http://www.fairtrade.org.uk/producers/sugar/manduvira_cooperative_paraguay/default.aspx)

### **About Cooperativa Montillo (Organic Raw Cane Sugar source)**

Montillo co-op has 80 members and was founded in 1995 in Southwest Paraguay. Its aim is to improve cane production, provide technical assistance and credit, and improve the marketing of members' agricultural products. The Fair Trade income has been used for the construction of a warehouse to store members' products ready for transport to market and store bulk purchases of sugar, oil, flour, salt, rice and pasta for members, for example. Another example is the purchase of a radio-telephone with phone and fax facilities to enhance external communications.

[http://www.fairtrade.org.uk/producers/sugar/manduvira\\_cooperative\\_paraguay/default.aspx](http://www.fairtrade.org.uk/producers/sugar/manduvira_cooperative_paraguay/default.aspx)

### **有關土作坊 (生產加工及包裝)**

土作坊是以灣仔為基地的社會企業，構思並實踐一種符合社區、自然、經濟及人的社區發展模式。內容包括推廣有機食物，和發展可持續商機，並為基層提供有尊嚴的勞動機會，改善基層生計。所以土作坊有食物加工及包裝隊、有機作物生產隊和集體購買隊。公平棧的腰果糖便是與食物加工及包裝隊合作的產品。

### **About Greenshop (Food processing & packing)**

The Greenshop is a Social Enterprise based in Wanchai, Hong Kong. It aims to establish and actualize a social development model that takes into considerations of the people, community, nature, economic development. It promotes organic food and sustainable economy which includes respectable employment opportunity for local workers. The Greenshop has three teams: food processing and packing, organic production and collective purchase. The FAIRTASTE Cashew Brittle is processed by the food process and packing team.

## **公平棧 FAIRTASTE**

公平棧是一所社會企業，旨在推廣公平貿易、責任消費和建立一個更健康的環境。公平棧是國際公平貿易標籤組織特許商之一。我們於 2004 年成立，並 2007 年 12 月正式開設辦事處，全力推動公平貿易產品，並推出全香港第一個本地品牌的公平貿易綠茶。



FAIRTASTE is a Hong Kong based social enterprise that promotes Fairtrade, ethical consumption and a healthier environment. FAIRTASTE is a licensee of the Fairtrade Labelling Organization International. Established in 2004, FAIRTASTE started its office in Dec 2007 and fully committed to Fair Trade promotion in Hong Kong. We also established the first local Fair Trade brand for tea.

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