



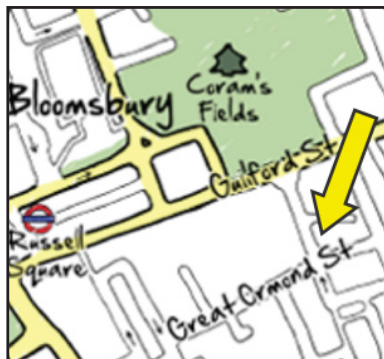
**FAIRTRADE FORTNIGHT**

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**THE PEOPLE'S  
SUPERMARKET**

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**TAKE A STEP  
FOR THE PEOPLE**



## ABOUT US & FAIRTRADE FORTNIGHT MON 27TH FEB - SAT 10TH MARCH

The People's Supermarket offers a completely new way of shopping. The community shop in Central London is run and owned by members of the community, who work four hours a month voluntarily and can shop for 20% cheaper than the public. At The People's Supermarket, relationships with producers are genuine, human relationships. We are dealing with food farmed by real people and then sold in an urban community. When it comes to dealing with producers from around the world, Fairtrade is a way of guaranteeing that their interests and working conditions are respected.



Fairtrade is a unique international movement with a bold mission: to change the way world trade works. It's about a better deal for the people in developing countries we rely on for our everyday needs. The Fairtrade mark is awarded to products whose producers have been paid a fair price and have been ensured decent working conditions. On top of that, the producers are given access to business training, and a premium to improve their communities. It's awarded to products as diverse as rice and roses, cashews and cotton, gold and green beans. Fairtrade Fortnight is a celebration of these products, and a national demand for justice for these workers.

### TICKETS

**THEPEOPLESSUPERMARKET.ORG**  
**OR 07910 459451**

### OPENING HOURS

weekdays 8:00 am - 10:00 pm  
sundays 10:00 am - 9:00 pm

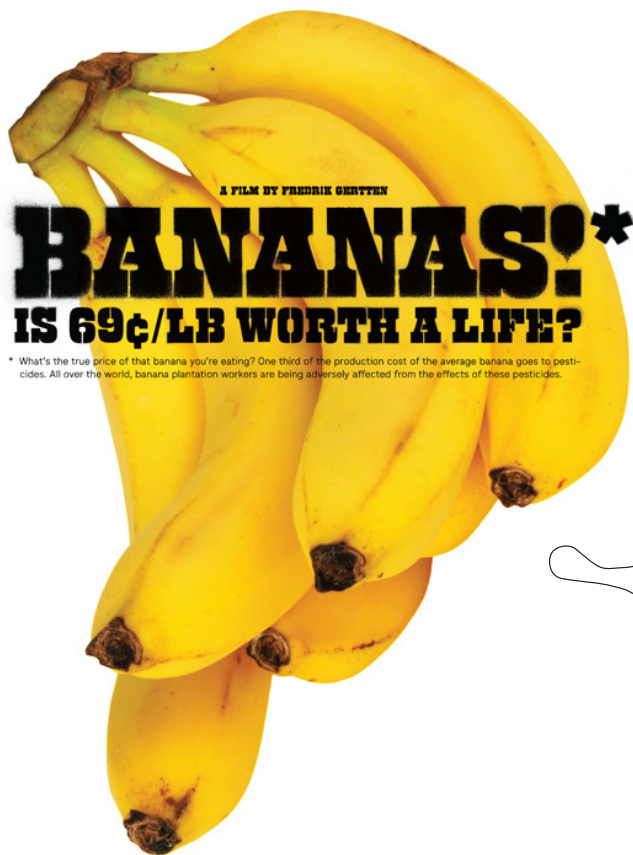
All events are open to the public. Some events must be booked in advance, but entry to the free events and the film screenings is on a first-come-first served basis. Book in-store at the tills, online at [www.thepeoplesupermarket.org](http://www.thepeoplesupermarket.org) or by phone on 07910 459451. The events take place at the store in Central London: 72 - 78 Lamb's Conduit Street, Holborn, WC1N 3LP. The closest Underground stations are Russell Square and Holborn.



## FROM MON 27TH FEB DIGITAL HANDMADE

London-based artist Chris Haughton (featured in Time Magazine's Design 100) works directly with traditional Nepalese carpet makers to transform digital rug designs into a tactile reality. These hand-woven pieces of art have been fairly traded and will be on exhibition in the shop-front along Lamb's Conduit Street.





\* What's the true price of that banana you're eating? One third of the production cost of the average banana goes to pesticides. All over the world, banana plantation workers are being adversely affected from the effects of these pesticides.

## TUES 28TH FEB, 7PM, £3 ON DOOR

### BANANAS!\*

This suspenseful documentary follows Juan "Accidentes" Dominguez on his biggest case ever. On behalf of twelve Nicaraguan banana workers he takes on Dole Food for their use of sterility-causing pesticides. Will this ground-breaking legal battle bring justice, or will the corporation get away with it?



## WED 29TH FEB, 7PM, FREE

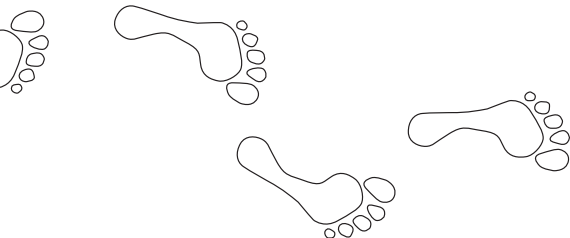
### DOES FAIRTRADE REALLY WORK?

How can Fairtrade possibly have an effect on a problem so big? Does it really make a difference? These are the biggest questions posed to those in the fight for trade justice. This talk, presented by a panel of experts on innovation in Fairtrade, looks at where Fairtrade has triumphed and what will become of it in the future.

**THUR 1ST MARCH, 7PM, £3 ON DOOR**

## **BLACK GOLD**

Coffee is the most valuable trading commodity after oil, worth some \$80 billion, yet the wages of coffee farmers are so low that many struggle to survive. This film follows Tadesse Meskela, a man on a mission, as he travels the world to find a fair price for the coffee produced by his union of 74,000 struggling workers.



**FRI 2ND MARCH, 7PM. £5 IN ADV.**

## **MAKEOVER NIGHT**

Face-pack, bubble-up or rub-down in support of Fairtrade. Sample a range of luxurious beauty products produced with Fairtrade ingredients - shea butter from Burkina Faso, cocoa butter from the Dominican Republic and Brazil nut oil from - well, Peru actually. The evening includes expert advice and a free glass of Fairtrade wine or two.



**SAT 3RD MARCH, 2PM AND 4PM, £12 IN ADV.**

## **CHOCOLATE MAKING WORKSHOP**

Produce your own elegant truffles and pralines and learn the trade secrets from an expert London chocolatier. Mimi Lee has 25 years' experience in the UK, France and Belgium and specialises in chocolate art. This workshop uses chocolate directly from Kuapa Kokoo, a cocoa farmers' co-operative in Ghana, and participants can take their goodies home.

**SUN 4TH MARCH, 2PM TO 5PM**  
**AT 15 MIN INTERVALS, £6 IN ADV.**  
**TEA-LEAF READINGS**

Immerse yourself in the lost art of tea-leaf reading, performed with Fairtrade Darjeeling leaves. Amber Garnet started out as a psychic at 15, reading thousands of palms at Covent Garden Market. She has been featured in Time Out, The Independent and on BBC Radio. Book your appointment in advance.

**MON 5TH MARCH, 7PM, FREE**  
**FAIR TRADE IN DESIGN**

For artists and designers, working with Third World communities can open up new processes, materials and concepts. This talk reflects on two projects (Digital Handmade, see above; and Kipepeo Designs, cards produced by women in Kenya from recycled materials), with an insight from a cotton expert at the Fairtrade Foundation.

**TUE 6TH MARCH, 7PM**  
**WINE TASTING**

This event promises to be a corker. A guest sommelier guides us through the vineyards of South Africa and South America where Fairtrade has had a real and lasting impact on the lives of farmers and pickers. An array of reds and whites will be on offer, with the expertise at hand to help unleash their characters.

**EVENT PROGRAMME**  
**THE PEOPLE'S SUPERMARKET**



# GRAMME OPLE'S MARKET

**WED 7TH MARCH, 7PM**  
**THE PRICE OF SUGAR**

This documentary follows Spanish priest Christopher Hartley as he visits the sugar plantations of the Dominican Republic, where dispossessed Haitians have been brought over the border to toil under armed-guard. The film follows these workers as they begin to organise in defence of their basic human rights.

**SAT 10TH MARCH, 11AM - 2PM, FREE**  
**GLOBAL FARMER'S MARKET**

There's a story behind every product, wherever in the world it comes from. This farmers' market is a chance for shoppers to meet directly with producers from Ghana, Malawi, Palestine and beyond. It's a chance to learn more about the farming processes behind the products adorning our shelves, and to hear first-hand what life is like in these fascinating parts of the world.

**THU 8TH MARCH, FREE**  
**SUBMISSIONS BY 10.30 AM**  
**BAKE OFF**

Rise to the challenge and produce a cake of your choice, using as many Fairtrade ingredients as possible. The judging panel will award prizes, including a huge Fairtrade hamper, to the three most delicious entries. To get a slice of the action, submit an entry form in-store by Monday 5 March, and have the cake in-store by Thursday morning. The winners are announced at midday.



**FRI 9TH MARCH, 8PM,  
£25 IN ADVANCE (£20 MEMBERS)**

## **FAIRTRADE POP-UP RESTAURANT**

For one night only, the shelves will be pushed aside and a pop-up restaurant will be created. A three-course feast will be served up using an impressive range of Fairtrade ingredients. Wine, beer and freshly-squeezed juices will also be served. This is a one-off chance to dine in the surreal setting of a London supermarket.