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Fairtrade at the University

"The University of Birmingham has proudly maintained its Fairtrade status consistently since 2003. Buying our food as ethically and sustainably as possible is very important to us as we feed around 20,000 students, staff and visitors to the University every week."
- Professor David Eastwood, Vice-Chancellor.

Staff and students at universities have a reputation for consuming vast quantities of tea and coffee – and of course, chocolate! In 2003, we made the decision to promote social responsibility and demonstrate a commitment to the principles of Fairtrade by selling a selection of Fairtrade products within our university shops.

What is Fairtrade?

(http://www.fairtrade.org.uk) **Fairtrade** (http://www.fairtrade.org.uk) protects the livelihoods of small-scale producers from the developing world. It offers protection for their income against the financial pressures of international trade by guaranteeing them a fair price for their products. Premiums are also paid to the community - which means schools, hospitals and clean water.

How do we support Fairtrade?

Fairtrade foods are available for sale in all campus shops and they are used in all cafés, restaurants and bars on campus. Fairtrade products are served at all meetings hosted by the University and the Guild – and in all University and Guild management offices. We are committed to campaigning for increased Fairtrade consumption on campus. Our Fairtrade Steering Group meets regularly to discuss how we can increase sales.

Serena Perfetto created a video about the Fairtrade Fashion show held in Fairtrade Fortnight 2012:

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