



Aid through trade...since 1977

Tradewinds newsletter

Tradewinds Coffee and Tea Pty Ltd was the first supplier of FAIR TRADE COFFEE AND TEA in Australia.

April 2010

Greetings from Tradewinds! In this issue:

- East Timor projects update
- Why new packaging for our East Timor Coffee?
- Meet long time sellers of Tradewinds tea and coffee: Alfalfa House Food Cooperative
- Silents in the City: Silent Film Australia Ltd and Pitt Street Uniting Church to host a season of silent film classics and live music to support Tradewinds and its East Timor Project.

Stop Press

Tanna Coffee - the recent addition to our pacific coffees' range - has just been awarded a Fine Food Medal at the Sydney Royal Easter Show for its Espresso coffee.



Update on projects Tradewinds is supporting in East Timor

Last year we reported that Tradewinds and its supporters have funded a watering system for the East Timor Coffee Academy's shade house. The shade house now produces 120,000 fruit, coffee and shade trees for selling to local farmers. **The revenue from these sales now provides approximately 50% of ETICA's budget,** allowing ETICA to expand its work in supporting the growth of the coffee industry in this fledgling nation.

Tradewinds Director Dr David Lloyd has been working in East Timor for many years and helped set up the East Timor Coffee Academy. The Academy has 430 students and offers diploma level courses in forestry, agriculture and business.

David has worked with Timorese teachers to



develop curriculum material and assist with

gaining of international accreditation for ETICA to diploma level. He has also provided training on propagation of bamboo, the results of which were used to build the shade house—an important initiative in a dry climate which makes propagating plants difficult.



The shade house with the watering system donated to ETICA by Tradewinds.

In this photo David Lloyd hands over one of six microscopes donated to ETICA.

Why new packaging for our East Timor coffees?

Tradewinds has introduced new packaging for our East Timor range of coffees. It uses the colours and style of East Timor's national flag to reinforce the origins of our coffee. The packaging is part of the first step towards a roasting and packing operation in East Timor, so that our East Timor range of coffees will be fully value-added.



Meet long time Tradewinds supporters, Alfalfa House Food Cooperative

Tradewinds couldn't exist without the loyalty and dedication of so many supporters who sell our tea and coffee around the country. Here Monika Baumann provides us with a profile of Alfalfa House Food Cooperative based at 113 Enmore Road, Enmore, Sydney.

How long have you sold Tradewinds tea and coffee? Alfalfa House has stocked Tradewinds products for a long time. We've sold the Tradewinds teas for well over a decade and I'm pretty sure we've stocked the coffee for about that long too.

Where and how do you sell TW products? Alfalfa House is a not for profit community food co-op based in Enmore, Sydney that supplies bulk, environmental, socially and ethically responsible wholefoods and household products to its members and the local community. The Tradewinds items we stock are mostly sold in bulk and unpackaged. For example, we use the bulk Ceylon tea to make up our own chai mix and sell the coffees and teas in jars where members scoop out as much or little as they want into reusable containers they've brought from home to cut down on waste and packaging.

What motivates you to keep selling TW products? Alfalfa's buying principles, values and ethics include organic, Fairtrade, minimally packaged and processed, along with supporting other co-operatives, such as the co-operatives that produce the Fairtrade products we stock. The value added aspect of many Tradewinds products is another factor why we choose to stock Tradewinds teas and coffees rather than other Fairtrade organisations and brands. It's also a decision to support Tradewinds as one of the first organisations in Australia to be doing Fairtrade products many many years ago, and helping to build the food democracy and food sovereignty movements.



What is your favourite product? Most definitely the Earl Grey tea, although the Ceylon tea with some chopped up fresh ginger is also really tasty.

Anything else you'd like to say about TW? Keep up the great work in helping reshape the food system and create a more social and environmentally just world. Keep sharing the stories behind where things come from and putting a face on the food we have.

Thanks Alfalfa House from all of us here at Tradewinds! Like to share your story with us? Email us at info@tradewinds.org.au

Silents in the City: Autumn and Winter, Pitt Street Uniting Church
SUPPORTING TRADEWINDS and EAST TIMOR
COFFEE PROCESSING PROJECT

Silent Film Australia Ltd, presenter of Australia's Silent Film Festival, is pleased to present monthly evening screenings of classic silent films in Sydney, **commencing 30 April 2010**, as a lead up to the 2010 Festival in September.



Each silent film is a classic melodrama of the 1920s, having become timeless over the decades due to its high quality of production and ever-popular themes. The program includes the 1942 short: *Men of Timor*, a famous newsreel by Damien Parer which sheds light on Australian soldiers behind enemy lines in Timor during World War II. Damien Parer was Australia's leading war photographer who captured raw human emotions and unforgettable images with his camera right in the middle of the action.

David Bailey, the acclaimed young theatre organist with many outstanding performances at silent film events in Brisbane, will be playing the Uniting Church's 1910 Hill & Son organ for three of the five sessions. The other two screenings will be accompanied by internationally acclaimed pianist, Mauro Colombis, whose playing has already thrilled audiences at silent film festivals in Italy, and who has brought his special talents to Australia.

Tradewinds Fairtrade Organic coffees and teas available for nominal charge from 6:15pm each evening. Proceeds from the screenings will support Tradewinds' coffee processing project in East Timor.



Full Program at www.ozsilentfilmfestival.com.au/cms/uploads/eastimor.pdf