



Aid through trade...since 1977

Tradewinds newsletter

October 2009

STOP PRESS: Federal Government grants overseas aid tax deductibility status to Tradewinds

In this issue you can read about:

- Approval for Tradewinds to establish a tax deductible overseas aid gift fund
- Report on recent trip to East Timor
- Introducing our **NEW** Tanna coffee from the Pacific
- Volunteers at the heart of Tradewinds

Federal Government grants overseas aid tax deductibility status to Tradewinds

The Federal Government has just given approval for Tradewinds to establish an overseas aid gift fund. This will allow Tradewinds to direct funds to the relief of poverty in countries where we currently source our products and support projects. All donations to the fund over \$2 will be tax deductible. The Board is arranging final details and hopes to have the fund up and running before the end of the year. Our first project will be establishing coffee processing for export in East Timor. See more about this project below.

Report on recent trip to East Timor

In August, three Tradewinds Directors went to East Timor in an independent capacity to look at coffee production and investigate new avenues to get Tradewinds coffee roasted and packed in Dili.

Processing the coffee in East Timor will mean more employment and income for East Timor. That's why Tradewinds has set this goal: To get roasted coffee direct from East Timor in the next twelve months. There is a lot to do to get that happening because the facilities are not there at the moment.



A conveyor belt inspection and final sort of the beans—East Timor



Hand sorting the coffee beans in East Timor

About Tradewinds

Tradewinds sells high quality fair trade and mostly organic coffee and tea from producer cooperatives and ethical suppliers in Sri Lanka, East Timor and PNG.

We import mostly fully processed products that are packed in the country where they are grown (they are value added products). This delivers greater benefits to the producers and other workers in the countries where they are grown. Tradewinds gives all surplus profits back to community projects in producer communities. Tradewinds supports producer communities to develop their capacity to process and pack their products so they can make a higher return.

Tradewinds Coffee and Tea Pty Ltd was the first supplier of FAIR TRADE COFFEE AND TEA in Australia. As a leader in fair trade, Tradewinds would like to see the fair trade certification expanded to include value adding. You can find out more about us and our products by visiting our website:

www.tradewinds.org.au

Tradewinds Directors have made exploratory trips there in the last 12 months and formed a partnership with People For Fair Trade and the East Timor Coffee Academy (ETICA) to help get it up and running. Before Christmas our East Timor coffee will come to you in a new pack. Our commitment to the project is that the surplus generated from these sales will go to establishing a roasting and packing operation in East Timor. When that is up and running we can be certain that all our Fairtrade coffee is the fairest FAIRTRADE coffee in Australia.

Richard Zoeller reports on the recent trip.

The driver was doing his best. But two hours out of Dili, we had travelled less than 50 km and we were still climbing. We were here to see where our fine East Timor coffee grows. [Read more.](#)

Introducing a **NEW** coffee from the Pacific

Tradewinds secures Vanuatu's first export coffee-FULLY VALUE ADDED coffee from Tanna Island.

You wouldn't expect a fine organic coffee to be grown on a small idyllic pacific island beside an active volcano. But if you had been to Vanuatu recently you know it has been achieved. The coffee grown on the island of Tanna is served in all Vanuatu's resorts, cafés and even onboard Air Vanuatu.

"Tanna is producing a quality arabica coffee in its rich volcanic soils in the shadow of Mt Yasur, an active volcano. Its high rainfall and cooler temperate climate are ideal conditions for top quality coffee," according to Terry Adlington, the Principal of Tanna Coffee Development Corporation.

Over 550 subsistence farmers grow coffee as a cash crop. These small holders are part of an ambitious Government program begun 6 years ago and jointly funded by the European Union and French Government to help farmers grow a cash crop while maintaining their traditional village life.

The coffee cherries are all harvested by hand, wet processed and sun-dried at 36 village based local pulping stations located on the island. Through this development initiative, the farmers are both encouraged and empowered to maximise the greatest benefit for their hard work and receive a fair and guaranteed return for their dry parchment product, which is nearly three times that



Coffee beans drying in the sun

times that which the PNG subsistence growers receive for their beans. The raw coffee is purchased at a centralised Dry Processing factory on Tanna before being hulled, graded & shipped to the Capital (Port Vila), where the



Fact file: Tanna Coffee
Grown: Organically grown on Tanna Island, Vanuatu, by **550 small holders**, in rich volcanic soils and temperate climate.

Development program begun 2004, funded by European Union, French and Vanuatu Governments.

Processed: Entirely in Vanuatu: Picked by hand, first processing at 36 pulping and grading plants on Tanna Is.; roasted and packed in Port Vila.

Shipped: Airfreighted for freshness

Products: 250gm Stand up pouches with two way valve @ \$9.95.

Roasts: Medium and Dark (Beans or Ground)

Organic and fairtrade certifications in process.

green beans are then roasted and packaged.

Plantings, yields and quality increases have been dramatic in the six years. Up until now all the coffee has been sold locally. But this year's production is more than the tourists and locals can imbibe.

"This is a great coup for

Tradewinds," says Tradewinds Chair, Matt Goodlet.

"It's a very impressive coffee. We are very excited to participate in developing a market for coffee grown by this small pacific nation's subsistence farmers."



The sorted coffee beans—ready for roasting and pack-

Volunteers at the heart of Tradewinds

Tradewinds couldn't exist without the dedication of so many volunteers who sell our tea and coffee at their churches, workplaces, childcare centres and from their homes. Here we profile Julie Deady who in collaboration with Thea Ormerod, has been a **long-time seller of Tradewinds tea and coffee** in Sydney.

Tradewinds asked Julie about her selling:



Julie Deady

How long have you sold Tradewinds tea and coffee?

When did I start selling TW? Gosh, lost in the mists of time! I have invoices here back to 1995, but before I started ordering and coordinating, Thea organised things here and I just helped sell. That was for a few years. I started volunteering in the office from, I think 1993, and

I had been selling for some time before that, so maybe 18 or 19 years.

Where and how do you sell TW products?

Myself and Thea Ormerod sell once a month at Kingsgrove Catholic parish where we are both parishioners. We make TW products available for the parishioners after each of the Masses, usually on the weekend of the second Sunday of the month. Both myself and Thea have a few friends and work colleagues who also order through us, and some of our Church customers are buying for wider family or for their work colleagues.

What motivates you to keep selling TW products?

I enjoy selling the products because it gives me a connection to the people who have grown the tea and coffee, so far away and with such different lives to

"Coffee drinkers will not only be impressed with Tanna's smooth nutty flavour and chocolate after-taste, they'll also know they are helping to establish a new and important source of reliable cash income for these subsistence pacific farmers."

Terry Adlington, Tanna Coffee Development Corporation

Advance notice: Tradewinds Christmas gift packs: we will take the hassle out of buying those small Christmas gifts with four specially priced Christmas packs. Details will be sent to you soon.

To remove your name from our mailing list, please send an email to

info@tradewinds.org.au with unsubscribe in the subject line.

Questions or comments? E-mail us at

info@tradewinds.org.au or call 9252 5265

Please forward to friends or family who may be interested in our work.

To order our products:

Trade Winds Tea & Coffee Pty Ltd

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Tel: 02 9252 5265 Fax: 02 9251 4542

WEBSITE:

www.tradewinds.org.au

mine. I feel this is something that makes a difference to real people. There are families, who work hard to tend their coffee plants, or work on a plantation picking tea who rely on the sales in developed countries to improve their life, and make a better future for their children.

What is your favourite product?

My favourite product is the Family Blend loose tea in the woven baskets. I drink it every day (several times!), and it brings a real connection to the women who weave the baskets. As well as being a very good cuppa.

