



Aid through trade...since 1977

## Tradewinds newsletter

### Tradewinds celebrates Fair Trade Fortnight

Fair Trade Fortnight 2009 - from 2 - 17 May in Australia and New Zealand—is about tackling poverty and empowering producers through trade. After more than 30 years of promoting fair trade Tradewinds is delighted to see the concept so well known. For many years Tradewinds was one of the only organisations making the link between what Australians consume and the living conditions for workers in developing countries.

As part of Fair Trade Fortnight, Tradewinds Director and Professor of Economics at Monash University, Brett Inder, has been speaking about fair trade and Tradewinds on ABC radio - you might have heard him on Nightline with Tony Delroy, on May 1st. In the interview Brett explained how important trade is to economic development and alleviating poverty, and how fair trade can help disadvantaged producers. He emphasised the degree of enthusiasm there is in developing countries for value adding of primary products. Value adding provides a natural way of helping developing countries move beyond a reliance on rural production or commodities for their incomes. Brett also talked a little about how fair trade has been benefiting coffee farmers in East Timor.

### It's all about relationships...

Tradewinds believes that the people who buy our products are not customers to market to, but partners in our dream for global justice.

That's why we want to share with you some of the positive stories about the work Tradewinds supports.

All of the projects Tradewinds supports focus on improving the lives of women. Penn Wimo-chana Gnanodayam (PWG) in Hatton, Sri Lanka does leadership

development work with women plantation workers on 6 tea estates. 10 years ago Sivapackiam was a tea estate worker earning only a couple of dollars a day and with little formal education. She was sent to a permaculture course by PWG. The course was run by longtime Tradewinds' shareholder and supporter Jill Finnane. Jill says: 'She said very little during the course and I wondered whether she had gained anything from it. But when I met up with her again ...I found her confidently teaching permaculture to other tea estate workers.'



Sivapackiam

May 2009



Tradewinds director Professor Brett Inder with some of the East Timorese young people who will benefit from Tradewinds' support of the first coffee roasting, grinding and packing facility for export of organic and fair trade coffee.

### 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.

The organisation imports 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](http://www.tradewinds.org.au)

Through the support of PWG over many years, and a great deal of personal energy and commitment, Sivapackiam has retired from working for the tea estate and is now a field worker for PWG. She teaches the women on 6 estates how to make compost, and shows them how to grow and sell your own food by doing it herself. Her work has been recognised by the leading organic training institute in Sri Lanka where she has attended many training courses over the years.

We are thinking of all our friends in our partner organisations in Sri Lanka during the current escalation of conflict and suffering in the country. We know the work they put in to building relationships and increasing understanding and cooperation between different communities in the areas they work: a critical task in a country racked by civil war for several decades.

---

### **Why not tell others about fair trade?**

Fair Trade Fortnight is a great time to tell your friends, family, colleagues, local café or community organisation about Tradewinds—the first fair trader in Australia. Buying fair trade products is an easy way for individuals and businesses to help change the lives of farmers, workers and their communities. And with the Tradewinds commitment to value added products, giving surplus profits back to support our partner projects, and our commitment to supporting sustainable agriculture you can know you are buying and consuming fair trade products of the highest integrity.

Why not organise a fair trade morning tea at your workplace?

---

To remove your name from our mailing list, please send an email to [info@tradewinds.org.au](mailto:info@tradewinds.org.au) with unsubscribe in the subject line.

Questions or comments? E-mail us at [info@tradewinds.org.au](mailto: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  
P.O. Box 3424 Sydney, NSW 2001  
Tel: 02 9252 5265 Fax: 02 9251 4542  
WEBSITE: [www.tradewinds.org.au](http://www.tradewinds.org.au)



Workers at Idulgashinna Organic Bio Tea Estate, Sri Lanka, prepare specialty fair trade organic teas