

Thurles Fairtrade Campaign receives official recognition



Dear Thurles Fairtrade Group,

Fairtrade Mark Ireland is delighted to inform you that Fairtrade Status has been officially renewed for Thurles. We really appreciate you returning the form so promptly and we would like to thank both those on the executive steering committee and those in the wider group for all the effort everyone has put in.

We were very impressed with the way the group is so well organised and are very encouraged by the continued support you are getting from the town council.

As for the retail and catering targets the group has gone over and above the targets set out by the Fairtrade Towns Goals and Guidelines and we were delighted to see this was up from the previous year.

	Target (<i>for population of</i> 7,682)	Actual	Additional
Retail Outlets	6	8	with an additional 12 stocking 1-3 Fairtrade products!
Catering Outlets	4	7	with an additional 5 serving Fairtrade tea and/or coffee non-exclusively!

Even with the loss of 3 organisations using Fairtrade products Thurles still has 20, which again is way above the required 12. As for the Flagship, we are delighted with your aim to get one of the bigger companies on board and we appreciate that this is no easy task.

The Thurles group have always impressed us with their media coverage and 2009 was no different. The coverage extends throughout the whole year and not just during the fortnight, so well done to all those who made this happen. We liked the idea of making Fairtrade a matter of local pride by handing out 'Thurles is MY Fairtrade town' stickers, a very innovative idea!

The work with school work is great with an impressive 17 schools covering the topic of Fairtrade in the classroom.

We would like to make a particular point of highlighting your efforts to make Tipperary Irelands First Fairtrade County. It is clear to us, the positive impact this is having though the Thurles groups supporting and encouraging other towns. And with both Tipperary town and Carrick on Suir launching during this years fortnight you are well on the way to achieving this.

Thanks again for all your effort, we appreciate that this is a voluntary group and it can take up a lot of your free time.

We look forward to visiting you during Fairtrade Fortnight this year.

Kind Regards,
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