



In 3 weeks' time, our **Choose the world you want virtual festival** will be getting in to full swing.

But you don't need to wait to grab a piece of the virtual fun. Sign-up today to **5 of the Fairtrade Fortnight festivities** we're already getting excited about.

[JOIN THE FESTIVAL!](#)

It's been a tough year since last Fairtrade Fortnight, and each event – whether it's **meeting talented artists from around the world** or **getting tips on sprucing up your house plants** – will be a brilliant chance for our global Fairtrade community to come together again.

And at every event we'll be focusing on **Climate, Fairtrade and you**. Because, this year more than ever, it's important we come together to **stand with people behind the food we depend on**, as they face the daily realities of the climate crisis.

The recent storms across Central America devastated many Fairtrade farmers; destroying their crops and their ability to earn enough to provide for their families. These storms were just the latest example of how increasingly extreme and unpredictable weather patterns are pushing small-scale farmers to the brink.

Those Fairtrade coffee farmers in Honduras, like the Fairtrade cocoa farmers in Côté d'Ivoire, contribute least to the Climate Crisis. Yet through erratic weather patterns, increasing plant diseases and rising

temperatures, the rapidly changing climate offers an **immediate threat to their livelihoods**.

Farmers and workers cannot adapt to these unprecedented challenges, combined with the Covid-19 pandemic, when they aren't earning enough for the absolute essentials.

Simply put, the farmers and workers in these countries and other climate vulnerable areas around the world **need to earn more** if they are to survive the climate crisis.

Choosing Fairtrade is a vitally important way to put more money and more power in their hands, but as a Fairtrade movement we can do – and must to – more.

Our **Choose the world you want festival** is a chance to do just that. Throughout 2021, our global Fairtrade community will be pushing even harder for governments, businesses and international bodies to go further and faster on tackling climate change and supporting the people most affected by the current climate crisis.

[JOIN THE FESTIVAL!](#)

Look out for more details soon on the full range of performances, discussions and interactive workshops that will make up our **Choose the world you want festival**. But please do check out the **five festival highlights** you can sign-up to right now.

Look forward to seeing you there!

Many thanks,

Stefan

Campaigns Team, Fairtrade Foundation