



Cymru Masnach Deg
Fair Trade Wales



Fair Trade Wales policy asks for the 2026 Welsh Parliament elections





Fair Trade Wales is calling on political parties in Wales to:

1. Commit to the Fair Trade Nation criteria

Work with Fair Trade Wales and other bodies, statutory and voluntary, to action these commitments, and to assess progress.

A Fair Trade Nation is one where:

1. there is widespread awareness of Fair Trade;
2. there is significant engagement with Fair Trade across different sectors of society;
3. there is consumption and production of Fair Trade products;
4. there is political support and engagement with Fair Trade;
5. inequalities in global trade and society are challenged by Fair Trade.

2. Support Socially Responsible Procurement

Support global responsibility in procurement in:

- the Welsh Government's direct operations
- the Welsh public sector
- organisations in receipt of public funds
- Welsh supply chains
- local communities

3. Embed Fair Trade in Welsh business practices

Support businesses in adopting ethical approaches, sharing good practices, and aligning trade promotion activities with the Sustainable Development Goals.

4. Integrate Fair Trade in education and lifelong learning

- Embed Fair Trade principles into school curricula, higher education, and workplace training to enhance Global Citizenship Education and sustainability awareness.
- Support the development of learning resources and research partnerships to deepen understanding of Fair Trade.

5. Enhance public support through campaigns and messaging

- Support Fair Trade Wales to deliver campaigns with refreshed messaging that connects Fair Trade to global challenges such as climate action, the Wellbeing Economy, and human rights.
- Position Fair Trade as a systemic solution for achieving sustainability and equity.
- Strengthen support for Fair Trade businesses
- Recognise Fair Trade businesses as critical to sustainable development and provide targeted support to help them compete fairly.
- Expand grassroots networks, promote Fair Trade SMEs, and explore growth opportunities to reinforce Wales' commitment to ethical trade.

6. Promote Wales as a globally responsible nation

Use Welsh Government influence at a UK level to promote fair trade, and sustainable supply chains.

In a future International strategy there should be reference made more strongly to imports, to the need for support for ethical production, and for the Welsh Government to use whatever levers it can to push for ethical supply chains.

The Future Generations Commissioner's global responsibility commitment is welcome and needs to continue and be built on.



Fair Trade is:

Fair Trade is a global movement that puts people and the planet before profit. When producers receive a fair price for their goods it leads to an improved working environment and a better quality of life for them and their families. Fair Trade takes a holistic approach by connecting producers and consumers through making supply chains more transparent and providing better choices for shopping responsibly.

Justice, equity and sustainable development should be at the heart of equal trade structures and Fair Trade is a partnership for change and development through trade.

Fair Trade supports its partners to take ownership of their business and to empower workers to take control of their own future and work together democratically. When this happens, producers are more likely to choose to develop sustainable farming practices which can help mitigate the ongoing damage caused by climate change. Fair Trade also supports producer-led community development, education and health projects and human rights for people globally.

We have a common interest in paying a fair price for what farmers produce. The principle of supporting fair pay and sustainable supply chains is one which is applicable to farmers everywhere, here in Wales and in the countries from which we import goods. We are not just promoting Fair Trade, we are promoting a fairer future for all.

Fair Trade Wales supports, grows and influences on behalf of the Fair Trade movement in Wales.

We are proud that Wales is a Fair Trade Nation.

Wales became the world's first Fair Trade nation in 2008, and recently refreshed its Fair Trade Nation criteria.

Fair Trade matters to people in Wales. For example, Yougov research carried out for the Fairtrade Foundation found that 83% of people in Cardiff bought a Fairtrade product in the last year (1). Ethical production was considered important when purchasing online or in store by 74% of our recent Wales survey respondents (2).

There are Fair Trade groups working in their communities across Wales, raising awareness, gaining support from their local authorities, working with schools and universities. In supporting Fair Trade, and giving a clear message about this in policy and providing practical support, political parties and the next Welsh Government can support an ethical approach to production and supply chains which has widespread support. This work has never been more important, as climate change adds to the challenges faced by the farmers who produce the products we need and value.

References:

(1) YouGov Survey commissioned by the Fairtrade Foundation and conducted for Fairtrade Fortnight 2024

(2) Beaufort survey commissioned by Fair Trade Wales and conducted in March 2024

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