

Kōrero

**The newsletter for the Trade Aid Movement.
Kōrero is an internal document and is not
intended for public distribution.**

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December 2021
Issue 44



A message from CEO Geoff White

Kia ora koutou,

As this year draws to a close I can't help but think that we are in a better place than I thought we would be even a few months ago.

After suffering terribly in the early and middle part of the year all but one of our trading partners have survived. While many are struggling with lower orders, we are getting reports of some doing well and most are optimistic about next year. This is such a relief after it looked so dire only a few months ago.

Despite ongoing shipping issues we have received most of our stock orders, albeit not when we would have liked to. Looking at other retailers empty shelves it is easy to see we are in a relatively good place.

Increased freight costs have been somewhat offset by a better foreign exchange rate this year which has helped keep price increases lower than they could have been. With one exception, a five times increase in freight out of Bangladesh, we have been able to keep prices and margins within an acceptable level.

Despite the numerous lockdowns, and especially Auckland and Waikato which took out 30% of our shop sales, we will end the first half of our financial year in reasonable financial shape. Not on a par with last year but much better than expected.

The strength of our performance means we are able to provide our trading partners certainty with on-going orders and offer the maximum support with our payment terms. Thank you for making this possible.

A very Merry Christmas to you all!



Geoff White, CEO
geoff.white@tradeaid.org.nz

Out and about

What's happening around the country

Trade Aid Nelson

Farewells and new beginnings in Nelson. Shirley Montgomery our 2IC for 17 years and Marion Allan a long time key volunteer for 19 years were farewelled at a sumptuous morning tea gathering recently. It was a heartfelt event, with lots of laughter and memories shared.

Shirley was involved not only in the shop but also in education, the trust, outside events and a stint with TANZ as secretary. Her trip to Peru with the TA Education group was a highlight for her and cemented her dedication to the people and goals of Trade Aid.

Marion has a long background in retail and it showed in her professional customer service and she helped at many outside activities.

They both have been an integral part of the Trade Aid Nelson culture and luckily for us they are both here to help us out at times – in between travelling around.

Our new 2IC is Ailsa Cowan. Ailsa has extensive retail experience having owned her own successful business and retail managing in other retail positions. Along with being a very good potter she is also a pottery teacher. Ailsa volunteered with us a few years back so it has been a seamless transition and she will be a huge asset to our TA Nelson whānau.



Shirley and Marion

Trade Aid Northwest

Sadly our Northwest Trade Aid Marketplace Store closed in September. Unfortunately their lease expired during lockdown so we weren't able to do our normal farewell within their shop community. Trade Aid now has 24 shops nationwide.

Trade Aid Masterton

Greetings from the Wairarapa where business has been brisk with the exception of Level 3 and 4 lockdowns! Our lovely store manager Leah Cashmore is a great ambassador for Trade Aid, taking the brand out into the community by attending a variety of fairs. Recently she weathered some very chilly temperatures to attend a month of Saturday twilight markets in Greytown's Mid-Winter Christmas Festival. There was a lovely atmosphere at these markets, with hot chocolates and cool gifts

on sale and plenty of Christmas lights and music. More than one person remarked to Leah that it reminded them of the real European Christmas markets. Leah also has a loyal band of volunteers and has done wonders with the store's profit margins. We'd like to take this opportunity to thank Leah for her four years of hard work – she definitely has earned our appreciation.



Leah Cashmore

First the Trust and Delwyn decided we should. Geoff and Mel said, "yes, we could!"

The date was set. The store was closed. How to get the stock from the shop was posed.

Delwyn thought supermarket trolleys? Janet said, "By golly!"

She asked New World for a loan. Greg, the manager said, "Yes," and didn't moan.

Alister brought them for the volunteers to load, so with stock, they set off up the road.

One by one, by one, until all the work was done.

The cabinets, cupboards and slat walls went too. Quite a lot – not a few, and we all said, "Phew!"

Days later to change the look, Paul the painter came; then Will the electrician worked to do the same.

The carpet layer came to brush up the floor which meant Wayne had to fix the front door!

Then Mel and Michael put in the new slat walls, but, Oh No!!! There was a delay; really quite a stall...

But never mind, all was well, the second time round worked really swell.

Volunteers came back with the trolleys, this time it was much more fun and much more jolly.

Then Mel, Delwyn and Kate, worked and worked until late,

Making the shop look really swish, to supply every customer's wish.

The signs look bright, the signs look clear, they beckon to all far and near,

Saying, this is us -Trade Aid, selling all things good and wonderfully hand made.

In the end all was done, and we could open our doors again and say, "Come."

We love our new shop; it was worth the work the risk, we thank all involved, for our sales are now much more brisk.



Above 2 photos: Delwyn Cox

Trade Aid Ōamaru celebrated after the shop refit with a high afternoon tea at Riverstone to thank everyone for their hard work. We also farewelled Lichelle Guyan and presented two Kete one certificates and one Kete two certificate.

Lichelle joined the Ōamaru Trade Aid Trust in 2016 and has been the secretary/treasurer since 2017. We have very much appreciated Lichelle's expertise, especially her touch typing skills and knowing how to set up Zoom meetings, which really benefited us during the 2020 lockdown. She has always been willing to work through issues. Her ability to understand governmental processes and meeting procedure has helped us greatly. All of this has been when she worked full time for our local District Council. We will miss her willingness to serve Trade Aid, very much.

We also presented a service award to Janet Calder and acknowledge Janet's unwavering commitment and support to the cause over the past 12 years.

Janet joined Trade Aid Ōamaru as a shop volunteer in July 2009 and immediately demonstrated the value her previous experience as a teacher could bring to the Trust. Janet was elected to the trust later that year and has since been a dedicated member of the team taking a lead role in education.

Janet has provided strong leadership as chair since 2013, she is very easy to work with and Delwyn looks forward to Action Friday's when Janet is volunteering in the shop and she can chat about what's going on and often get things done rather than waiting for the next trust meeting. Single handedly Janet has run Kete training programmes and Trade Aid education sessions at schools and events. She is a great presenter and these sessions have resulted in new customers in our store and greater community understanding of why Trade Aid exists. Also Janet's husband Alister is always happy to help out with handyman jobs at the store. Thank you Janet from us all you are really appreciated.



Janet Calder



Ōamaru celebrating at Riverstone

Trade Aid Havelock North

Life in the shop has been very busy here in Havelock North, but we have also had some fun times too! Last Wednesday the local business association ran a late shopping night (well, not too late, just till 7pm) and our shop participated in that. We dressed up the reindeer with some sparkly lights and put our CD player near the door so passers-by could hear the international Christmas music. Santa in his sleigh came along the street, and we were delighted when the Sounds of Hawke's Bay women's barbershop chorus chose to stop and sing carols outside the shop. Luckily we had enough Masala Chai samples to give one to each of them, and they were very pleased to get those.

Then, on Saturday we held our AGM in the shop after a successful trading day. We had very good attendance and heard some excellent reports of the year's activities. It was especially good to elect Ilse Keehan to the Trust – she has had a wealth of experience in both Taupō and Havelock North and will bring invaluable insights to our team. And after the meeting, we all trooped across the road to the Diva bistro for a well-deserved drink, nibbles and a lot of chat and laughter. That was a very good way to end the day. Now.... just a few more shopping days before Christmas!



Partnerships

Travel and partner news

Non-Trade Aid products for sale in Trade Aid shops – what is the criterion for acceptance?

From time to time TAI receives requests from people or groups based in New Zealand who would like to sell their products in Trade Aid shops. It is the Development Committee who assesses these requests against a criteria and approves or declines them. In the early days we stocked a larger range of these non-partner products, partly because Trade Aid's partners didn't have as comprehensive a range as they now do, and these additional products helped complement and sell our partners' products. Until recently we also used to sell a range of New Internationalist magazines, books and accessories, which were viewed as both educational and supporting the global context of our products.

As our partners' ranges have become more comprehensive, TAI's Development Committee has been faced with the question what are good reasons to sell other products that compete with, or take shelf space away from our own 63 trading partners? We have a strong commitment to these trading partners and a desire to support (through increased trade) the great work they do in and for their communities. So it is only in very few

situations that Trade Aid would consider stocking products outside of the range from those partners. Such situations include:

1. Collab food products:

These are products that directly support our partners because they use Trade Aid ingredients in their manufacture. Our trading partners have benefited enormously from our wholesale sales of such products. Offering these brands temporary shelf space in our shops is one way we can continue to encourage brands to include Trade Aid products in their supply chains. These brands are subject to ethical and environmental standards. They are stocked on a temporary basis only, for a period of 3 – 6 months, to support strong sales for new products that benefit our trading partners. Recent examples of these include Cookie Project and Little Beauties.

2. Craft products:

This is a harder criterion to fulfil, in part because our craft products are not used in the same way as our food products are in the situation above. Most of the applications in this space come from New Zealand social enterprises who purchase

ingredients under a conventional system, and then donate profits to charities. We view this type of trade as an 'aid' model. This is not considered a good fit for our Trade Aid shops, which work on a 'development through trade' model. Hence these applications have all been declined.

For a product to be viewed as a good fit for the Trade Aid shops, it is essential that the product tends to create change through the trade of the product itself, and not through the profit made from trade. This is because Trade Aid believes in creating change through equitable, fair, sustainable trade with values hardwired into its supply chains. It is by engaging in this type of trade that producer communities can seek to create change in their own communities. You will be aware that many of Trade Aid's partners are able to run their own health and education programmes for children and adults as a part of what they do and do not require aid to achieve this.

Essential to this criterion is that a product does not compete with existing trading partner products.

If you have questions about any of the above please contact Michelia Miles, Development Manager, michelia.miles@tradeaid.org.nz



San Fernando – our coffee cooperative partners based in Chiapas, Mexico.

“Thank you for your interest in our coffee and if Mother Nature doesn’t say any different we’ll send you good quality coffee.” – said a Board Member of San Fernando when we connected on a zoom call on 10th November to catch up on how things are going.

We were hosted on the zoom call by our contact, and sales person at San Fernando, Silvia Herrera. Silvia speaks great English and interpreted from Spanish for us, saying, “We really appreciate the communication with Trade Aid because you are always trying to keep in touch in order to build a stronger relationship and that is the difference between our customers, how close we are. We don’t see you just as customers but also as partners and we really appreciate your communication and how clear you are.”

And their biggest challenge at the moment? The high prices they are receiving for their coffee! It may sound strange but the high prices bring a new set of challenges for the cooperative.

With the international ‘C’ price for coffee up around US\$2 per pound, a price that hasn’t been seen since 2014, this creates competition for the cooperative and they have to work hard to receive full volumes of coffee from their cooperative members.

It may seem counterproductive that members would sell their coffee elsewhere than their own cooperative, but producers have long struggled to make enough money out of coffee farming to lead a good quality of life, taking care of their food needs and family wellbeing, as well as being able to invest in their fields to create a sustainable living.

So when prices go high, the multi nationals who are flush with cash are paying prices that farmers haven’t received in years, and they pay upfront. The cooperative model on the other hand pays a first initial payment upon delivery of the coffee and then it pays a quality differential once the coffee has been graded and at the end

of the harvest a profit dividend payment. These three payments represent a higher price than what the multinationals are paying up front, but the communication with farmers has to be excellent for them to calculate the additional benefit of selling through the cooperative.

Paying up front for high priced coffee before it receives payment from its buyers also puts huge pressure on the cooperative to be able to meet even the first payment to farmers.

“We really want to keep our volumes but for this we need a lot of money. We don’t have problems with our finances right now but we do need it really fast and to be responsive, and we don’t want to get into competition with multi nationals as they have a lot of money to throw around. We need to stay in close contact with our producers so they understand they will get more through us, but that they’ll have to wait for the differentials.”

“Our main job is to get good quality coffee and we know that if we can get customers like you we can continue to produce this good coffee.”

San Fernando is one of our partners most recently visited. Justin Purser visited in February 2019 (before travel ceased in 2020) and met the Board, staff and producers around the region.

San Fernando’s producers are located within nine municipalities within the state of Chiapas; the eight marked on the map plus Tenejapa. Within these nine municipalities are the 50 communities who collectively make up San Fernando’s membership; each of these communities has on average 25 members.

Trade Aid’s coffee currently comes from municipalities/ communities which are considered to be among the producers of San Fernando’s highest quality coffee. As a highly regarded customer for our pricing, commitment and communication Trade Aid receives preferential treatment with regards to quality of supply.



2019 visit to the community Nuevo San Luis, in Ocozocoautla de Espinoza

The Nuevo San Luis community contains 32 members, and was created through San Fernando. The altitude here is 1440m.

Nuevo San Luis has built their own coffee processing mill and warehouse over a period of twenty years at a cost estimated to be 5 million pesos (NZ\$385,000); mostly they have provided the funds for its development themselves although they have recently also received some government funding as well. With their own wet processing mill its members can improve the quality of the coffee they produce while also significantly reducing their processing time.

‘In the past we all produced coffee by ourselves and it was of variable quality, and as individuals we were not motivated to improve our coffee quality. Now, through working together, we are. It also used to take us up to eight hours each night – from around 6pm, until 2am sometimes – to depulp the coffee cherries we had picked that day. Then, we would get up again at 6am to start working again’ – Jose Roblero

Now, members of the community work together to pick cherries on one farmer’s property on a given day, and then bring this coffee down to the depulper that day for processing.

Future development of the group’s coffee plant here will include the construction of a training centre which will be used by Nuevo San Luis and also three other nearby San Fernando coffee communities. The training centre will include a cupping laboratory.

In 2019 the local street price for coffee in this region was 1600 pesos per quintal (57.5kg of parchment coffee), while members of the Nuevo San Luis group received a first payment of 2500 pesos per quintal from San Fernando. Based on recent year’s performance, they might also have expected to also receive a dividend payment of 200-300 pesos per quintal of coffee at the end of the year.

From our conversations in 2021 we now understand the price to farmers is 3600 pesos per quintal.



Meet Jose Roblero, president and member of San Fernando

Thanks to coffee I have been able to provide for the needs of my family. I’ve always tried to receive a fair price for my coffee, but in the past the prices were very unreliable. Major buyers like AMSA (the largest multinational coffee buyer in Mexico) would set a price in the morning, and then as the morning progressed and more and more farmers would line up to sell their coffee to them they would suddenly announce that the market had dropped and that they were lowering their price. Farmers would feel forced to sell their coffee in this kind of situation at the lower pricing.

San Fernando was founded to offer its members a better deal and I joined it in 2007. Now, my children are now part of San Fernando as well and I’m proud of all we’ve achieved; better education, better healthcare, training, and other financial support. I’m really proud of the fact that my children are now also members of San Fernando.”

San Fernando farmers will be picking their coffee from December through to January and Trade Aid will purchase approximately five containers from this harvest. Roughly half is being bought by Trade Aid to wholesale to various NZ roasters, and Hummingbird is buying most of the rest, with the remainder allocated to Atomic and L’affaire coffee.

Education news

Kia ora koutou Trade Aid whānau!

Update on the Sign For Freedom campaign

MBIE response to Sign for Freedom petition is released

“There is a gap in New Zealand’s measures regarding modern slavery in international supply chains,” reports MBIE (Ministry of Business, Innovation and Employment) in response to Trade Aid’s petition in which 37,000+ New Zealanders urged the government to propose Modern Slavery Legislation back in June.

Trade Aid welcomes the briefing and the confirmation that Minister Wood has directed MBIE to investigate whether New Zealand is adequately protecting workers in New Zealand and elsewhere from modern slavery, and to investigate the options for addressing slavery in international supply chains.

The briefing acknowledges that modern slavery is most often found in international supply chains, and that tackling modern slavery will take a collective global effort, with a particular focus on global supply chains at the national level. However, Trade Aid believes this makes it all the more disappointing that in response to the petition, the government continues to stop short of committing to Modern Slavery Legislation.

“The Sign for Freedom campaign urged the government the enact Modern Slavery Legislation, recognising that New Zealand had fallen well behind its global counterparts in this space, and without legislation was failing to meet its global commitments and responsibilities,” says Trade Aid’s CEO Geoff White. “It is acknowledged in the briefing that legislation would set a standard to help ensure all people are treated fairly and with dignity, and meet the global commitments made by our government.”

Trade Aid’s submission to the Petitions Committee recommended that legislation be unique to the business climate of Aotearoa, and we applaud the Minister for putting together a Modern Slavery Leadership Advisory Group*, which in bringing together business, academia, unions, and NGOs provides a wide range of perspectives to inform uniquely Aotearoa-based legislation.

The briefing confirms that MBIE will be drawing from the United Nations Guiding Principles on Business and Human Rights when

considering options, as is consistent with the recommendations from Trade Aid and World Vision New Zealand.

“In general this briefing is encouraging in its confirmation of the seriousness of this issue and in the action that is being undertaken,” says Geoff. “It will be welcomed by all those New Zealanders who signed onto this petition because they believed in global fairness and human rights.”

Trade Aid welcomes the news that there will be public consultation on the policy options and that this is scheduled to begin in early 2022. This consultation will be used to inform any legislation put forward to Parliament. Trade Aid will be encouraging its supporters, to engage when the public consultation period begins, to help ensure that strong legislation is created that will bring real change to those suffering in situations of modern slavery.

* “The Group is chaired by Rob Fyfe and includes representatives from World Vision New Zealand, Trade Aid, Kathmandu, Countdown, OCS, Human Rights Council, Business NZ, the New Zealand Council of Trade Unions, Auckland University, Auckland University of Technology, Walk Free and NZ Superfund. The members have been chosen based on their work in this field already, and their experiences addressing this issue. Their advice will be invaluable in helping us formulate the right approach for modern slavery legislation in New Zealand.”

Oral Submission

On Thursday 18th November Trade Aid and World Vision made an oral submission to the Petitions Committee. The oral submission gave the chance to explain our petition to the committee and also provides an opportunity for the members to ask questions. The Ministry of Business Innovation and Employment and the Human Rights Commission have also been offered an opportunity to speak to their submissions. This is an exciting next step along the journey towards (cross fingers) legislation.

Visit the www.facebook.com/petitionsnz to watch the oral submission.



Supporters at the petition handover. Photos: Calum Turner

Campaigns

Buy Good is the key value we are celebrating over the October to December period.

Buy Good

Create an equitable world.

We believe in creating fairness in trade. Buying good products made in a fair, sustainable way makes life better for everyone and our way of life. It makes life better for our artisans, producers, trading partners and everyone in our global supply chains. Buying good lets us thrive together. Buying good is one small step for social good.

Christmas

In our quest to build a better world our little, everyday choices can make a big impact. This Christmas we encourage you to bring thoughtfulness into your everyday lives, not just with giving but with your everyday actions. Show consideration for other people, the planet, and what's going on around us, especially as 2021 with all its challenges comes to a close, and a new year begins.

Check out our website for some fab tips and inspiration for a thoughtful and intentional Christmas.

www.tradeaid.org.nz/buygood



WE'RE SAYING NO TO BLACK FRIDAY.

BIG SALES AND CONSUMERISM MAKE AN UNFAIR WORLD.
LET'S SIMPLIFY AND BUILD BACK BETTER.

#WERESAYINGNOTOBLACKFRIDAY

Black Friday

Trade Aid ran a Black Friday campaign in November. We've included the messaging here for you to learn more about the campaign. We're saying no to big sales because mass-consumerism makes an unfair world.

Black Friday is a one-day sale, held on the last Friday of November every year. Having originated out of the US, Black Friday has spread to become a major retail event around the world. The day promotes big savings and kicks off the festive trading season. Black Friday has become New Zealand's biggest sale event.

The day has grown over time to become a frenzied event where customers will do anything to get their hands on goods. This has led to violence, death and injuries overseas. This is not the buying culture we'd like to see here. Buying cheap allows big retail to squeeze the little guys and our local industries, who can't compete with such big loss-leading sales.

trade aid

MANIFYESTO

WE'RE SAYING YES TO THE POWER OF EVERY SINGLE PERSON TO
CHANGE THE FUTURE. WE ARE ALL IN THIS TOGETHER. EVERY CHOICE
WE MAKE MATTERS. EVERY GOOD CHOICE MAKES THE WORLD
A LITTLE BETTER.

WE BELIEVE MASS-CONSUMERISM HURTS PEOPLE AND OUR PLANET.
BUYING GOOD PRODUCTS MADE IN A FAIR, SUSTAINABLE WAY MAKES
LIFE BETTER FOR EVERYONE, PROTECTS OUR BEAUTIFUL EARTH,
AND OUR WAY OF LIFE.

BUYING CHEAP CAN COST THE EARTH. BUYING CHEAP ALLOWS BIG
RETAIL TO SQUEEZE THE LITTLE GUYS. THAT'S WHY WE'RE SAYING NO
TO BLACK FRIDAY.

YOU WON'T FIND A BIG SALE HERE. INSTEAD, WE SELL QUALITY GOODS
AT A FAIR PRICE, ALL YEAR ROUND. JOIN US IN CHAMPIONING A WORLD
WHERE TRADE IS FAIR AND SUSTAINABLE FOR ALL.

BUY GOOD. LIVE GREEN. BE KIND.
SPEAK UP. MAKE CHANGE.

TRADEAID.ORG.NZ
#WERESAYINGNOTOBLACKFRIDAY

GOOD
TO LIVE
BY.

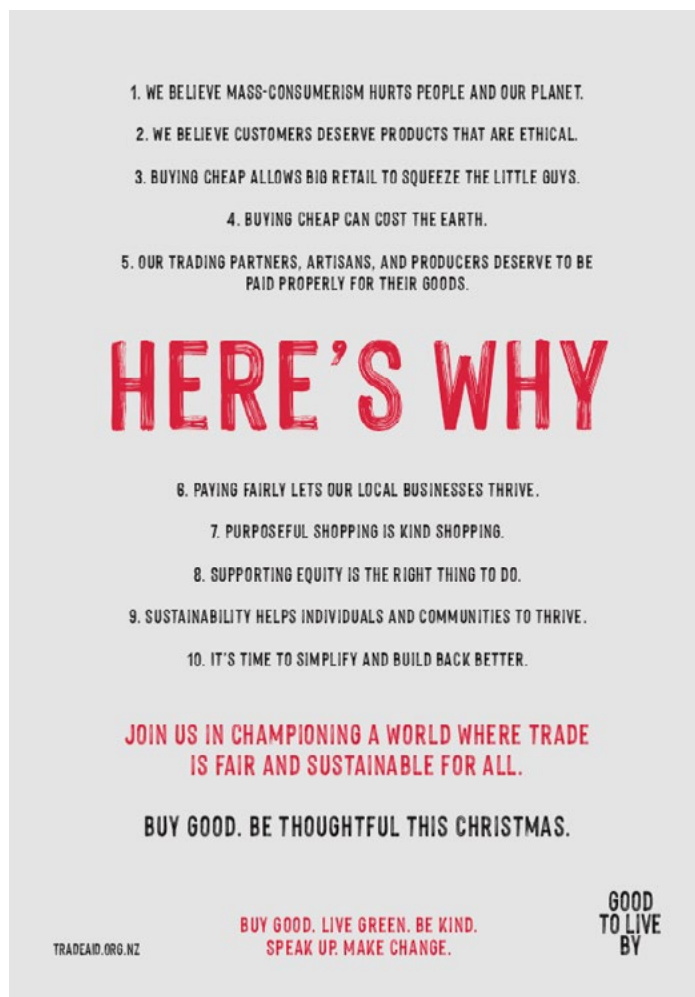


Photo: Joanna Matheson

We're Saying No to Black Friday and Here's Why

We believe in the power of every single person to change the future. Every positive choice makes the world a little better. Because small steps lead to big change.

Covid has changed the world and our culture. Kiwi values have brought us together and reminded us we can unite. This pause on life has given us time to reflect on what is truly important. It's time to build back better and fairer. With this comes an opportunity for us to rethink our buying decisions, be intentional and put our valuable dollars to better use, to change Aotearoa for good.

Since 1973, Trade Aid has proven a successful business model where equity, accountability and creating fairness in trade, is at the heart of what we do. It's possible to know how your products are made, eliminate any found risks and pay trading partners, artisans, and producers properly for their goods, all while being fair to your staff and remaining affordable to your customers.

This style of business should be standard practice and kiwi customers deserve that.

Help us to level the playing field with intentional shopping and join us in championing a world where trade is fair and sustainable for all including our trading partners, artisans, and producers.

We're Saying Yes To

1. We're Saying Yes to building back better
2. We're Saying Yes to fair wages
3. We're Saying Yes to local businesses thriving
4. We're Saying Yes to supporting producers, artisans, and trading partners
5. We're Saying Yes to fair prices all year round
6. We're Saying Yes to equity
7. We're Saying Yes to ethical products
8. We're Saying Yes to intentional purchasing
9. We're Saying Yes to small steps making a difference
10. We're Saying Yes to making a better Aotearoa
11. We're Saying Yes to community
12. We're Saying Yes to a world where trade is fair and sustainable for all

On Black Friday we encouraged shoppers to join us in our store with this message:

Join us for a Cuppa

On Black Friday, you won't find any hustle and bustle here. Being mindful in our lives is required, especially around this busy time of year. Slowing down helps us to be thoughtful with our spending. So what better way to relax than to have a cuppa? If you'd like some respite, come into the store and we'll be giving out tea samples for you to take a load off too. There's nothing that can't be solved over a good cuppa tea.

Help us to level the playing field with thoughtful shopping and join us in championing a world where trade is fair and sustainable for all.

Buy good. Live green. Be kind. Speak up. Make change.

Campaign Date: Black Friday fell on the 26th of November 2021. Our Black Friday campaign kicked off November the 22nd and ran for a week. Aspects of the Black Friday messaging will continue on through December.

Special features

Highlight's, history, features and more



Product feature

These cute Christmas decorations feature an adorable bunny and monkey made from cotton and hand embroidered. The embroidery techniques used are over a thousand years old, based on the practices of the Kathiawadi desert nomads and are being kept alive by the Gujarati artisans of St Mary's Mahila Shikshan Kendra, one of our fair trade partners in India. Designed by our talented Product Developer Emma, one of the TAI team.



Spiced chocolate truffles

There's something very personal and meaningful about a gift that you took the time to make yourself. Delight family and friends with homemade treats that are fair trade and festive.

This recipe for spiced chocolate truffles uses the finest fair trade ingredients and has been developed for Trade Aid by The Vegan Monster. Easy to make, this recipe creates a delicious vegan treat. Makes approximately 25 truffles.

Filling Ingredients:

100g	Almonds*
100g	Raisins*
1tsp	Freshly ground cloves*
1tsp	Freshly ground cardamom*
1-2Tbs	Cocoa powder*

Chocolate glazing ingredients:

130g Dark chocolate drops*
Wooden skewers

Method:

1. Soak almonds for at least 8 hours in water, then rinse and drain. After soaking, rinsing and draining, place the almonds with raisins and spices in a high-speed blender or food processor and blend until it forms a slightly crumbly dough.
2. Transfer to a bowl, sift cocoa powder into the bowl and stir to combine. The dough should be quite moist and easy to form.
3. Take little portions of dough and shape them into balls. Place in refrigerator while preparing the glazing.
4. For the glazing, melt the chocolate drops in a double boiler.
5. Place one ball at a time onto a wooden skewer and dunk it in the chocolate. Let excess chocolate drop off. Then place the wooden skewer upside down into a glass to let the chocolate set. Make sure that the truffles don't stick together (you may need more than one glass to have enough room).
6. When the chocolate glazing is set, take the truffles off. If you have some leftover chocolate, you can drizzle it over each truffle. Store in an air-tight container in the fridge and enjoy within about 4 days.

Tip:

You can purchase whole cardamom pods and whole cloves and grind them at home for a more intense flavour.

Joining the Trade Aid whānau

We're thrilled to welcome Kara our new Shop Manager in Taupō to our Trade Aid team



Introducing Kara Scott

What is your role?
Taupō Retail Manager

What is your favourite Trade Aid product?
Ahh too many favourites!
But I love our mugs, large Buddha head, and wooden family games – chess, tic tac, pick up sticks and hopefully a few new additions this Christmas. They are perfect for holidays.

Cat or dog?
Ooh, love them both

– Blade the cat and Fern the dog.

Pancakes or waffles?
Pancakes

Library or museum?
Museum

Bagels or toast?
If its Vogel's thick slice – definitely toast

Vacation or staycation?
Vacation – I love Taupō, but it's so good to get out.

Night or morning?
Morning.

City or countryside?
Countryside –especially native bush, skiing, and mountain biking tracks

Fiction or nonfiction?
Non-fiction

Attend a party or host a party?
Host

Trade Aid Importers is thrilled to welcome two new staff members to our team and we'd love to introduce them to you all with the hard hitting question line up below.



Introducing Kara Scott

What is your role?
Inwards Goods Team Leader

What is your favourite Trade Aid product?
I love chocolate and coffee, so either chocolate covered cashews or one of the coffee blends

Cat or dog?
Cat

Pancakes or waffles?
Pancakes

Library or museum?
Library

Bagel or toast?
Bagel

Vacation or staycation?
Vacation

Night or morning?
Morning

City or countryside?
City

Fiction or nonfiction?
Non-fiction

Attend a party or host a party?
Host



Introducing Erin Gibbons

What is your role?
Warehouse Assistant

What is your favourite Trade Aid product?
It's a tie between the tiny wooden spoons and anything fruit themed. Also coffee and chocolate!

Coffee or tea?
Coffee!

Movie or tv series?
TV series

Phone call or text?
Text

Pop or Indie?
Indie

Big party or small gathering?
Small gathering

Pizza or taco?
Pizza

Receive: Email or letter?
Email

Dine in or delivery?
Delivery

Ocean or Mountains?
Ocean

TANZ Committee update

The latest news from the Committee

TANZ's schedules, as with most of yours, have been very much thrown about by Covid-19 but the development and presentation of the Education Programme remains one of our key focus points.

Thanks for all those responses to the first Survey Monkey. It was a great disappointment not to be able to listen to the discussion that feedback generated face to face at conference before looking at what, collectively, we thought Trade Aid should be focussing on next year.

We want to be covering both issues to campaign upon: The Anti-Slavery campaign was most effective and I am really looking forward to the launch of the Black Friday campaign on Nov 22nd. But we also need to ensure shops feel adequately resourced to educate both

customers and the wider community. We look forward to seeing the results of the second survey Sarah Kelleher sent out to Shop Trusts last month.

By the time you read this TANZ expects to have met with our providers and have a clear outline of what is needed, both by EENZ and TANZ, to ensure the high quality education programme we envisage is provided and that we are given enough information to measure the service delivered. Our proposed timeline will see a Strategy Document for the next financial year drawn up by the end of Feb 2022 which we will then pass on to EENZ. TANZ will consider the response received in April, request any changes and expect to sign a contract in May that will see the programme implemented from July 2022.

Key dates for the Trade Aid Movement

MONTH	DATE	KEY ACTIVITIES	DATE	SHOP TRUST TO ACTION
December	24th	Trade Aid Warehouse Closes	–	Shop AGM's
	25th	Christmas Day		
	26th	Boxing Day		
	29th	Trade Aid Warehouse Reopens		
January	1st	New Year's Day	–	
	1st	Trade Aid Warehouse Closes		
	5th	Trade Aid Warehouse Reopens		
	23rd	Vegan Expo Christchurch		
February	6th	Waitangi Day	–	
	14th	Valentines Day		
	–	Test Kitchen variants 100g SKU in store		

Kete completion

Congratulations to the following people for completing their Kete training

Kete One

- Monique Portegys – Whangārei
- Beatrix Narbey – Whangārei
- Christine Ralph – Tauranga

Kete Two

- Kate Rutherford – Ōamaru

In the New Year expect to hear an indepth update on Kete 1 and 2. Kete 2 is offline until you hear from us regarding this update.



New and noteworthy

What's coming up

Eco Gifts



We love this time of year when the warehouse and stores are brimming full of gorgeous Christmas goodies.

It's so exciting to see that all stores are going to be open for the lead up to Christmas. Christmas officially launched for Trade Aid on the 26th October and all messaging over this time fits under the Buy Good value. You will be seeing, all activation referencing this messaging such as 'Be thoughtful this Christmas' or 'Buy Good this Christmas'. On our website you can now view the Christmas Craft Collection, and get plenty of gifting inspiration like gift ideas including gifts under \$20 and under \$50.

Alongside our physical stores, we are also focusing on the online store and have activated a number of tactics to encourage purchasing. This is becoming increasingly important with the on-going challenges around Covid.

Our new, limited release Dark Chocolate Dipped Mango has been on shelves for a few weeks now and is proving to be very popular with customers. Sweet and tangy mango pieces dipped in rich dark chocolate at our Sweet Justice Chocolate Factory in Christchurch. This very special Christmas treat comes delightfully packaged for gifting in all-compostable packaging, so it makes for a sweet sustainable gift for someone special and for yourself!

During December we see our next Coffee of the Month, a special limited release organic coffee available exclusively in Trade Aid stores. We are trialing something new with this blend, and experimenting with personalization and gifting. We think the Coffee of the Month would make a great gift and the personalization of this with "have yourself a merry little coffee" hopefully has wide appeal. The taste is a light summery blend with beans from Guatemala, Mexico and Ethiopia. We look forward to receiving your feedback.

You'll also see a special offer of 2 for \$12 promotional deal across our 200g chocolate block range.

Alongside of all of this, we are busily planning FY22 and the Food Team have some great new products in development which you will hear more of in due course.





Have you seen?

Check out all of our latest news on our website blog:

www.tradeaid.org.nz/news

Contacts:

Kōrero contributions:

korero@tradeaid.org.nz

TANZ: TANZ@tradeaid.org.nz

Need more information?

Trade Aid Library:

library.tradeaid.org.nz

Refer Summary of Information Channels poster now in your shop.

Trade Aid Whānau Whakatauki

Waiho i te toipoto,
kaua i te toiroa

Let us keep close together,
not far apart

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