

# Kōrero

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

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*May 2022  
Issue 45*

# A message from CEO Geoff White

## Kia ora koutou,

At this moment I am working on a new 5 year plan. It does feel somewhat strange to be looking through current problems (covid, shipping woes and war in Europe) and just focussing on what the future might look like. And, while there is no guarantee these issues won't still be with us, it is next to impossible to include them in a forecast.

The pleasing aspect of doing this is that it gives an insight into how well we are doing despite all the current problems we are experiencing. We have growth across all parts of the business and it does appear we are connecting well with wholesale customers and consumers. Our Education Programme has made a big impact with both the Modern Slavery Act petition and Black Friday campaign increasing interest in trade justice issues.

An integral part of this planning will involve how we can improve our culture and environment and the wellbeing and engagement of staff and volunteers throughout the Movement. We have recently conducted an extensive survey to understand what the current situation is and careful analysis of the results will drive improvement initiatives.

The focus must always be on the impact we provide to our trading partners and on terms that are meaningful to them. We are undertaking extensive interviews with them and will be sharing these with you throughout the year.

TANZ have initiated a series of monthly webinars and I would encourage you all to attend or watch the recorded event at a later date. The first session was an interview with Ashwini Sashidhar, Tea Promoters India, who gave us an extremely interesting insight into the work of TPI and the various community programmes they are involved in, and the second session was on the language of empowerment which is central to our messaging and will provides a good understanding of how we should be presenting ourselves, our trading partners and our mission to others.



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

## Out and about

### What's happening around the country

**With the current red traffic light settings we are a little short on news from around the Movement for this issue, with activities and events on hold. We are however happy to have some news from a few of our awesome shops around the motu to share.**

#### Trade Aid Palmerston North

Our treasured volunteer Inez turned 100 years old in January. She is still volunteering and works her shift usually once a week.

This article appeared front page of the Manawātū Standard today. The Article was written by Janine Rankin.

[www.stuff.co.nz/life-style/127465342](http://www.stuff.co.nz/life-style/127465342)

#### Trade Aid Kirikiriroa

At the Trade Aid Kirikiriroa AGM in December, we honoured these two amazing members of our shop whānau.

Wendy Riches has volunteered in our shop since February 2005, our longest serving shop volunteer. She is a great support person, able to run the shop when required and has contributed to the movement in many ways, from running church stalls, and working extra shifts when we have found ourselves 'between staff' and even occasionally helping out in other Trade Aid stores in the region.

### Advice from 100-year-old Kiwi: 'Help people as much as you can'

Janine Rankin - 05:00, Jan 11 2022



Inez Pearce relaxes on her birthday, soaking up a room full of memories with the Queen's message in pride of place.

WARWICK SMITH/STUFF

*Inez Pearce featured in the Manawātū Standard*

John Dale is our Trust Secretary and has contributed on the Trust since at least 2004 (that's the earliest record of his name as an entry on our trust records!) He is a very efficient Trust secretary, quick to get things done, a great problem solver and readily available for stalls and events.

We acknowledged Wendy and John and thanked them for their service, presenting them both with the Service Award from TANZ, and look forward to enjoying their continued support.

What is the most important thing in the world? He tangata, he tangata, he tangata.



John Dale and Wendy Riches with their awards

## Trade Aid Havelock North

Community Connection: Turned- on, Tuned-in, the Havelock North Trade Aid shop is On Air and Out There!

"Testing...testing. Ready?" Kelly's fingers count us down, five, four, three, two, one and suddenly we are On Air! "Kia ora koutou. Welcome to the Trade Aid show!" Once again, we are off on our thirty minutes of community connection, sharing Trade Aid stories, the power of fair trade dealings, the principles of "made for good", and describing some of the beautiful products that are the outcome of Trade Aid partnerships.

Trade Aid Havelock North and Radio Kidnappers Hawkes Bay have enjoyed a long-standing relationship making beautiful broadcasts each month. We are a small shop in a small town, but our connection with community radio gives us a very wide reach. Each broadcast is aired four times. It's difficult to say how many listeners are tuned in at any time, but on-line statistics show a very encouraging picture of community engagement. In the last quarter, October to December 2021, Radio Kidnappers had 80,000 visitors to

its website, and 34,000 podcasts were downloaded. And the trend is rising. Figures for the first quarter of this year are expected to be perhaps 20% higher. The value of community radio in giving voice to those who are not part of mainstream media should not be underestimated.

Over the years of providing a monthly Trade Aid broadcast, we've worked out a pretty comfortable balance between education and promotion. There is always something new and special to focus on. The single origin limited edition coffee from Kotolte is a good example. Using the product information card and a little bit of background research, we could share with listeners a lot of information not only about the coffee style but also about the families who grow the beans, their way of life, their language, and the importance of the Trade Aid partnership to them. Or we might share with listeners the process by which a grass, such as hogla, gets turned into a beautiful egg chair, or how neem oil becomes a soap and insecticide. Often we work on a theme, perhaps seasonal, perhaps event-based, but we allow plenty of flexibility within this. Product description can be very creative and fun! We always have on hand the producer cards matching our featured items; these are essential for giving substance to our talks, but also show what a variety of communities Trade Aid is associated with.

Generally, we have two presenters bouncing naturally off each other, keeping the pace up and the presentation flowing. But if we fluff, no problem! Kelly and Ken are very sympathetic editors who can cut out a blooper without anyone noticing. The recording time passes amazingly quickly. Behind the recording panel, a hand goes up: the five minute warning, two minute wrap up, just time to get in the invitation to visit our shop, or check out our website. 'Kia kaha!'. And that's it for another month.

Well, almost! At the end of each session, we photograph the products for uploading to Radio Kidnappers website and facebook page, and to our own facebook page. And back at the shop, we keep a record of the broadcast content to ensure our topics stay fresh. It's a thrill to get a phone call or a visit from a listener, to know that being part of the Radio Kidnappers Hawkes Bay community is valued and valuable. So, if you haven't yet thought about approaching your community radio station, do consider it now, especially since other avenues of publicising what Trade Aid does are – for the moment anyway – closed.



Products Patricia and Rae featured in their February session – featuring gifts for Valentine's Day and in March, our musical instruments, new single-origin coffee, and soaps.

## Trade Aid Ōamaru

There was a lovely article in the Ōamaru Mail, featuring our very own Janet Calder and recognising her awesome contribution to Trade Aid. You can find the article here – [www.oamarumail.co.nz/community/bit-blown-away-by-award](http://www.oamarumail.co.nz/community/bit-blown-away-by-award)



Janet Calder in the Ōamaru Mail



# TANZ Committee update

## The latest news from the Committee

### The TANZ Engagement Series – Tea Promoters India

I think all of those of us who managed to connect with Ashwini Sashidhar at the first Webinar from our Engagement Series learnt something (if not quite a few somethings) about the amazing partner we have in our Tea Promoters India.

We all know the tea is great but what they are achieving alongside being fair trade and organic is impressive. Housing programmes, electricity supply, mental

health and conservation for starters. Below is a teaser written up by Michelia to encourage those of you who couldn't make it to find the time to watch the video recording of the presentation.

By the time you read this on Korero I expect we will have presented the Language of Empowerment session. Can I please encourage you all to ensure the next session, "How is education going

to be delivered and funded?" is on your calendar for 7.30pm Sunday 8th May. Its aim is to ensure a better understanding of the new structure in place for Trade Aid education and provide an opportunity to discuss the strategy for 2022-23. This session is for everyone because we are all educators!

Naku noa na /Kind regards  
David

**On Sunday 20th March we were privileged to host Ashwini Sashidhar from Tea Promoters India (TPI), as part of our TANZ Sunday night monthly webinar.**

The zoom recording of Ashwini's presentation is available to all TA Movement members and it is highly recommended for all members of the movement to watch. TPI is a very special partner, doing amazing things in the tea space, pushing the boundaries of what is possible in the tea industry.

Here are just a few sneak peaks from the presentation, because we want you to get on line and check it out. It will change how you speak to our customers and supporters about our tea. In fact, it will change how you feel when you drink our tea – knowing the amazing organisation behind it.

Watch it here:

[www.dropbox.com/sh/hzfe3usxp2cx6rn/AAAtdjwafB3YiJlrq8QHjBoqa?dl=0](https://www.dropbox.com/sh/hzfe3usxp2cx6rn/AAAtdjwafB3YiJlrq8QHjBoqa?dl=0)



## Our Work

Integrated with our commitment to organic farming is our endeavour to uplift the human communities that live and work in the tea gardens through various socio-economic developmental projects and initiatives.



## Renewable Energy



We are now working towards a 100% shift to renewable energy.

We are focusing our efforts towards becoming carbon neutral by reducing greenhouse gas emissions.

As part of this initiative, our manufacturing unit in Assam is now completely powered by solar panels.

Many fair trade organisations work in physical health and safety, but TPI are going further than this and they're talking about mental health in their rural communities. They're breaking down taboos and talking about fear and anxiety, stress and mental wellness. They started this work long before covid-19 was on the scene, but it's become even more important in the current environment.



## Mental Health and Wellness

The impact of COVID-19 on mental health is complex and affects all parts of society equally.

Community members in our tea gardens who tested positive for COVID-19 have had to cope with severe fear, anxiety, stigma, discrimination, as well as the deep emotional and physical discomfort of being separated from loved ones.



“what mental health needs is more  
sunlight, candour and more unashamed  
conversation”

And did you know that TPI tea is Elephant friendly? Learn more about this and other special projects by watching the TPI presentation here: [www.dropbox.com/sh/hzfe3usxp2cx6rn/AAAtdjwafB3YiJlrq8QHjBoqa?dl=0](https://www.dropbox.com/sh/hzfe3usxp2cx6rn/AAAtdjwafB3YiJlrq8QHjBoqa?dl=0)



A herd of Elephants in Putharjhora Tea Garden

## Wildlife Conservation

Tea Promoters India is the first tea organisation in the world to be awarded the 'Elephant Friendly Tea Garden' status for its projects in Putharjhora, Snowview and Banaspaty.





## Introducing our three newest TANZ Committee members, Rachel has joined the team as an ordinary member and Melanie and Michelia are the Trade Aid Importers representatives.



### Introducing Rachel Chapman

#### What is your role?

I am on the TANZ trust and also the Havelock North shop trust.

#### What is your favourite Trade Aid product?

Masala Chai tea.

#### Cat or dog?

Dog.

#### Pancakes or waffles?

Pancakes.

#### Library or museum?

Library.

#### Bagels or toast?

Toast.

#### Vacation or staycation?

Vacation or at least travelling with a backpack.

#### Night or morning?

Morning.

#### City or countryside?

Countryside.

#### Fiction or nonfiction?

Depends on my mood.

#### Attend a party or host a party?

Does hosting yoga classes/ workshops count, as those are my favourite kind of group gatherings.



### Introducing Melanie Burke

#### What is your role?

National Retail Manager.

#### What is your favourite Trade Aid product?

Too many to choose from but I do love our range of quilts and duvets.

#### Camping or glamping?

Glamping.

#### Cooking or being cooked for?

Both.

#### Patterned or plain?

Patterned.

#### Group hangout or one-on-one hangout?

Group.

#### Share food or don't share food?

Share food.

#### Messy desk or clean desk?

Messy.

#### Food truck or restaurant?

Both.

#### Pizza or tacos

Tacos.

#### Beach or pool?

Beach.



### Introducing Michelia Miles

#### What is your role?

Development Manager.

#### What is your favourite Trade Aid product?

The recycled kantha sari robes. I have three of them in various states of disrepair but I can't bring myself to end their lifespan. I have also bought them as extra-special gifts for friends over the years, and they love them!

#### Camping or glamping?

Glamping! Every year with my husband and two children.

#### Cooking or being cooked for?

Depends on the food, I'd rather cook if the offering is a little boring... I love variation in food.

#### Patterned or plain?

Can I choose textured?

#### Group hangout or one-on-one hangout?

One on one, kanohi te kanohi.

#### Share food or don't share food?

Sharing because it brings with it a better selection of flavours and kai is a great way to connect with others.

#### Messy desk or clean desk?

Busy but tidy.

#### Food truck or restaurant?

Restaurant, unless there's a cool outdoor concert happening.

#### Pizza or tacos

Both! Always!

#### Beach or pool?

Beach but I'm not picky, I take water any way it's offered.

# Partnerships

## Travel and partner news

### A new product for Trade Aid, but one with a long history.

**Arriving in Trade Aid stores in the near future is a range of traditionally crafted glass bead jewellery from Uttar Pradesh, India.**

*Edited from information sent by Tara Projects, India.*

Tara Projects has been producing glass bead jewellery for the last thirty years. Glass beads are made in Purdilpur, a small town in Uttar Pradesh State. Glass bead making is a part of our tradition and culture. The beads have been produced in Purdilpur by the local rural artisans for the last one hundred years. It is an important source of livelihood to hundreds of artisan families in the town as well as in the surrounding villages.

The glass beads are used to make jewellery, in embroidery work, dress decoration, traditional decorations, Christmas ornaments and for other decorative items. This craft started with the production of glass bangles at Purdilpur in the beginning, later on the artisans learnt to make the glass beads. In the late nineties the beads from this town became very popular and the production of many different designs increased, providing livelihoods to thousands of artisans.

In the last several years this cottage craft industry has seen steep down fall due to high competition and lack of regular work. It has forced many artisans to leave bead making, going back to work in agriculture and doing other petty jobs. However, still many artisans' families continue to produce glass bangles, beads and other decorative items for domestic and international market.

When Tara Projects first came in contact with glass bead producers from Purdilpur they had been producing the beads and were supplying to the middlemen in the commercial market. It was not easy. Several of them had bitter experience of exploitation and suffered from the hands of the local shop keepers / middlemen. Often they did not receive payments on time or were given it in parts over a long period. When some glass bead makers heard about Tara, they approached for support. Tara decided to help them by

giving design and work support. Soon the cooperation strengthened. They developed many new designs of beads. The Jewellery designs (necklaces, hair clips, Finger rings, bangles) produced by the glass bead makers were appreciated and ordered by several Fair Trade partners for many years. The regular work impacted their lives positively and gave them fair income and some stability.

Many of the artisans work from their homes, producing beads using the foot operated table method. Due to the nature of their work and to avoid excess heat, they mostly make beads early in the morning and in the evening. The other method is glass bead making on a furnace, which is a group activity. The artisans come together in the morning and work in their furnace windows (with melted glass) separately. Some artisans have their own furnace, or one can also be hired on a daily rent basis as to operate a furnace individually is practically not possible. It is more economic if several artisans can work in a group on individual windows at a time.

To ensure the safety of the artisans while working on a furnace, Tara helped some artisans to build their furnaces with more space and better ventilation. They were provided financial assistance to make it possible. The organization was also helping to build and upgrade their workshop, so the bead makers could work together at one place on the foot operated table method. The artisans are also provided with First Aid and Fire Safety Trainings and regular health support. They have also now Fire extinguishers as a preliminary safety aid in case of Fire.

Tara continues to support the artisans by providing design and development support, advance payments, health/ medical Insurance and education support to the poor children in the community.

Since many children in the community worked in the glass bead making industry as child laborers, they were not able to go to school. It was also due to the poverty and their socio economic circumstances. Child labor was very common at that time. Therefore, Tara started a learning center in

the year 2004, to encourage the children to go to school. Their parents were also sensitized and motivated to send their children to the learning center. It helped them to reduce their working hours. The learning center still continues and is providing every year education support to more than 150 children. The situation has improved now and majority of the children are going to regular schools.

Over the years many artisan families have been supported by Tara. At present there are around 25 artisan families producing glass beads. The efforts are made to provide them regular work, though it is a challenge. Over the years many of the families have become empowered. Their children are attending school. Several of the children are also studying in the university. It's a good development, but at the same time very few children are keen to learn this art. To keep this art alive several artisans are also giving training to their children to learn to make beads in free time. Tara also organizes meeting sessions with the children and makes them aware about the importance of traditional crafts and the need to keep them alive. We hope more and more children will take interest to learn the crafts of bead making and be proud of their traditional skill.

The positive development is that many of the artisans have been able to buy a small piece of land and built their own houses. Those who already had houses further renovated them.

Currently the glass bead making industry is facing difficulties due to overall decrease in demand. There is also severe competition from the machine made beads from other countries like China. Tara is committed to continue to work and support the glass bead makers and promote their craft.

#### **Production process:**

Glass beads, (except seed beads) are handmade by using traditional methods. They are made on small furnaces as well as on wooden foot operated table, with the help of a fire-flame.



### **The Furnace Method of making glass beads:**

Several shapes and designs of glass beads are produced on a furnace (called Bhatti in local language). With the help of a wood fire the solid glass is melted in the furnace. There are normally 10 to 12 pots around the furnace, also called windows. The glass bead makers sit around these windows to make and shape the beads. Several colors of solid glass can be filled in different pots / windows simultaneously. When the glass melts, with the help of an iron thin rod, bead maker takes out the melted glass and shape it.

For making multi-color beads, bead makers will take out the melted glass with the help of another iron rod from the furnace and will design and shape the bead with the help of hand tools. The melted glass bead is also pressed in the dye to give it a shape. Once the bead is ready it is kept in a clay pot for a slow cooling process.

The melofrei beads are also made on the furnace. Here a multi coloured glass rod is prepared with the help of various colored melted glass through stretching method. A flower-like design is created at this stage. After the cooling of melted glass the stretched glass rod is cut down into several small rods and again is cut in to very small parts.





### Foot Operated Table Method – Glass Bead Making

The delicate and decorative glass beads are made on foot operated wooden tables. Kerosene oil is used to fire the flame. The bead makers activate the fan to keep burning the flame with the help of their foot. The pressure produces the gas to fire the flame.

Normally three persons can work on one table (also called machine locally). They also help each other to complete a design. Simple bead can be made by one person.

The solid glass tubes are made and are procured from Firozabad (known for glass bangle industry). The glass tube is melted on the fire-flame. A thin iron wire, coated with the special clay, is used to make the hole. Then melted glass is turned around the thin iron wire and pressed in a dye.

As for decorative delicate design, it can be passed on to another bead maker. He will use another melted colored glass tube to complete design and will press it again in a dye. The dye mould is used to make special sizes and shapes of the beads.

On the thin iron wire, maximum 10 large beads and 20 small beads can be produced. When the wire has enough beads, it is kept on the table to cool down for few hours. Later on the beads are taken out from the wire and the burnt clay is cleaned from the holes (mainly by the women) of the ready glass beads.



The last few years have been challenging due to lack of regular work and falling demand for the glass beads. The Covid 19 has further deteriorated the situation. The tuition center had also been closed since last two years. Tara is committed to continue to support the artisans from Glass Craft by providing food raw material and hygiene kits. With the flattening down of Covid, we hope to restart the tuition center again soon.

**On behalf of glass bead producers we are thankful to all our partners for their valuable support in promoting and marketing glass beads Jewellery. It has been very helpful for the artisans and is providing them much required work.**

**Tara Projects** March – 2022







### Story of Artisans: Rajender Singh and Urmila

Rajender and Urmila are a married couple. They are glass bead makers. They married in 1996. Rajender has been living in Purdilpur since his childhood. His family migrated from a village 20kms away from Purdilpur. Rajender's father was working in an agricultural land. The life was difficult there. The economic situation of the family was also poor, as there was not enough income. Rajender had three brothers and also two sisters. Due to the poor financial situation of the family, Rajender had to drop out from the school, after completing his 10th standard. He started to work in the agriculture field.

Rajender saw some fellow young people, making the glass beads. He also became interested and learnt the craft. Since the life was more difficult in the village, he moved to Purdilpur town to get more work. Rajender is 45 years old now. He has been making the beads for the last 20 years.

He married Urmila, now 42 years of age. Urmila says, "I used to live with my family in a nearby village. In those times the girls

were not encouraged to go to school. I could go to school till primary level. In our society, the girls get married at a younger age. I was 18 years old when I got married. It is not right, but we had no choice. I will make sure that my daughter is able to go to the higher studies." I have three sons and a daughter. All are in their adolescent stage from 16 to 21 years old. I am happy that all are able to go to school."

"When I married, my husband and his joint family had very little income. When Rajender started to make beads, I felt that I should also learn this craft, so that I could help the family, my children. I started to learn bead making. It was not easy in the beginning and took some time to learn. I could work only for few hours as I also had to look after my children. With time I also became a glass bead maker on a wooden foot operated machine. Now I could also make the beads and earned some income and support the family. It is more than fifteen years that I have been making the beads. My husband also makes beads.

Together we work and have more income. I am happy that Tara has been helping us and gave some work. The last two years were very difficult, due to Covid and respective lock downs. We are happy that now our work has started again. I hope it will continue."

Rajender says "We have been associated with Tara since 2006. So far, the work given has helped us. In the last few years we could buy a small piece of land and could built a small house. Our children are also studying. One son has got admission to a college in nearby town. We are happy that they can study, as we could not due to our difficult economic situation. We are aware that it is not easy to get a job in these difficult times. We also motivate our children to learn glass bead making. It is important that they learn our skill. We are highly thankful to Tara and the Fair Trade Partners for their continuous work support. It helps us to take care of our family. We hope the glass bead making will continue for a long time to come".





# Education news

## Kia ora e te whānau o Trade Aid!



Supporters at the petition handover. Photos: Calum Turner

The Petitions Committee has responded to the petition of World Vision and Trade Aid and recommends the Government bring legislation addressing modern slavery before the house as soon as possible allowing for adequate policy development and public consideration.

The Petitions Committee report recommended the Government consider the recommendations put forward by World Vision, Trade Aid and the Human Rights Commission in the development of legislation. The committee was pleased that the UN guiding principles, overseas legislative regimes as well as public consultation were already being incorporated into the development of potential legislation.

“We welcome the Petitions Committee’s endorsement of legislation addressing modern slavery going before the House as soon as possible. World Vision is committed to support the New Zealand Government to put the best legislation possible, in place,” says Executive Director of World Vision, Grant Bayldon.

Saunoamaali’i Sumeo, Equal Employment Opportunities Commissioner at the Human Rights Commission agrees.

“This is such a great outcome. Now more than ever, we need legislation to identify, address, and eliminate modern slavery occurring across supply chains in Aotearoa. Stamping out modern slavery and exploitation is complex and requires a coordinated response between government, businesses, unions, communities, and NGOs. The Human Rights Commission is committed to assisting in this process.”

Trade Aid CEO Geoff White says modern slavery legislation is long overdue in New Zealand.

“New Zealanders and the business community support this legislation and we welcome the Government taking action. We look forward to meaningful legislation that helps to eliminate the risk of modern slavery in our supply chains,” he says.

Here is a recap on what has happened to date:

- On 16 March 2021, World Vision, Trade Aid and Walk Free coordinated an Open Letter signed by over 100 NZ companies in support of modern slavery legislation and delivered to Minister Wood at Parliament.
- In June 2021, World Vision and Trade Aid presented a petition to Parliament signed by over 37,000 New Zealanders calling for modern slavery legislation.
- On 18 November 2021, World Vision and Trade Aid made an oral submission to the Petitions Committee. The NZ Human Rights Commission and MBIE also provided evidence.
- In February 2022, the report in response to World Vision and Trade Aid’s submissions to the Select Committee called on the New Zealand Government to bring legislation before the House as soon as possible.

At the heart of any legislation, we must not forget that everyone has the human right to fair and just working conditions and to live free from inhuman and degrading treatment,” adds Ms Sumeo.

**Next steps, in April Trade Aid will be encouraging the public to get involved with the submissions process. Watch this space!**

## International Women's Day

March 1, 2022

International Women's Day (8 March) celebrates women and their achievements, whilst also challenging bias and promoting equality.

Equality for women has not been reached anywhere around the globe. Until we see women be truly valued, protected by laws and having access to assets, opportunities and education, women will continue to be exploited and be vulnerable to modern slavery.

One in every 130 females globally is living in modern slavery. 40 million people globally are in modern slavery, and women and girls account for nearly three quarters (71%) of all those in modern slavery. Although modern slavery affects everyone, there is no escaping that females are most affected. It's time we all commit to fighting for the millions of women who don't have freedom.

Women are routinely subject to sexual exploitation, forced marriages, human trafficking and forced labour. Nowhere around the globe is safe and COVID-19 has allowed modern slavery to thrive in the shadows. Life has become more difficult for people, especially for those living in developing countries. Increases in poverty and unemployment, the pandemic and lockdowns have led to millions of people losing their jobs, unable to feed their families. People vulnerable and in desperate circumstances are in danger of being exploited.

Often tricked into sham marriages or lured by the hope of better and more secure jobs, migrant female workers can find themselves very alone, without funds, a passport or visa in foreign countries, and often trapped into the textiles, accommodation or food industries, into domestic servitude, or sold into sexual exploitation.

New Zealand contributes to modern slavery practice. In 2019 alone, New Zealanders imported more than \$3.1 billion products at risk of involving slavery in their production. Each week, a New Zealand household spends about \$34 on risky products. Unknowingly, kiwis are contributing to slavery and female exploitation through the things we buy. There has never been more urgency for our government to take action against modern slavery and enact Modern Slavery legislation, which would help prevent slavery through transparency and accountability. Legislation would enable businesses to understand the risks of modern slavery in their purchasing, to report on those risks and take action to address them in their supply chains.

Positive political policies and economic recovery around the globe with a focus on relieving poverty, gender inequality and power imbalances due to discrimination, will go a long way to helping women and girls avoid modern slavery. Providing women and girls with access to education is fundamental to ensuring women have strong opportunities and an ability to self-determine their own futures.

We must all help raise awareness, support strong protective legislation and open up conversation, because until women are truly respected and valued by their families, communities and society, women will continue to be marginalised, exploited and vulnerable to modern slavery.



Trade Aid believes in equality for all women and we believe in fair trade practices that empower women and promote equality and equity throughout our supply chains.

Fairness in trade means we try to create opportunity and safe and healthy work environments. We respect labour laws (including the UN Convention on the Rights of the Child), we follow guidelines for non-discrimination, gender equity and freedom of association and we pay our producers fairly.

Trade Aid is proud to support our Parliament to take action against modern slavery. We hope together we can make real progress towards making a Modern Slavery Act a reality in 2022.

The New Zealand Petitions Committee has responded to the petition of Trade Aid and World Vision and recommends the Government bring legislation addressing modern slavery before the house as soon as possible allowing for adequate policy development and public consideration.

Public consultation for modern slavery legislation will take place in 2022. Trade Aid, World Vision and the Human Rights Commission hope many New Zealanders will submit to support this important legislation.

We look forward to bringing you more updates and showing how you can get involved soon. Together let's take action against modern slavery.

# 1 IN 130 WOMEN & GIRLS GLOBALLY IS LIVING IN MODERN SLAVERY

## This is why:

### 0-2 Years Conception to infancy

-  Less value placed in girls than boys
-  Boys inherit family assets, believed to have more earning potential, and so will look after parents in old age
-  Preference for boys drives female infanticide and contributes to the 130 million missing women and girls in the world
-  This gender imbalance fuels bride trafficking

### 3-12 Years Childhood

-  15 million girls each year will never go to school
-  This increases the risk of child marriage and forced labour

### 13-17 Years Adolescence

-  2 in 5 complete secondary school
-  13 million have experienced forced sex in their lifetime
-  Increases risk of child marriage and forced labour exploitation

### 18-44 Years Adulthood

-  Women do 2.6 times the unpaid care and domestic work that men do
-  Less than half of all women participate in the labour force compared to 75% of men
-  Globally, there are 122 women (aged 25-34) in extreme poverty for every 100 men of the same age

### 45+ Years Late Adulthood

-  At this stage have less value than a girl because female value is linked to fertility
-  Own only 13 per cent of agricultural land across the globe
-  Compounded impact of lack of education and access to assets means increased risk of modern slavery – e.g. garment workers and domestic workers in private homes

Biases that stack the odds against girls start with not being valued as much as boys and lead to fewer girls in school, fewer opportunities for quality work, and an increased risk of exploitation and modern slavery across their lifetime.

## Key Sources:

Stacked Odds, Walkfree 2020 report. <https://cdn.walkfree.org/content/uploads/2020/10/19130043/WF-Stacked-Odds-20210517.pdf>

Risky Goods New Zealand Imports, World Vision NZ 2021 report.

[www.worldvision.org.nz/getmedia/6904e490-14b7-4fbf-b11e-308ddf99c44a/WVNZ](http://www.worldvision.org.nz/getmedia/6904e490-14b7-4fbf-b11e-308ddf99c44a/WVNZ)

Toward a Modern Slavery Act in New Zealand – Legislative landscape and steps forward. Christina Stringer, Brent Burmester, Snezhina Michailova Centre for Research on Modern Slavery, The University of Auckland Business School and Thomas Harré LawAid International 2021 White Paper. <https://cdn.auckland.ac.nz/assets/business/about/our-research/research-institutes-and-centres/CRMS/CRMS%20Toward%20a%20Modern%20Slavery%20Act%20v1.1%20WEB.pdf>



## Kete Update

Exciting news! Kete One is currently being updated and revised. The new version will be an online document. Going online is the green option - we'll reduce waste, plastic, packaging and save a considerable amount on printing costs and postage.

In the meantime we won't have any hard copies available to order. Financially it was not a good option for us to print off lots of out of date Kete. So please be patient while we get the new version ready for use.

We'll let you know when the new version is ready to go so keep your eyes peeled for updates.

## New Media Process

We've recently seen an increased interest in media requests happening within the wider Trade Aid movement which is a great opportunity for us to get our educational messagings and values out there.

We've developed a new process for these media requests. Please read below and let me know if you have any feedback about what we are proposing. This process is relevant to anyone in the movement, staff, volunteers, trust members, board, committee members, etc.

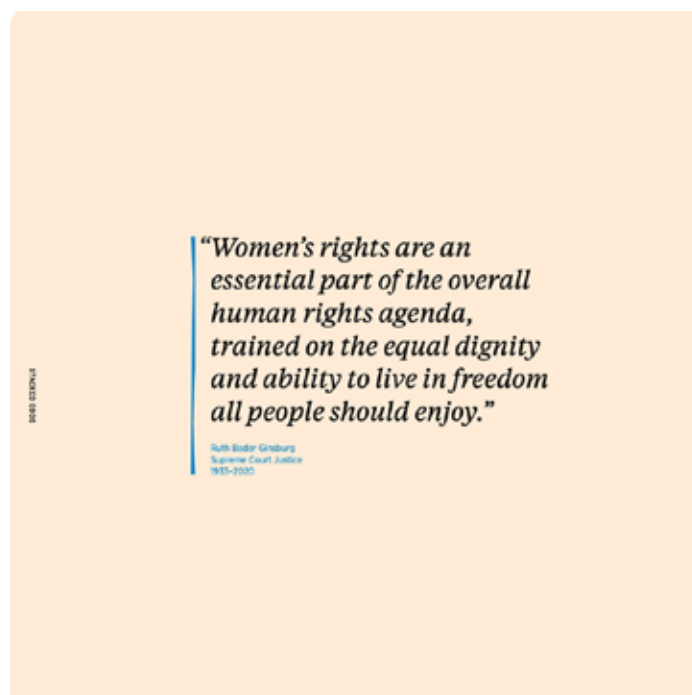
## Media Requests

If you are approached to do any kind of regional or national media where you will talk about Trade Aid or your involvement in Trade Aid (includes but not limited to newspapers, interviews, online features, radio, TV) you must contact the Communications Manager via email or phone to get sign off that it is ok to proceed with this media request.

When you contact the Communications Manager, please be ready to share as much information as you have about the request. The Communications Manager will then assess whether the media request is appropriate for you to carry out. If you get the go ahead, the Communications Manager may offer you support where required – onbrand photographs, interview techniques or up to date key messages.

### Communications Manager

E: [education@tradeaid.org.nz](mailto:education@tradeaid.org.nz)



## Joining the Trade Aid whānau

We're thrilled to welcome Brittany Halligan and Jacqui Carter to our team here at Trade Aid Importers.



### Hi Brittany, Can you tell us a little about what you do

I look after all things PU (Public User)! My role includes creating eDMs, maintaining our website, organising website development pieces, running our Google Ads Accounts and Corporate Gifting.

#### What is your role?

Digital marketing and E-Commerce Specialist.

#### What is your favourite Trade Aid product?

55% dark raspberry chocolate.

#### Coffee or tea?

Coffee (espresso). If it's not espresso... peppermint tea then takes the lead.

#### Movie or tv series?

TV series.

#### Phone call or text?

Text.

#### Pop or Indie?

Hmm.. neither. Rap.

#### Big party or small gathering?

Big party!

#### Pizza or taco?

Pizza ;)

#### Receive: Email or letter?

Nothing like a good handwritten letter :)

#### Dine in or delivery?

Delivery.

#### Ocean or Mountains?

Mountains.



### Hi Jacqui, can you tell us a bit about what you do

Customer Services Guru! I'm looking forward to providing great service to Trade Aid customers and being part of Trade Aid's ongoing success and growth.

#### What is your favourite Trade Aid product?

Dark Raspberry Chocolate.

#### Coffee or tea?

Tea first – then coffee!

#### Movie or tv series?

TV.

#### Phone call or text?

Phone.

#### Pop or Indie?

Pop.

#### Big party or small gathering?

Small gathering.

#### Pizza or taco?

Depends on my mood.

#### Receive: Email or letter?

Email.

#### Dine in or delivery?

Dine in.

#### Ocean or Mountains?

Ocean.

# New and noteworthy

## What's coming up



**There's lots of activity and promotions happening in this first part of the year, to keep our staff and volunteers busy, and keep our customers inspired.**

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### Coffee of the Month

For the March Coffee of the Month, the first for 2022, we're back to single origin and this time from the community of Kotolté in Mexico.

Kotolté is the largest town in the municipality of Tenejapa in Chiapas. The population is almost entirely indigenous, predominantly speaking the Mayan language, Tzeltal. This coffee is bold with chocolate and plum aromas and winy acidity. Trade Aid is a major supplier of organic green coffee beans into New Zealand, so Coffee of the Month is a great opportunity for us to share with customers our stories of long-term partnerships with small-scale coffee producers around the world.

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### Our presence in other retail stores

With more retail stores around the country choosing to sell our craft and food products, it presents a great opportunity for us to share our story and values with these new customer groups. A suite of values-based signage materials has been designed to engage customers in department stores, homewares and gardening retailers. We believe our values and our unique position as a fair trade social enterprise make our products stand out a little brighter on shelf.

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### Look out for our awesome Trade Aid chocolate in these new locations

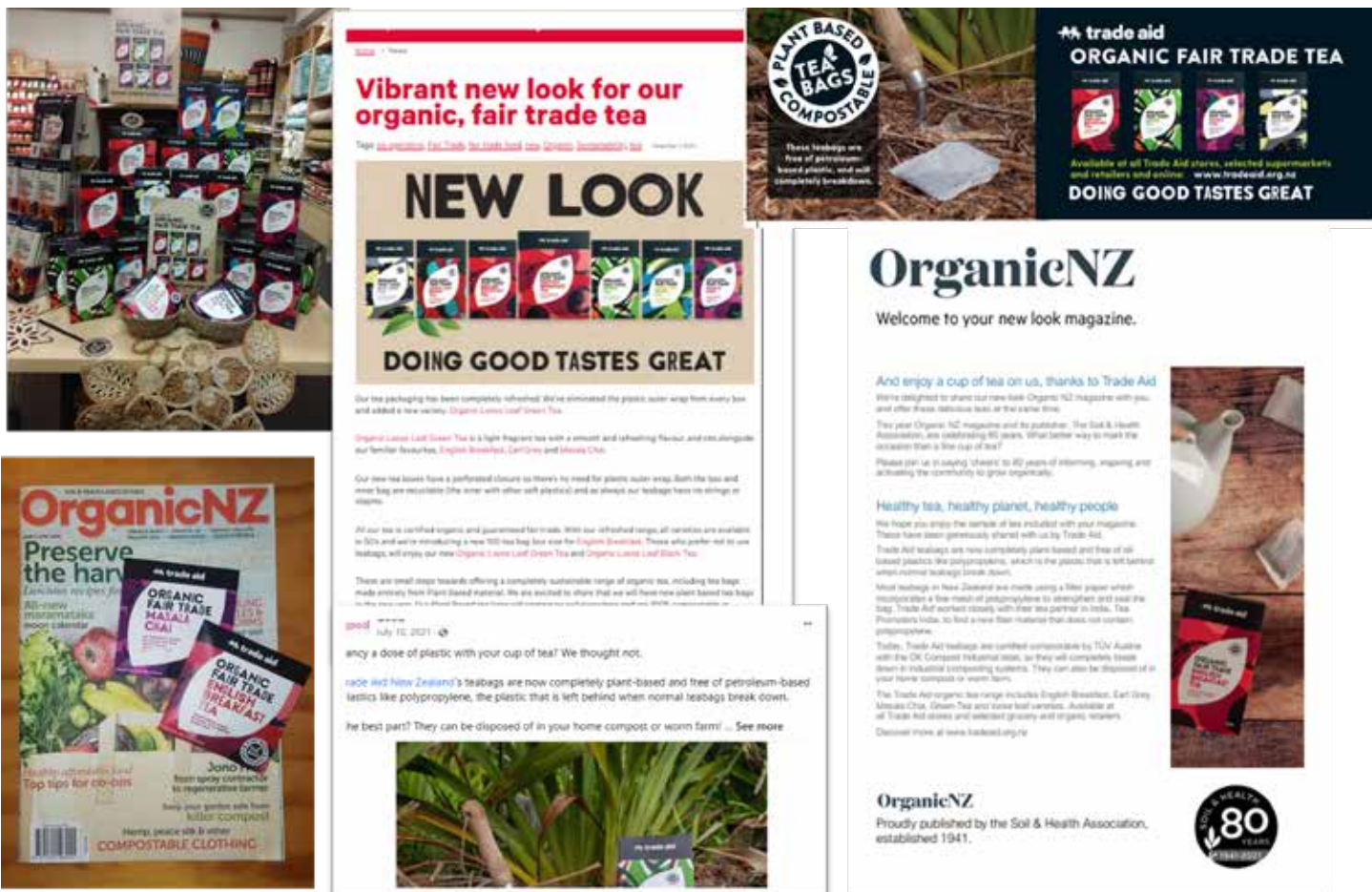
You can now find our 50g chocolate bars ranged at Fresh Choice and Super Value.

Are you a Woop Food box customer? Our 100g Dark Raspberry and Salt Toffee are to be included in their food boxes nationwide. This is an awesome opportunity to get our chocolate into new hands and convert some Trade Aid foodies to the fold.



**Spend \$30  
or over & get a  
FREE 50g bar**





### Great results for our Plant-based tea campaign

We have recently completed our plant-based tea campaign, where we re-launched our new range of tea to market with a campaign including print advertising, sample distribution, and digital and instore activations. We're seeing some excellent outcomes and sales success as a result of this project.

Here are a couple of points worth sharing:

- Tea sales across all channels are up 30%
- Over 5,000 tea samples were distributed to new and existing customers
- Customers we surveyed rate the overall satisfaction with the flavour of our tea as excellent (which is great news, because flavour rates most important amongst our customers when they are making decisions about purchasing tea).

### The Trade Aid website

As you all know, the Trade Aid website needs some much needed TLC! I've been brought onboard (Brittany – Digital Marketing and E-Commerce Specialist) to work alongside our developer (Publica) and help transform our current website into an effective tool that raises awareness and drives Public User (PU) sales. I'm very excited to watch this space grow and have a large list of changes I would like to start implementing. That being said, this month's primary focus is user experience.

The team are currently working on a few developments that will enhance the overall website experience for our customers:

#### 1. Out of stock message

When a customer adds an item to their cart and they want more than what we have on offer, there will be a highlighted message showing them how many items are in stock.

#### 2. Guest checkout

Customers will no longer need to create an account to shop on our online store.

#### 3. Oversized freight notice

Some of our products are considered "bulky" (e.g. laundry basket). Currently, when a "bulky" product is purchased, our Customer Service team informs the customer that there will be an extra freight charge (after the order has been placed). Soon, there will be a message notifying the customer that particular goods could incur extra freight before they purchase.

More developments to come! Watch this space.



## Test Kitchen

The Test Kitchen campaign has just launched in all our stores. This campaign is an opportunity to release experimental chocolate flavours to our loyal customers, conduct consumer research and test the market through our stores.

The three flavours we are trialing are

- Lime & Chilli (55% dark organic chocolate)
- Dark Passionfruit (55% dark organic chocolate)
- Lemon Crunch (40% milk organic chocolate)

One of the key activities for this campaign is to gather feedback from our customers about each of these three new flavours. We're really excited to see the results of this campaign, and we think these yummy flavour innovations will be well received by our customers. Once feedback has been reviewed one flavour will be chosen from these three and taken to market later this year.

### The process that goes into our test kitchen development

By now there are three new Test Kitchen chocolate bars selling in our stores, three new bars competing to be the one that joins the Trade Aid chocolate range. This is one of the final stages in a product development process that began over seven months ago in August 2021, and we in the food team thought it might be a good idea to share some of that process and explain how we came to choose the flavours we did.

We are very fortunate at Trade Aid to have a national network of retail shops with well-informed staff and a very loyal customer base who can, and do provide feedback, so the first thing we did was ask them what they thought we should make... There were many suggestions, but a few common themes started to emerge – spiced chocolate was popular, chocolate with citrus or dried fruit, and of course Milk with Mocha was mentioned more than once. At the same time, we asked TAI staff for input and did our own research, looking nationally and internationally at new product launches and flavour trends.

When we develop a new flavour, we have to consider not only whether it will sell, but also what it will take to produce. We have a chocolate factory which is gluten, peanut and soy free, it is a certified organic facility and we need to be sure that any inclusions we use, and the proportion we can use them in are able to be accommodated by our organic plan and our fair trade requirement. We also have to be aware of the capabilities of our processing machinery, which is very good at doing what it does, but is not really able to do much else without further investment. This all means that before we start making samples, we have to rule out a lot of things we might have liked to do – we have to be realistic.

Through the months of August and September we trialled over 25 different flavour ideas, several of them more than once, making samples, tasting and refining them with the food team, TAI and factory staff to find our favourites. Eventually we narrowed it down to 5 variants which we put to the test with a tasting survey of 61 friends and family - who had to eat lots of chocolate and tell us what they liked and what they didn't, and why? We had hoped to have just two final flavours which we would try out as test kitchen, but when the results came in from the surveys, there were three flavours which were very clearly ahead of the other two... So now we have three new Test Kitchen bars in our stores.

The purpose of Test Kitchen is twofold; firstly, we need to trial a recipe in the factory on the scale of a full production – to make at least 2000 bars. This allows us to properly calibrate our recipe and equipment and make sure that there aren't any unforeseen processing issues. Secondly, it gives us a chance to use that trial product to gather feedback on our work and evaluate our customers' reactions to it. Any and every bit of feedback is valuable – and the more there is, the better. So, if you've tried the new bars and have any opinion about them at all, please send us an email or drop us a line and be a part of the process.

## Key dates for the Trade Aid Movement

MONTH	DATE	KEY ACTIVITIES	DATE	SHOP TRUST TO ACTION
<b>May</b>	14th –	World Fair Trade Day Craft Winter Collection Release		Complete Game Plan Workbook annual planning
<b>June</b>	1st 6th 19-25th 24th 30th –	Coffee of the Month Queen's Birthday Volunteers Week Matariki Mid Winter Christmas Craft Winter Collection Release		6 monthly Health and Safety audit and Hazard check
<b>July</b>	–	Silence Artwork Product Release		

## Kete completion

### Congratulations to the following people for completing their Kete training

#### Kete One

- Eloise Rowe – Whaingaroa
- Elaine Hyland – Whaingaroa
- Judy Merson – Whaingaroa
- Linda Mayow – Whaingaroa
- Meredith Youngson – Whaingaroa
- Hazel Lewis – Whaingaroa

#### Kete Two

- Nastassja King – Masterton







## Have you seen?

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

[www.tradeaid.org.nz/news](http://www.tradeaid.org.nz/news)

## Contacts:

Kōrero contributions:

[korero@tradeaid.org.nz](mailto:korero@tradeaid.org.nz)

TANZ: [TANZ@tradeaid.org.nz](mailto:TANZ@tradeaid.org.nz)

## Need more information?

Trade Aid Library:

[library.tradeaid.org.nz](http://library.tradeaid.org.nz)

Refer Summary of Information Channels poster now in your shop.

## Trade Aid Whānau Whakatauki

He rā ki tua

Better times are coming

*May 2022  
Issue 45*