



RELEASE

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Launch of the Egremont Fair Produce Directory by M.P. Jamie Reed

(Photo caption)

Students from local school fair trade groups join Jamie Reed M.P., Carol Woodman (second right) and Chair of the Egremont Fair Trade Town Group and Elaine Woodburn (second left) Chair of Egremont Regeneration Partnership and Leader of Copeland Council in launching the **Egremont Fair Produce Directory** at the Egremont Farmers and Local Crafts Fair Trade Market Friday 18 May.

Extreme right, (kneeling) Ann Snape Marketing and Tourism Officer, Egremont Regeneration Partnership (standing) Julia McCracken of Pulse Design who donated free time on the Directory design work.

Supporting Information

The organisations that have signed up to the Directory promise to use or supply '*Fairtrade*' products as part of their business, to support the '*Fairtrade*' organisation's brands or to source their sales products locally.

Local businesses selling '*Fairtrade*' products, organisations using '*Fairtrade*' products and those that source their own products locally such local crafts people and farmers are listed in the Directory.

Copies of the Directory will be available at Lowes Court Gallery and Tourist Information Centre, Egremont Main Street, Telephone 01946 820693

The Directory aims to encourage residents and visitors to see Egremont as an attractive place where they can shop ethically for all their daily requirements.

The Directory, developed jointly by **The Egremont Regeneration Partnership** and **The Egremont Fair Trade Town Group**, aims to increase local shopping and keep a greater proportion of local disposable income within the town which will benefit shoppers and local retail business.

The Egremont Fair Trade Town Campaign Group was formed in January 2006 and on 10th October 2006 was awarded Fairtrade Town Status for Egremont

The farmers and local crafts fair trade market is held regularly on the third Friday of each month, with 'Fairtrade' stall and a refreshment, helping to promote the cause alongside the local crafts and produce stalls.

By encouraging fair trade and investment in improvements to premises the Egremont Regeneration Partnership aims to increase the town's attractiveness, the numbers of visitors and locals shopping here and improve community spirit and well-being.

In attracting Egremont residents to walk to their local shops the Regeneration Partnership hope to reduce the need for transport, car use and so lessen damage to the environment.

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