

Join the Just Change movement and be part of a fairer system for everybody

The world has enough resources for everyone – yet millions still go without - often those who produce our food.

Driving down prices paid to farmers and driving up costs to consumers is generally accepted as 'good business'. But who is it good for? Usually, only for big businesses who get more than their fair share of the profit.

Just Change allows producers and consumers to work together so that everyone benefits.

That's **really** good business. And you can be part of it by buying Just Change tea, spices and soap, or involving your community in the global Just Change network.

"Perhaps one day we will have a society where we can proudly say the poor are no longer with us. Because poverty has been eradicated and not just alleviated, because justice has been done."

Stan Thekaekara, Just Change

When you buy Just Change tea, you get really good tea at a fair price and you are also helping to challenge an unjust trading system.



"We drink tea every morning and evening. It's good for your health. We don't use any fertilisers or pesticides."

Lakshmi (above), a Just Change Tea producer



"The biggest advantage of savings from what we earn by trading on Just Change principles is that we have money to pay our annual health insurance."

Valli (centre), of AMS, an indigenous people's organisation.

How does it work?

Just Change is about trade **justice**. We call it fair trade plus. Here's how it works.

- ✓ In India, a cooperative of indigenous people grows and plucks the tea, and, as part of Just Change, are paid a fair price at the outset.
- ✓ They trade their tea with local communities, and export it to the UK where Northern Tea Merchants, a family firm of fair trade tea specialists, pack and distribute it in the North.
- ✓ Marsh Farm Outreach, a community group in Luton, distributes it in the South and Midlands.
- ✓ Volunteers, fair trade shops, cooperatives, community groups and social enterprises sell the tea. Buyers can choose to add a premium.
- ✓ Members decide how any surplus generated should be distributed, ensuring that everyone in the Just Change network benefits.

Vist www.justchangeuk.org or see the back of this leaflet to find your nearest Just Change outlet or volunteer group.

"The tea is not only ethically superior it tastes so much better too! We took part in a live 'taste test' where the tea was pitted against PG Tips, Morrisons, Twinings and Tetley's... Just Change Marsh Farm tea came out tops!"

Glenn Jenkins, Marsh Farm Outreach

The Just Change Story

Since 1986, adivasis from Gudalur, South India, have been fighting to reclaim their ancestral lands. A development group, ACCORD, helped them to plant tea on land that used to be theirs but had been taken over by big companies. The income from the tea helped them build a school and hospital. They then linked up with other producer groups around the country to form Just Change. Today, over 40,000 families are trading many products through the Just Change network.

In 2000, Just Change UK was set up to extend the benefits to low waged people in other countries.

"When I saw how much our friends, who want to support us, were paying for fair trade tea, I said 'how is this fair?' They should be paying less, not more!"

Bomman, an adivasi leader from the Just Change network on a visit to Europe.



"Just Change ensures that everyone can make a living and no-one makes a killing."

Glenn Jenkins, Marsh Farm Community Organisation

How can I get involved?

Individuals: Buy Just Change tea, soap and spices for yourself or as gifts. Join your local volunteer group or start your own group.

Community Groups: Sell Just Change products and use part of the surplus to support your group.

Shops & Social Enterprises: Stock Just Change products. Adopt the Just Change trading system. We can provide support and advice.

Schools & Colleges: Host Just Change talks/workshops. Run educational Just Change tea trading projects.

Faith Groups: Support the Just Change movement by buying the tea, displaying information, and hosting stalls and events.



To find out more contact your local volunteer group...

Contact name:

Phone:

Email:

Just Change UK

A fairer, more just trading system for everybody



Just Change is a global social movement. We believe trade should benefit everyone, not just create wealth for the few.

For more information go to:
www.justchangeuk.org