

Impressed?

We really hope that you are as inspired and as excited as we are about such ground-breaking initiatives. You can find out more about our projects at www.lyf.org.uk

But you have probably also worked out that - despite having an impressive and dedicated Board - Martin Meteyard, Albert Tucker, Duncan White and Kate Sebag - vast amounts of energy, passion and commitment we survive on virtually no funding. This brings freedom in how and where we choose to work, but it does bring frustration as we have a list of projects we KNOW need help - but we still need small pots of funding to be able to achieve them.

We are serious about using our donors' money wisely, and you will only be reading this in hard copy because we don't have your email!

Please send us your email and postal address if you would like us to stop sending hard copies.



Jarso and Abiyot with Jean-Christophe Novelli at Haworth Fine Food Festival

We operate from a rent-free base in Yorkshire and have been relying heavily on goodwill and in-kind support from individuals who 'get' our vision. We are one of the smallest charities in the UK - making a huge impact - but we really need your help! Please think seriously about whether you can contribute to our work.

In this envelope you will find a Donation/ Gift Aid form. We aren't sending you Freepost envelopes and gimmicky pens etc - we are sure you will understand why!

Brazilian Grassroots

As a result of the international coverage of the OCC initiative, the LYF received a number of approaches from both producer and consumer communities interested in setting up their own grassroots-led trading initiatives. We are now working with a veteran Fair Trade campaigner, an international coffee specialist and a Brazilian farmers' co-operative in order to create a radical new approach to selling and marketing coffee in the UK. More soon...

LYFE Continues

Following our Kenya pilot, we are currently working to expand the LYF Entrepreneurs programme. Watch this space ...



LORNA YOUNG FOUNDATION
LOUDER THAN WORDS

Newsletter & Appeal
Winter 2009



LYF's Young Ethical Entrepreneurs from Huddersfield - see inside for more



Message from Martin Meteyard LYF Chairman

The Lorna Young Foundation is a small charity with few resources. Yet this year - thanks in particular to our dynamic management team of Christina Longden and Ian Agnew - we have been able to achieve some extraordinary things which you can read more about below:

- Linking young people from some of the poorest areas of West Yorkshire with a peer group from a producer community in Kenya.
- Helping to launch the Oromo Coffee Company as a 'community to community' Fairtrade initiative uniting members of the Oromo community in Ethiopia and Manchester.
- Initiating a peer learning partnership between educational institutions supporting farmers in Ethiopia and Kenya.

All this has been achieved on a shoestring budget with minimal overheads, so any financial support you can offer to help us



Lorna's parents - Bob and Daisy Young with Mumtaz Ali

continue and expand this work will definitely be put to good use!

LYF Trustees: Martin Meteyard, Albert Tucker, Kate Seabag and Duncan White (profiles available at www.lyf.org.uk)

"Like all of you I also felt the same buzz and excitement and have always considered it a huge privilege to work with people like you ... I am particularly excited to see what is happening in West Yorkshire ... because I am only too aware of the problems of racism in that part of the world and therefore the even greater need to promote awareness and understanding of issues such as Fairtrade."

**Bruce Crowther MBE
[Fairtrade Foundation -
Fairtrade Town
Coordinator]**

Find out how to donate at our website
www.lyf.org.uk

Tel: 07944 979 721
Email: projectmanager@lyf.org.uk
**Lorna Young Foundation 47 Lea Lane,
Netherton, Huddersfield HD4 7DP**

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Happy First Birthday! The Oromo Coffee Company

A year ago, the LYF was approached by a group of Oromo Ethiopian refugees, recently settled in Greater Manchester and wanting to develop a self-help business to build their work experience and skills and, ultimately, to create jobs. The LYF already had links with Ethiopian coffee smallholders and it wasn't a big leap of imagination for us to envisage a fantastic new approach to direct trading. Consequently, we helped the refugees to set up the first 'Community to Community' Fairtrade Coffee Company – the Oromo Coffee Company (OCC), a not-for-profit social enterprise.

Just 6 months later, in May 2009, they were able to launch – at Westminster – their own range of Fairtrade coffee (thanks to James Purnell MP) attended by Tadesse Meskela (featured in the film 'Black Gold' and General Manager of the Oromia Coffee Farmers' Cooperative Union) and Lorna Young's parents.

Crucial to the OCC's success has been in-kind support from our partners Bolling Coffee, Asone Design, the OCC's local authority and a band of excellent local volunteers.

The company is now growing and has an increasing number of Oromo residents receiving training and support in running their business and selling this 'high end', top quality filter coffee from Ethiopia – the birthplace of coffee.

The unusual 'double whammy' of the initiative (Fairtrade price PLUS skills building and social profits for local people) and the quality of the coffee has led to the OCC being inundated with demand. The OCC brand is now available in a number of retail outlets and many approaches from ethically minded community groups, churches and faith groups who see the value in the initiative are being made. The company has also just secured its first corporate contract.

Please contact us at the LYF if you have any questions in relation to the OCC initiative, or, if you would like to buy Oromo coffee itself, contact the OCC. You can also visit their website at www.oromocoffee.org



Oromo pride - the new coffee

Ethiopia and Kenya Creating African Peer Partners

We have now initiated a project, partnering Ambo College Ethiopia with Nyeri Technical Training Institute (NTTI) Kenya, to transfer the knowledge and experience of Ambo College on working with smallholders - to the NTTI – so that the NTTI can engage with and train smallholder coffee co-operatives locally in supply chain management. This is all about developing the capacity of African institutions to support each other to assist with smallholder business education rather than relying on the North. There is also a specific emphasis on the inclusion of women and young people within decision making.



Preparing for coffee supply chain training in Kenya

"The LYF is forging an innovative new path in this vital sector bringing together local communities from around the world. They help deliver for the producers as well as forging strong community links here in the UK and are raising the expectations and aspirations of all involved. I fully support their work and wish them all the best in the future"

James Purnell MP [former Secretary of State for Work and Pensions]

Uniquely Enterprising Youth

Awareness of ethical and fair trade hasn't yet reached more marginalised communities in the UK. Young people from less affluent backgrounds – those who may also not have the best academic opportunities – often possess natural entrepreneurial talent; but they usually lack the necessary support to find out more about ethical trading.

Working with a local community based organisation in West Yorkshire (the Pakistani Youth Forum) and a local authority, we have established a group of young people from different ethnic and cultural backgrounds – who would not normally socialise with each other - from some of the poorest areas. The programme's content is entirely youth-led and links them with youth peers from a producer community in a developing country that the LYF has already worked with.

These young people are now learning about the principles of ethical and fair trading

about international development and about a business approach which can benefit entire communities rather than just individual entrepreneurs.

The group is setting up their own ethical trading enterprise, developing their own product range, being exposed to successful ethical entrepreneurs and testing the new fair trade enterprise Schools Curriculum materials with the group, created by our great friends at the Co-operative College UK.

During the last 2 months the group has:

- Raised awareness of Fair Trade amongst West Yorkshire's Muslim community by holding an Eid Fair Trade Party, attracting 300 people.
- Managed Fairtrade delegate refreshments and sold their own 'Ethical Christmas Gift packs' at the Transitions Towns North conference.

If you share our belief that supporting young people in ethical trading is a way forward for marginalised communities - both here and in developing countries - then there are two ways that you can help us:

- 1) We need more funding to create more of these groups. You can donate to us using the accompanying donation slip or by visiting our website www.lyf.org.uk
- 2) Entrepreneurs/ businesses interested in getting involved - we can send you our full 'Young Ethical Entrepreneur Prospectus and Business Plan'. Contact us now.

"Muslim communities in the UK have been slow to become involved in ethical trade. So it was amazing to see a diverse group of young people working together to raise awareness about Fair Trade amongst Huddersfield's Muslim community. All credit to the Lorna Young Foundation for doing this. I hope they can work with young people elsewhere in the country."
Board member of Manchester Muslim-Jewish Forum

Committed To The Job Taylors of Harrogate

The LYF has a well-established relationship with Taylors of Harrogate who encourage our 'small but BIG' approach; over the last three years, they've helped us with practical and some financial support. Many people interested in ethical trading may not be aware of Taylors' history and credentials, so we thought we should give them some space to tell our readers!

Tea and coffee merchants Taylors of Harrogate are committed to buying the best teas and coffees the world has to offer – but beyond that they're committed to trading ethically and making a difference to tea and coffee communities around the world.

For the last 5 years Cristina Talens has been Ethical Trading Manager for Taylors. With an NGO and human rights background, Cristina is responsible for ensuring the welfare of workers in the supply chain. "As a family business, without the obligation to maximise



Taylors of Harrogate are committed to ethical trading in tea and coffee

share holder profits, we have the happy freedom to think and act differently," says Cristina. "We're committed to establishing long-standing relationships with our suppliers, whether they be small-scale co-operatives or large, well-run plantations. And we pay premium prices for top quality teas and coffees, rewarding our growers for quality regardless of the market price." Taylors also works alongside independent certification schemes to help producers achieve good social and environmental

Boosting Malawi Fair Trade Exports



Liz Cotton of Just Trading Scotland unloading the first container of kilombero rice

During 2009, the LYF supported a project in partnership with Just Trading Scotland aiming to open up new UK markets for Malawian smallholder farmers. The first container of Malawian rice arrived in March, and the initiative has been promoted within schools, churches and shops with encouraging sales. Attention has now turned to strengthening the producer-end systems – with the LYF supporting the purchase of a new de-stoner – and sourcing further products from Malawi. **If you are interested in finding out more about the Malawian products now available - for individual or organisational purchase - go to www.justtradingscotland.co.uk or contact their office on 0141 887 1881.**

practices. Their Yorkshire Tea blend now carries the Rainforest Alliance seal, and for their range of fresh ground Coffees Taylors works with the Fairtrade Foundation, Rainforest Alliance and Utz.

Taylors is also committed to protecting the environment and fighting climate change. Over the last 20 years the family business has enlisted the support of its customers and charity partners to plant over 3 million trees worldwide, and has recently pledged to save an area of rainforest the size of Yorkshire. For the first stage of its campaign Taylors has joined forces with the Rainforest Foundation UK to help save 237,000 hectares of endangered rainforest in Peru's Amazon. Cristina recently visited the Amazon to find out more about the project first hand. "For us the key to saving the rainforest is to support the people who call it home. Together with the Rainforest Foundation UK we'll be helping the 10,000-strong Ashaninka community to continue to live in the rainforest and act as its guardians, just as they have done for centuries."

For more information please visit www.yorkshirerainforestproject.co.uk