**Ilminster Fairtrade - Help us to help you!**

Ilminster achieved Fairtrade Town status in February 2015. Our motto:

*‘If you can, buy local, if you can’t, buy Fairtrade’!*

**Ilminster Fairtrade wants to work with you to:**

* Raise the profile of Ilminster as a thriving market town within and beyond Somerset;
* Promote Ilminster’s Unique Selling Points (USP), including its Fairtrade Town status and community offer;
* Increase awareness of Fairtrade and what it means for farmers locally and internationally.

**We have:**

* An Ilminster Fairtrade Website, offering **free advertising** of the businesses in the town that are supporting Ilminster Fairtrade;
* An Ilminster Fairtrade Facebook page, which has **over 100 followers**;
* **Distributed over 10,000 Fairtrade Town leaflets** to visitor centres and other outlets across the South West,
* **Represented Ilminster** at the South Somerset District Council Literature Fair for two years in a row, advertising Ilminster to local accommodation providers and visitor attractions;
* Installed **five Fairtrade Town road signs** at the entrance roads to the town;
* Launched a **world first;** a Fair Hair campaign to serve Fairtrade refreshments in our local hairdressing salons and barbers.

We don’t want your money, but we do want you to:

* Consider stocking Fairtrade items for sale, or offer them to your visitors/clients;
* Provide your employees with access to Fairtrade refreshments at work;
* Display an ‘Ask for Fairtrade Here’ sticker in your shop window;
* Display a ‘We support Ilminster as a Fairtrade Town’ sticker in your shop/office window;
* Like our Facebook page;
* Consider offering your time and skills to support the volunteer Management Committee;
* If already doing the above, agree to be included on our website and in our Fairtrade Town leaflet (we just need a photo of your business and a list of Fairtrade products sold/offered) …that’s more support for Fairtrade and FREE ADVERTISING for you!

For more information and advice about stocking/offering Fairtrade items, or to discuss other ways in which you think you can help us, please contact David Westwood, Trader Liaison: dandwwestwood@btinternet.com