

Choc Affair

You've gone through our entire catalogue and now you deserve to treat yourself to a few bars of chocolate! Choc Affair is a small local chocolate business in York. The chocolate is sourced from Colombia and, whilst it does not carry the Fair Trade mark, the owners of Choc Affair believe in following the principles of Fair Trade and are committed to producing sumptuous, and ethically made chocolate.

There is no palm oil in any of these products. The dark chocolate bars are all vegan; milk bars contain 41% cocoa solid. Choc Affair was voted no.1 brand by retailers in the Fine Food Best Brands awards in 2018.



CHOC1400
lime & sea salt
vegan



CHOC1402
chilli
vegan



CHOC1408
salted caramel
milk chocolate



CHOC1410
mint
vegan



CHOC1416
raspberry & rose
milk chocolate



CHOC1418
dark
vegan



CHOC1425
gin & tonic
milk chocolate



CHOC1426
rhubarb gin
milk chocolate



CHOC1428
raspberry gin
milk chocolate



CHOC1430
honey
milk chocolate



CHOC1431
coffee
vegan



CHOC1432
orange
vegan



CHOC1433
Lemon and Sea
Salt



CHOC1440
hibiscus & sea salt
milk chocolate



CHOC1441
lemon & ylang ylang
vegan



CHOC1442
passion fruit
vegan



CHOC1443
apricot & almond
milk chocolate

The story of Shared Earth

Shared Earth was originally inspired by a trip its founder, Jeremy Piercy, made to India after he left school, in 1972. It was a shock to him to see how so many people lived, yet the poorest people seemed often to be the most willing to share what they had. In his career, he wanted to repay some of the hospitality he had received by trying to address the inequalities of wealth in the world. On his return to the UK, he was also appalled by the amount of waste here, which triggered his interest in environmental issues.



Liverpool shop, c. 2010

With the birth of the Fair Trade movement in the late 1970s, he opened a Fair Trade shop in York in 1986, and so Shared Earth was born. A second shop followed in Leeds in 1988, and by 1992 we had further shops in Bradford, Manchester and Birmingham. At our height, we had nine shops around the UK, and four franchises. But the financial crisis of 2009-10 was disastrous. A huge loss in our Birmingham shop led to our main company going into administration. We only just managed to hold on to our most successful shops, in York and Liverpool, the two that remain today.



York shop, c. 2015

In 1992 we started wholesaling, initially cards and stationery made with recycled paper from the UK, then Fair Trade products from overseas. Today our product range includes everything from ceramics to bird feeders to bamboo socks and we import from over 20 countries around the world, from India to Madagascar to Peru. In recent years with the success of many of our innovative new product ranges and in house designs we've been lucky to be able to grow our wholesale sales by more 30% a year for the last 7 years, and we hope we can keep on going!

A fair, sustainable world?

We believe in a fairer world where people are not exploited, and a sustainable world where global warming and other environmental issues are tackled, not ignored. Britain is part of a global community. For a country to have strong labour rights, and then sell goods made by children or forced labour in India or Brazil, is a contradiction. More and more large companies insist that their suppliers are audited on social and ethical performance. The demand for sustainable products in particular is rapidly increasing as awareness about the climate crisis grows.

And the future?

Global warming will not go away; it's a potential disaster if we don't change our ways. New projects need to be encouraged, like the 'green wall' of trees across Africa, which brings life back into degraded land, storing water in the tree roots and stemming the exodus of people to the cities.

What can Shared Earth, and other small businesses do? We have decided that our main priority in the years to come is **to tackle climate change**. Fair Trade is still important but if action is not taken much faster on climate change, all the work of the Fair Trade movement over the last 50 years will be as nothing. Small businesses can play an important role – raising awareness of the issues, recycling more, encouraging staff initiatives, perhaps most of all, looking at their supply chains. Are the raw materials sustainable, is the packaging plastic-free – what about transport?

We've always worried about the environmental implications of importing goods from across the world and as you may have read elsewhere in this catalogue, now it's all carbon-neutral!! For every container we import, we'll be paying for another container to use biofuels instead of fossil fuels. We're the first Fair Trade business in the world to do this; we're hoping that many others will join us. We'd like to promote it until it becomes the norm!

So, we can assure our customers that all our goods are now **carbon-free**. It's a definite plus, in these days when tackling climate change is more and more on people's minds.

Below and top right; GoodShipping biofuels container ships





Stop that waste!

Awareness about recycling is pretty high in Britain compared to many countries. Less waste is sent to landfill, and the 5p tax on single-use plastic bags has been highly successful, with a drop from about 10 billion bags a year to 1 billion, and still falling. Soon we hope there will be a tax on imports of plastic packaging which isn't at least 30% recycled. But there's a long way to go. About 8 million pieces of plastic enter our oceans every day. Sea turtles mistake plastic bags for jellyfish, and birds get them trapped in their beaks; they also break down into microplastics, and enter the food chain in plankton and small fish.

Here we'd like to highlight a couple of the initiatives we've seen in the countries we buy from. Shared Earth is the largest distributor of recycled products in the UK, with ranges made from paper, tin, glass, wood and textile scraps, old saris, bike chains, computer boards, oil drums... We're looking out especially for ways of recycling plastics. They make high quality rugs, for instance (see p 63-4).

Later this year, we hope to add flip-flops to this list, which litter the beaches in Kenya. rubbish they find – most of which is plastic – to be disposed of properly. Their passion and enthusiasm is a joy to behold.

In India our supplier Karm Marg is a home for about 60 street children with recycling and sustainability dear to its heart. It collects recycled paper, textile rags and in fact any materials it can find and tries to upcycle them into new usable products. Old tyres? Fantastic! Not to be turned down, they'll provide us with a load of fun...

In Bolivia, our new supplier Crisil are experts at making the most out of recycled glass, turning it into wonderful upmarket wine glasses and jugs (see p 36-7). This picture reminds our founder Jeremy of his days as a student in 1973, when he used the basement of his shared house to store old bottles that he found in the street, (or of course from student parties, a helluva lot of bottles in other words). When he needed to let off steam, he would go down and throw them at the opposite wall – much more satisfying than banging a pillow. It was quite a job removing the glass to take to the recyclers, several wheelbarrows in fact. This was before the days of kerbside collections of course.





Want to make a difference? Plant 100 trees for just £10!

Mali in West Africa is made up mainly of arid plains bordering on the Sahara desert. It is badly affected as the temperature warms and many people have already migrated south as their land has become untenable. The Joliba Trust works in over 200 villages to stem this tide and has already received international recognition for its success in funding self-help development. This includes tree planting, dune stabilization, pasture regeneration, building wells, training in health and nutrition; in summary, sustaining the livelihoods of people threatened in particular by rising temperatures, increasing droughts and desertification.

Trees are essential to this work, and in the last 20 years Joliba have planted several million of them. Very soon, they make a noticeable difference to the topsoil depth in adjoining fields. Some, like papaya trees, bear fruit in just 6 months, and others like mango, orange and date and tamarind also fruit quickly and help local women to generate an income. Others like baobabs provide leaves which help millet, a staple local food, to grow; their fruit provides nutritious feed for cattle and they are excellent at stabilizing dunes, surviving droughts, and helping in times of famine.

Education is key to the future and children in local schools are encouraged to learn about trees and how to protect their land. In one school, children have started a small 'botanical garden', funded by Joliba, which has 31 varieties of trees and a nursery which helps earn them pocket money in addition to enabling more trees to be planted. Children in many other schools have planted trees for food, boundaries and shade.

Beekeeping is another aspect of Joliba's forestry programme, helping to pollinate crops, increase biodiversity and generate income to sustain other local projects.

Joliba's work on dune stabilization has been pioneering. Stronger winds and droughts due to global warming have made vast amounts of farmland too sandy to grow crops any more. Since 2004 over 100 hectares of dunes have been converted, protecting the livelihoods of about 26,000 people. Everyone is desperately keen to work on land regeneration, which is often relatively easy if simple measures are taken. Moreover, carbon sequestration is particularly effective in the Sahel, as trees and plants grow so quickly. Planting trees there is also cheap, meaning that money donated to Joliba has a far greater overall effect on combatting global warming than if the same money were to be spent in Europe. In addition, whilst trees planted in Europe help to slow global warming, in Mali they also have a substantial effect on people's everyday lives, providing fruit, fuel and income, enriching the soil and sustaining agriculture, giving them a livelihood and allowing them to stay in their villages.

Joliba Trust is run largely by its founder, Caroline Hart, but the work is managed by local partners in Mali. Its patrons are Jon Snow, Caroline Lucas MP and Satish Kumar. We gave them a donation of £2,000 last year and we highly recommend them to you.... A little can make a huge difference to people's lives in Mali and 95p out of every £1 donated goes directly to field projects. To learn more or make a donation, look at www.jolibatrust.org.uk or email info@jolibatrust.org.uk.





Spotlight on our new producers!

Selyn, Sri Lanka

Selyn is a WFTO Guaranteed textile company which aims to empower women and keep alive the traditions of the handloom and the crafts of Sri Lanka, and in particular to uplift the living standards of rural communities. It runs health camps, childcare facilities, even provides bicycles for its employees who can't walk into work. Many of its artisans work in villages in the comfort of their own homes. In these stressful times, it's helping to address the mental and physical wellbeing of its artisans by teaching them stretching, breathing and yoga techniques so they can relax and have a peaceful mind. Environmental values such as being a plastic-free, zero waste business are a high priority.

Crisil, Bolivia

Social enterprise Crisil, also founded in 1991, in Cochabamba, Bolivia produces quality glassware for the table (see page 36-7). It's hand-blown and mind-blowing!

Anyone can collect glass and bring it to the factory to sell by the kilo, though to keep their products pure, they don't accept coloured glass. Much of it is apparently coca cola bottles, spirits bottles and broken windows. The factory operates 24 hours, because of the amount of natural gas needed to get the ovens to the required temperature of 1,300degC. They have 5 'maestros' who blow the glass, and in a 10-hour shift, these maestros can make up to 4,000 pieces – amazing.

Coming soon!

- Seagrass rice baskets from Vietnam
- Re-usable sanitary pads from Sri Lanka
- Sustainable planters from Bangladesh
- More Christmas decs than ever before!

We work with
over 100 producer
groups from around
the world



Keep in touch via social media!

Regular updates on news and new products - be the first to know!

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Choose Fair Trade ... choose Eco!

www.sharedearth-trade.co.uk
call: 01904 670321 email: sales@sharedearth.co.uk



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GUARANTEED
FAIR TRADE