**Watford Marks 30th Anniversary of Fairtrade Foundation**

**12 March 2025**

**Press Release**

Watford Borough Council marked a special occasion at its Full Council meeting, celebrating the 30th anniversary of the Fairtrade Foundation. This significant milestone was recognised by both the Elected Mayor of Watford and the Chair of Watford Fairtrade Group. The celebration featured cake and a round of applause from all councillors present, underscoring their continued commitment to promoting Fairtrade practices within the community.

Watford Borough Council has supported the Fairtrade Town Campaign since 2004. The town officially became a Fairtrade Town in 2007 after meeting all five of the goals set by the Fairtrade Foundation in London (www.fairtrade.org.uk). Watford was the 250th Fairtrade Town in the UK.

Over the last decade, the number of Fairtrade Towns in the UK has grown dramatically, with over 600 towns now officially recognised for their commitment to Fairtrade.

Watford’s dedication to Fairtrade continues to thrive, with local businesses and residents actively supporting the movement. The 30th anniversary of the Fairtrade Foundation serves as a reminder of the positive impact Fairtrade has on global communities and the environment.

**Elected Mayor of Watford, Peter Taylor, said:** “We were delighted to celebrate the 30th anniversary of the Fairtrade Foundation and their important work at Full Council. Choosing Fairtrade products has a positive impact on communities worldwide. Watford has proudly been a Fairtrade town since 2007, and we continue to encourage residents to make conscious purchasing decisions. By doing so, they can enjoy the fantastic range of Fairtrade products available, which also benefit the planet and its people.”

**Chair of Watford Fairtrade Town campaign, Brian Mee, said:**
“We were delighted to celebrate the 30th anniversary of the Fairtrade Foundation with councillors at Watford Borough Council. Since 2007, Watford has proudly been a Fairtrade town, supporting our campaign. We are grateful to all local stores that offer Fairtrade products, including food and clothing, in support of fair wages for global producers. By including just one Fairtrade product in their weekly shopping, residents of Watford can help improve the quality of life for workers and their families. There are thousands of Fairtrade certified products available, from tea, coffee, and chocolate to bananas, flowers, and even gold and coffins, all accessible from local retail outlets.”

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* For more information, please contact Filipe Costa at Filipe.Costa@watford.gov.uk
* **People in the photo:** Watford’s Elected Mayor Peter Taylor, Chairwoman Dawn Allen-Williamson, Chair of Watford Fairtrade Group Brian Mee, and other Fairtrade Group members and members of the public.