

FIRST TO THE MARKET FOR FAIRTRADING DUERR'S



F Duerr and Sons Ltd, the UK's oldest remaining family owned preserves manufacturer, has made groundbreaking news as it announces it is to be the first UK preserves manufacturer to support Fairtrade.

Duerr's will produce Strawberry Conserve and Fine Cut Orange Marmalade made with Fairtrade sugar from Malawi.

Bearing the Fairtrade Mark, the 340g jars will be available in supermarkets throughout the UK from the beginning of October 2003, retailing at £1.19 a jar.

Duerr's marketing director Richard Duerr, said; "Fairtrade is about better prices, local sustainability, decent working conditions and fair trading for farmers and workers in the developing world. I want to ensure Duerr's gives something back to farmers who grow the sugar we use to produce our extensive range of preserves."

Currently there are over 60 companies in the UK offering 130 Fairtrade products including coffee, tea, cocoa, chocolate, snacks and biscuits, sugar, honey, fruit juice and fresh fruit, stocked by independent shops and all major supermarkets.

In the last two years sales of Fairtrade products have grown in the UK by 90% and in 2002 UK shoppers spent over £63m on Fairtrade products.

Based in Manchester, Duerr's is an innovative forward thinking company which produces high quality products for everyday use.