

EcoCongregations – Learning Through Lemons!

WHEN you read the ecocongregation article on food in the February–March edition of the *Newsletter*, were you pricked by conscience over the carbon emissions of the aircraft bringing the fruit to your table? Did you deny satisfying your craving for the luxury of a grapefruit for breakfast or a slice of lemon meringue pie for lunch?

If you read to the end of the article you will have been reassured that buying from developing countries can often help their economies and communities. Indeed, there is clear evidence that buying grapefruits and lemons from Waitrose benefits communities in the South Africa Herer Waitrose Foundation, which acts as a partnership between the super-market and the grower and has enabled a substantial proportion of the profits made on citrus fruit sales to be returned to the farmers.

During the past year, the Foundation has ploughed back £300,000 into 25 educational schemes in ten citrus farms and it hopes to raise a further £500,000 during the next six months for educational projects. So if you are tempted to seek a better deal at Tescos or Reading Market, remember the children of South Africa who will benefit if you suppress your natural inclination to save money as, of course, will so many in developing countries if you are willing to pay a little more for Traidcraft products.

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