



## Activities during the Lenten Period

### Shared Bread

17 February to 4 April 2010, as well as being able to savour an excellent product made from local ingredients, the «bread for all» gives us the opportunity to show our solidarity. For each «shared bread» sold, 50 centimes will go to the *Swiss Catholic Lenten Fund* and *Bread for All* projects.

### 160,000 Roses for the Right to Food

The «rose day» will be held on 13 March 2010. This event is always well received by the public, so much so that it is now a traditional part of ecumenical campaigns. It enables the collecting of funds to support the Swiss Catholic Lenten Fund and Bread for All projects in Africa, Asia and Latin America.

### Hearing about Good Deals . The ecumenical campaign through storytelling

17 February to 4 April, throughout French-speaking Switzerland storytelling evenings will be held related to this campaign.

You too can bank on fair trade!

For more information see [www.campagneoecumenique.ch](http://www.campagneoecumenique.ch)



### Fair trade close to your home:

You can also buy differently close to your home! Here are some examples:

**Fondation TerrEspoir:** Fruit from Africa with guaranteed fair payment for the local small producers  
[www.terrespoir.com](http://www.terrespoir.com)

**Magasins du Monde:** Fair trade specialists for over thirty years,  
[www.mdm.ch](http://www.mdm.ch)

**Claro Fair Trade** deals in specialities from Southern countries through partnerships with underprivileged small producers  
[www.claro.ch](http://www.claro.ch)

**Switcher:** fair trade organic clothing  
[www.switcher.ch](http://www.switcher.ch)

**Voyages Sakadoh:** for holidays to India which respect the country and its population  
[www.sakadoh.ch](http://www.sakadoh.ch)

**Contractual agriculture initiatives:** Direct buying of fresh and seasonal products which respect the environment and people.

In Geneva: Jardin de Cocagne  
In Lausanne: Le Jardin de Flon  
Further information at: [www.uniterre.ch](http://www.uniterre.ch)

### The Swiss Catholic Lenten Fund:

- The Swiss Catholic Lenten Fund (Action de Carême / Fastenopfer / Sacrificio Quaresimale) is a Catholic aid agency in Switzerland.
- With more than 350 projects in 16 different countries, it strengthens local village structures and other groupings that lead to sustainable improvements in people's living conditions.
- During the Lenten period and with the help of parishes, it leads an information

and awareness campaign aimed at the Swiss population about living conditions in disadvantaged countries and the North/South division.

- The Swiss Catholic Lenten Fund aims to promote an open Church rooted in today's realities.

### Thank you for supporting our activities!

Action de Carême, av. du Grammont 7, 1007 Lausanne, Tel.: 021 617 88 81  
Email: [actiondecareme@fastenopfer.ch](mailto:actiondecareme@fastenopfer.ch)  
[www.actiondecareme.ch](http://www.actiondecareme.ch)  
CCP 10-15955-7

Fastenopfer, Alpenquai 4, 6002 Luzern, Tel. 041 227 59 59  
Email: [mail@fastenopfer.ch](mailto:mail@fastenopfer.ch)  
[www.fastenopfer.ch](http://www.fastenopfer.ch)  
CCP 60-19191-7

# The Lenten Campaign 2010

## Let's bank on fair trade!

**As in the previous two years, the 2010 ecumenical campaign concerns the right to food.** In 2008, during the first campaign on this theme, the FAO estimated that 854 million people in the world suffer from hunger. This has now hit the one billion mark. Such an increase seriously compromises the achievement of the first of the Millennium Development Goals (MDGs), to halve hunger by 2015.

On an international scale, of the billion people who suffer from malnutrition, 70% live in rural environments, that is, in agricultural areas where the food products we eat are grown. There is an explanation for this paradox. As pressure from the wholesalers buying these products brings their prices down below that of their cost of production, and as prices on the international markets are reduced as a result

of European and American agricultural subsidies, the very basis of the existence of producer families is destroyed.

For a long-term solution to world hunger, it is vital to have equitable trade relations at every level and for all types of products. Sustainable agriculture which respects people and the environment must be encouraged. In Southern countries, it is



particularly important to support small producers, livestock farmers and fishermen. **In the 2010 campaign «Let's bank on fair trade!»,** the *Swiss Catholic Lenten Fund* and *Bread for All* are launching a debate on the principles of fair trade and the new economic systems. A different commercial and economic policy, based on human rights, is not only possible, but necessary. Alternatives which form a system do exist.

This campaign is addressed firstly to us all as consumers. It is up to us to demand that

the articles we buy satisfy social and ecological criteria. In selecting fair trade products, we persuade companies and retailers that the origin and production conditions of goods and services are important to us. The campaign aims to convey a positive and hopeful message: there is still time to change course!

The *Swiss Catholic Lenten Fund* and *Bread for All* have not just waited for this campaign to bank on fair trade. We have contributed to the Max Havelaar Foundation

and are shareholders in Claro which supplies Magasins du Monde. In addition, we have shown our commitment to humane working conditions in the field of textiles with the Clean Clothes campaign, now continued through the Fair Wear Foundation, and in the realm of computers with our 2007 campaign «High Tech No Rights». We also launched a petition in 2004 «for trade that serves people» accepted in the form of a postulate by the Swiss Federal Council in 2008. The demands of this petition are renewed in the 2010 campaign.

## Theological Articulation

### An economy serving Life: a discussion

Presentation of Participants:

**Hella Hoppe**, Economist at the Institute of Theology and Ethics (ITS) of the Federation of Swiss Protestant Churches (FSPC)

**Thomas Wallimann**, Theologian at the University of Zurich

**Marcos Arruda**, Economist at the Institute of Alternative Politics for the Southern Cone (PACS)

**Hella Hoppe, what are the consequences of the financial and economic crisis, especially for developing nations and for the right to food?**

Although they are in no way responsible for the causes of the financial crisis, men and women in developing countries are particularly affected by the consequences of this crisis in the real economy. The World Bank estimates that, because of the current crisis, some additional 53 million people will fall below the poverty line. Many families find themselves in a highly precarious food situation because of a reduction in income.

**Thomas Wallimann, do you think that the current crisis will bring about a mental shift towards an economy that is**

**sustainable socially and ecologically?**

Yes! But for the moment, the economic system tends to reinforce the mechanisms responsible for the crisis. No financial centre or multinational company has yet really given a sign that something has got to change. Clearly, they can't see either the value of, or the urgent need for action, which is why I have scant hope of the main actors in the economy bringing about some kind of a change. The NGOs and Churches are the best ambassadors for a message of hope.

**In your view, what are the theological, ethical and spiritual challenges posed by the neoliberal model of world trade?**

«Everything is a market!»: that's the slogan to which the neoliberal approach reduces human cohabitation. Everything is merchandise, which can be calculated and commercialised. From the theological point of view, what is striking, is that questions about meaning have no place in this context, and that the power conferred to market mechanisms is that which, in religions, is assigned to God.

**Marcos Arruda, the social and solidarity**

**economy is a new model from Brazil.**

**What economic, social and spiritual factors does this model encompass?**

Among the social factors, there is the fact that human beings naturally show solidarity. But few of us are conscious of this... Showing solidarity is also a spiritual notion. As human beings who show solidarity, we relate not only to one another, but also to nature: the divine is found in everyone, as in nature.

Churches have often placed God above or outside human beings, which has hardly contributed to the relation to the divine. As a site of the divine, everyone is a subject and possesses the same dignity as the next person. This is a primordial condition for a democratic economy serving the well-being of all: «*And all who believed were together and had all things in common.*» (Acts 2: 44). «*No one claimed that any of his possessions was his own, [...].*» (Acts 4: 32).

In the Christian context, each person is created in the image of God; each person therefore has divine dignity. The fact remains that, every day, men, women and children die of hunger because of a fundamentally non-solidarity economic system.

## Campaign Objectives

In the 2010 campaign, the *Swiss Catholic Lenten Fund* and *Bread for All* are continuing their commitment to fight injustice and hunger in the world. This has several aims:

- **To encourage the adoption of new fair trade regulations which respect human rights.** These regulations must favour the Right to Food and contribute to the fight against poverty. **A change in direction for agricultural policies** is also necessary, to include: agrarian reforms, the protection of small and medium enterprises rather than unilateral privilege for agribusiness, guaranteed food for local populations, local distribution networks and the safeguarding of natural resources.

- **To favour local action and responsible consumption,** since the consumption of organic, local, seasonal products preserves the environment while at the same time creating small local networks and favouring direct relations between consumers and producers. Reduced transportation and personal relations foster mutual understanding, reduce CO2 emissions and aug-

ment the revenue of small agricultural enterprises.

**PERU: TO PROMOTE AGRICULTURAL AND COMMERCIAL TRAINING WITHIN RURAL ORGANIZATIONS**

In the south of the Peruvian Altiplano, at an average altitude of 4000 metres, is found the department of Puno, one of the country's poorest regions. The inhabitants earn their living mainly from agriculture and livestock farming. The *Centre for the Integral Promotion of Sustainable Development* (CEPIDER) supported since its foundation in 2002 by the *Swiss Catholic Lenten Fund*, works with 21 base rural organizations, that is, around 700 people. Its aims are to improve and increase productivity in livestock farming and agriculture, to promote access to the local market of milk products, to advance technical and ecological knowledge so that these families can benefit from better living conditions and higher incomes.

Since 2003, the project has made it possible to train numerous promoters who provide

support for producers in their communes. The activities set up by CEPIDER members mainly consist in organising training workshops on themes connected to livestock, ecology (organic fertilisers, ecological manure, etc.), commercial management, administration and questions of this kind. Exchange visits centred around practical experience take place between the different base communities. Other activities are also offered: dissemination of information on various key subjects (potato and quinoa growing, etc.), teaching of techniques to improve the processes of transforming milk into cheese and milk products, advice on small business organization to enable commercialisation of products. Through its work, CEPIDER strives for a better agricultural policy and humane living conditions in Puno, as well as greater collective awareness for the region's inhabitants.

You can support the work of the Swiss Catholic Lenten Fund in Peru.

To support this project, CCP 10-15955-7. Project no 128448

