FAIRTRADE & FAIR MINED GOLD LAUNCHED

by Gordon Hammes

Garrard, CREED and Harriet Kelsall are among the first 20 companies to launch the world’s first Fairtrade and Fairmined certified gold, the Fairtrade Foundation and the Alliance for Responsible Mining (ARM) announced on 14 February.

Jewellery will be hallmarked with the Fairtrade Mark and Fairmined Mark, the stamp of reassurance that the miners are getting a better deal.

Green queen and Fairtrade ambassador Livia Firth said, “We associate gold with love and beauty but there is often nothing beautiful about the way that gold is produced. Tens of millions of small-scale gold miners risk their lives in often appalling conditions and get a raw deal for their strenuous efforts.

“The launch of Fairtrade and Fairmined gold in the UK will provide a lifeline for thousands of impoverished small-scale and artisanal miners in Bolivia, Colombia, Ecuador and Peru who find themselves at the mercy of feudal market. Many face exploitation from middle-men who pay below market prices and cheat them on weight and purity of gold content.”

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Harriet Kelsall said “I was at the launch and it was amazing and very emotional to be there and especially to touch and hold the very first certificated fairly-traded gold. It was wonderful to hear Juan speak in particular – she is a mother and has struggled against all the odds. Everything she has done, she has done for her children. I am a mother and sometimes think about how hard it is running a business while bringing up kids but all my privileged worries paled into insignificance. We at Harriet Kelsall Jewellery Design are very proud to be one of the first jewelers to be licensed to offer certificated Fairtrade gold. Let’s hope this catches on well and that more jewellers come on board and that, more importantly, consumers continue to ask for this.”

Jewellery by Oite Decker
Material Fairtrade Ecological gold
Photography: Elle Bock