

If it's a choice between Fairtrade goods in a supermarket, or from a dedicated fair trade company like Traidcraft, which is it better to support?

Although it is good to shop in supermarkets to show that there is a demand for fair trade, there are a number of benefits to buying from exclusively fair trade companies such as Traidcraft.

Traidcraft exists to fight poverty through trade, and thus by buying direct from us you are contributing to our continued wider work. We seek to continually push fair trade into new areas and our fair trade standards go above and beyond the minimum criteria guaranteed by the Fairtrade Mark.

We thus hope that those keen to support fair trade in its fullest form will continue to buy Traidcraft branded products rather than the Fairtrade products of commercial companies.

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