



## What does being a 'Fair Trader' involve?

Fair Traders buy fair trade products from Traidcraft at a discount and then:

- Sell from regular stalls at church, in school, at other groups and special events.
- Pass catalogues to family and friends and collect orders.
- Organise parties at home.
- Use fair trade at work.

There are almost 6,000 Fair Traders around the country.

Traidcraft offers resources and advice, promotional materials and support to help you make the most of being a Fair Trader.

## Why sell fair trade products?

Traidcraft 'Fair Traders' who sell in their churches, schools, workplaces or elsewhere in the community, are the backbone of Traidcraft's work. They account for half of Traidcraft's sales, and therefore make a huge contribution to Traidcraft's work with producers in developing countries. As well as demonstrating that it is possible to run a sustainable business on fair trade terms, Traidcraft invests in its producers, helping them to reach the necessary standards, develops new fair trade products and promotes fair trade to increase order volumes to producers.

## The products

Traidcraft has a wide selection of fair trade foods, from the well-known tea, coffee and sugar to dried fruit snacks, olive oil and pasta. There is also a wide range of clothing, gifts and crafts. Whatever you buy, we can guarantee that the producers received a fair price.

\* Traidcraft has a number of 'Key Contacts' around the UK who can support local Fair Traders or help you to network with others.



## Terms and conditions

We're delighted that you're interested in selling fair trade products to others and becoming one of our 'Fair Traders'. Fair trade is helping thousands of producers in developing countries to trade their way out of poverty.

Being a Fair Trader gives you a number of benefits.

- A 10% discount on foods and consumables and a 15% discount on all other products.
- An optional credit facility (initial £500 limit) and invoice facility. You can place orders and pay up to 30 days from the date of invoice. Please be aware of the timescale for payment as Traidcraft reserves the right to pursue payment.
- Free introductory promotional kit.
- Free delivery on orders over £100 at discounted price.
- Delivery within 5 working days.
- Exclusive special offers and promotions through our monthly Bulletin.
- **The option of 20% total discount off your first order if it is over £300 at catalogue price.**

"What I enjoy most about being a Traidcraft Fair Trader is being part of a movement that promotes justice not charity, enabling producers to provide for their families with dignity and respect."

Jenny Medhurst, Traidcraft Fair Trader

Traidcraft Fair Traders are supporters who are distributors of Traidcraft products. As a Fair Trader you are not an agent or employee of Traidcraft.

## Application to be a Fair Trader

Apply online at [www.traidcraft.co.uk/fairtrader](http://www.traidcraft.co.uk/fairtrader) or complete and return the application form below. All applicants must be at least 18 years of age.

**Main point of contact** - this person will receive BOTH payment documents and general information.

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Year of birth: \_\_\_\_\_ Daytime tel no: \_\_\_\_\_  
 Evening tel no: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Email address: \_\_\_\_\_

### Where will you sell or use Traidcraft products?

- Church  Market stall  
 School  Friends & family  
 Workplace/office  Youth group  
 Shop  Centre/event/conference  
 University  Other -  
 Hotel/B&B please specify below: \_\_\_\_\_

### How often will you sell/use Traidcraft products?

- Weekly  Monthly  Termly  
 Other - please specify below: \_\_\_\_\_

### For churches

Denomination: \_\_\_\_\_  
 Church name: \_\_\_\_\_

### For schools

- Primary School  Secondary school  
 Other school - please specify below: \_\_\_\_\_

### What originally inspired you to promote fair trade?

### How did you hear about the Traidcraft Fair Trader scheme?

- Friend  Existing Fair Trader  
 Traidcraft catalogue  TV Programme  
 Event - please specify below: \_\_\_\_\_

### Who will be paying Traidcraft?

- You personally  
 Church/school/organisation  
 Other - please specify below: \_\_\_\_\_

If the church, school or organisation will be paying please provide:-

The organisation name: \_\_\_\_\_

The contact name of the treasurer, finance officer or person responsible for payment: \_\_\_\_\_

Their telephone number: \_\_\_\_\_

Invoices will normally come to you by post or you can opt to receive them by email instead. If someone else is paying, it is possible to send email invoices directly to this person by email instead of you.

How would you like to receive invoices?

- By post  By email

If you have opted for email invoices and you would like these to go directly to someone else, please provide their email address: \_\_\_\_\_

### Delivery address (if different from above)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode \_\_\_\_\_

- I am not happy for Traidcraft to pass my details to my local Key Contact\*

- I am not happy for my details to be given to others in my area who may like to buy Traidcraft products from me.

Please note that this application form should be sent to us WITH your first order (see reverse).

Please fax both sides to 0191 497 6563 or post it to Traidcraft, FREEPOST, Kingsway, Team Valley, Gateshead, NE11 9BR.