

The Extra Mile Magazine



New hope after tsunami
Tea projects build on success
WTO betrays the world's poor



TRAIDCRAFT
Fighting poverty through trade

Welcome to the Autumn 2011 edition:

The good news of a training programme in tsunami-hit communities and the go ahead for two new tea projects in Kenya and India is tempered by the sad closure of a fair trade pioneer. Our new Chair tells what inspired him and we examine the WTO failure that is betraying the poor.

Support our work for free

If you're an Amazon or M&S customer, then shopping via the Traidcraft website will bring in much needed donations at no cost to you.

Click through to M&S or Amazon from www.traidcraft.co.uk/giveasyoushop and Traidcraft Exchange will earn up to 10% of the value of your purchase.

It's an easy way for you to do your Christmas shopping whilst supporting our fantastic projects!



Decorations are a sweet idea

The Meaningful Chocolate Company, the people who brought you the Real Easter Egg, have come up with another great idea – these colourful and tasty Christmas decorations.

Sold exclusively by Traidcraft, each box contains six, foil-wrapped chocolates, a card with the real Christmas story, and a sticker sheet of images to place on the decorations.

They'll cost £3.95 and, as with the egg, Traidcraft Exchange will be the beneficiary, with 15p from each sale going towards our work.

"It's a single production run so quantities will be limited," said Traidcraft Business Development Manager Jane Riley.

"Taking our experience of the Real Easter Egg as a guide, these will be very popular so people should collect orders now as we'll be supplying on a first-come-first-served basis."

See www.traidcraft.co.uk for more details.



Cover story: Women in Kenya, who are growing or picking tea, are also forming self-help groups to supplement their income from tea, like these basket weavers. See story P 8. Photo: Richard Else.



Workmen now dig sand from this dried up river in Kenya. Photo: Richard Else.

Drought in Africa

Stop Press: As we go to press the drought situation in Africa is becoming more extreme with more than 12 million people in need of humanitarian assistance.

Traidcraft's work is currently touching over 100,000 people in East Africa and although some of the areas we are working in are not yet at crisis point, they are at significant risk of severe food shortages. A lot now depends on whether or not the short rains come this autumn.

There is much discussion over the causes of the change in climate but in the meantime, says Rob Donnelly, our Head of Africa Programmes: "Whatever is causing the droughts or floods in future years, farmers

need to be able to respond accordingly.

"Information to enable them to make good decisions over what they plant and when they plant it, plus farming practices which reduce risk and allow them to make the most of whatever rain does fall are what is important for them."

Traidcraft is continuing to monitor the situation closely and we will offer any support we can to our partners working in the affected areas.

We will provide an update on the situation in Kenya in the next edition of the magazine when we will have a better understanding of the long-term impact of this crisis on the people we are working with.

Big Brew gets up steam

Put on the kettle – the Traidcraft Big Brew is back!

Next year's Fairtrade Fortnight will run from 27th February to 11th March and, as in previous years, we're encouraging supporters to use the opportunity to host a Traidcraft Big Brew as a way of telling the fair trade story and, hopefully, raising a bit of cash to help support our work.

This time, we've chosen the theme: "flourishing families" to underline the link between the lifestyle choices of families in the UK and the impact those choices have on families in the countries where we work.

As in previous years we'll be producing a range of colourful resources, including posters and leaflets, information sheets, worship materials, presentations, quizzes and children's activities to make it easy for you to get the message across.

And there'll be a special Traidcraft Big Brew refreshments pack with enough Fairtrade tea, coffee, sugar and biscuits for 50 people.

Look out for more details soon.



Hopes rebuilt in wake of tsunami

Words:
Neeti Malhotra

Photos:
P. Veil Muthu

More than 5,500 young people and women in areas of Tamil Nadu affected by the 2004 tsunami have benefited from a Traidcraft project to help them rebuild their livelihoods.

The four-year project, run in collaboration with local Indian partners, not only provided employment skills for people affected by the tsunami, but for those in poor and marginalised communities with little or no source of income.

More than 4,000 people who took part have already found work. One of them was

23-year-old S. Moovendhan, who received free computer training.

"Soon after, a computer centre opened in my village and I was asked to be its in-charge," he said. "I couldn't believe the way my life has completely changed after this training. From no income I am now earning Rs 4,000 per month."

After hearing about Traidcraft's role, he said: "I was keen to thank people from Traidcraft in person. I especially took leave from work today to come and thank Traidcraft!"

S. Prabhakaran, an unemployed chemistry graduate, described how his life has changed following computer training.

"I come from a very poor and deprived family. When I was young, my father remarried, abandoned my mother and left us destitute. I now earn Rs 4000 per month and am very happy to be able to support my mother."

As well as helping people to find employment and increase their income, the project has increased self-esteem among participants like Mahalakshmi, who completed a nurses' training course.

"I immediately got a job offer in a hospital in Chennai," she said. "I am so much respected as a nurse! The feeling of



satisfaction that I get from this job is, of course, unmatched. I am very grateful for this training."

Partner organisation Saint-Gobain Glass India Ltd also valued the experience – despite being reluctant to commit to training large numbers of young people in its glass factory near Chennai.

"The kind of support Traidcraft provided in working in a systematic and professional way, reviewing and reporting etc, I now wish that we had taken a bigger responsibility of training a few additional trainees!" said Human Resources team member Manikandan K.

"We also learnt good practices from other training service

Left: Prabhakaran (in the blue shirt) and (above) Moovendhan are now able to support their families thanks to the training they received.

providers as Traidcraft gave us an opportunity to meet and interact.

"I still remember when we first got two young people who belonged to a scheduled caste. They had no confidence and couldn't even look up and talk. But after the training they were quite changed and even brought more of their friends for the training!"

Work like this is only possible with your continuing support. Thank you.



Women making clerical stoles in the arpillera style, and master craftsman Luis Leiva. right, were typical of the sort of groups Fundación set out to help.

Sad salute to a proud achievement

Words:
Richard Higginson

Photos:
Richard Else

A combination of global economics and collapsing markets has forced the closure of Fundación Solidaridad, the Chilean fair trade crafts enterprise, after 35 years of pioneering work.

Earlier this year, Traidcraft Foundation Trustee Richard Higginson visited Fundación. Here he reflects on the news of the closure:

“It was with great sadness that I heard the news that Fundación Solidaridad is to close. But it was not a surprise.

“It was clearly struggling, both its domestic and international markets having largely

collapsed in the last year. “This unfortunate demise should take nothing away from the organisation’s wonderful history. Fundación Solidaridad dates back to 1975 as a movement to support political prisoners and sell handicrafts made by them.

“These included miniature tools made from soup bones and necklaces made from bread crumbs. In the words of long-time director Winnie Lira, an inspirational figure, it was a case of necessity sharpening imagination and creativity.

“The prisoners’ crafts were supplemented by the arpilleras, beautiful and haunting embroidered pictures sewn on rough cloth by the prisoners’ wives, mothers and sisters, telling of their agonised search for detained and disappeared relations.

“When the oppressive Pinochet regime ended in 1990, Fundación Solidaridad continued to flourish. It widened its scope to harness the productivity and creativity of workers, mainly women, from the poorest areas of Santiago.

“At its height of activity, Fundación Solidaridad coordinated the efforts of 700 workers and sold to 18 countries, Traidcraft being a major customer. I saw two of the producers in action,

working resourcefully from their humble homes.

“Previously, the government was a major customer, buying many toys for the nation’s schools. The present government has reversed this trend, citing the need to harness spending to the reconstruction of the country following last year’s earthquake.

“A more competitive international market for crafts, coupled with the increased value of the Chilean peso, high transport costs and the fact that many Western customers are opting to make their fair trade purchases of ‘essential’ items rather than crafts, have made life difficult for Fundación Solidaridad.

“It will not be easy for these crafts producers to continue to make a living without the parent organisation but at least Fundación has given them a sound business training.

“In noting its passing let us salute the work of a great producers’ cooperative, one which played a crucial role in sustaining life and hope during Chile’s darkest political period and for many years thereafter.”

Traidcraft Supplier Support Co-ordinator Zenen Santana-Delgado said: “We have known and worked with Fundación Solidaridad for many years

and it is sad to see their proud history come to a close. But the seed they planted still grows and there are several newer fair trade organisations that will continue supporting disadvantaged producers in Chile.”

Richard Higginson is Director of the Faith in Business project at Ridley Hall Theological College, Cambridge, and author of the forthcoming book Hope for the World: Christian Faith and the Global Economy.

Look out for two recycled glass products from Fundación – a small, glass cross necklace and a glass cross wall hanging – in our Spring 2012 range.





Tea projects brew up wider benefits

Words:
Abby Bick

Photos:
Richard Else and Rajendra Shaw

Last year we told you how one of our projects had brought about meaningful and lasting changes to smallholder tea growers in India.

The final evaluation showed that by harnessing the collective power of these tea growers, the project had increased their disposable income by about 40 per cent and made real improvements to their standard of living.

We were delighted by this success but we wanted to help more of the many thousands of smallholder tea growers across the developing world.

Many of them live in dismal conditions in very remote areas. Failure to get a fair price means they are unable to afford food, education and healthcare. So, whilst the small growers struggle to meet their basic needs, bigger players benefit at their expense. Although there are other factors, the difference is substantial and unfair.

Over the last year we have been working to expand our work in the tea sector to East Africa and Bangladesh, as well as new areas of India, and we have now received funding from the UK Department for International Development and the European Commission towards some of the costs of two new projects:

A Fair Cup: The tea sector in Kenya is dominated by



The new projects will bring new opportunities to smallholder growers like Caleb Macharia, watering passion fruit plants at the Iriani tea factory in Kenya, and Paremeshwari, in India.

smallholder growers who contribute 60 per cent of the tea. However, their livelihoods are under threat due to the way the tea sector is structured and managed.

This new project will benefit 30,000 smallholder growers and their families in three districts in Kenya – a total of 180,000 people – by helping them form groups through which they can make their voices heard, and working with tea factories to make them more transparent and accountable.

It will also encourage

households to grow vegetables and cash crops, such as beekeeping and passion fruit, to bring additional income and reduce dependence on tea.

EqualiTEA: Our previous project reached 20,000 of the estimated 140,000 smallholder tea growers in India.

This new project will expand our work in India to benefit an additional 50,000 smallholder growers, whilst also initiating work with 1,000 growers in Bangladesh.

Like the Kenya project, it will help growers to reap the

benefits of forming groups and working collectively.

In addition, it will work with 11,000 tea workers (mainly women and members of other marginalised groups) who are employed by the smallholder growers. In total, we expect the project to benefit more than 300,000 people.

We are excited by these new projects and the opportunity they give us to reduce poverty and improve the livelihoods of thousands more smallholder tea growers. Look out for more details over the coming months.



Driven to seek justice for the poor

Words:
Peter Collins

Photo:
Richard Else

An interview with the new Chair of the Traidcraft Board.

For international entrepreneur and philanthropist Ram Gidoomal, being confronted with the poverty in a Mumbai slum was a life-changing experience.

Born in 1950 into a Kenyan Asian family, raised in the Hindu and Sikh faiths, and educated at a Muslim school, Ram came to Britain as a 16-year-old refugee.

With the £2,000 maximum they were allowed to bring with them, the family bought its first shop in Shepherd's Bush, London.

From there, Ram read physics at Imperial College – partly because it was only a 5p bus ride away so he could do his shift behind the counter. It was also where he became a Christian.

After university, he joined Lloyds Bank International and two years later his wife's uncle invited him to join his multi-million pound commodity business. Not yet 40, Ram was at the helm of this business when he flew to Mumbai.

"Being taken to Dharavi, then the largest slum in Asia, was just too much. The poverty was stark and in your face. It was just awful."

Although the business had established its own charitable foundation to provide scholarships for needy students, it was, he says, boardroom benevolence,

always at a distance. Mumbai shocked him into doing more.

"It challenged me as to what my faith really meant. We give, we have Bible studies where we talk about these things, we pray for the poor but this really got to me at a very deep level. It made me ask: What is causing all this? What am I doing about what is going on here?"

What he did was to return to the UK and, with a few Christian friends, set up Christmas Cracker which, in the 1990s, galvanised 50,000 teenagers to raise £5m for development projects, by running such things as "eat less, pay more" restaurants, "tune in, pay out" radio stations, and "really useful gift shops," sourcing goods from Traidcraft, among others.

The experience, and the response, set the pattern for his future. Leaving the family business, he has since devoted his considerable energies to a range of social enterprises and charitable activities, founding and serving on numerous bodies, trusts and taskforces.

He has also twice stood as a candidate for Mayor of London where, although not successful, his rich cultural and faith background has drawn wide-ranging support.

"What drives me to seek justice for the poor is my faith, while my commercial experience has convinced me that what I call



transformational business has a vital role to play.

"So when the opportunity arose to apply for the role of Chair of Traidcraft I was obviously very interested and excited. I thought: this will be very, very interesting to get involved at a more formal level rather than just as a consumer or a partner as in days gone by. "Traidcraft has a very important role, even though one can argue the mainstream stores are beginning to take this onto their agenda.

"Even though it may look as if Traidcraft has succeeded, there is still a great deal more

Scenes like this, in a Mumbai slum, had a profound effect on Ram Gidoomal (left).

to be done. It is great to see the impact so far but it is just a beginning. It is something that needs to be integrated into the DNA of every major multiple and their supply chain."

It's quite a challenge but one which he feels both he and the organisation is ready for.

"I believe you should never let what you can't do stop you from doing what you can do. I am looking forward to it. I really am."



WTO failure betrays the world's poor

Words:
Liz May

Photos:
Richard Else and i.stock.com

The World Trade Organisation (WTO) is in crisis. In July its Director General, Pascal Lamy, admitted that even a slimmed down deal designed to benefit only the poorest countries was unlikely to succeed.

From Cancun to Hong Kong, Traidcraft has written time and time again of the WTO's failure to address the priorities of the world's poorest countries. Has this latest failure finally damaged its legitimacy beyond repair?

The failure of the WTO can be told through its betrayal of Africa's cotton farmers. Certain US cotton subsidies distort the international cotton market and lower world prices, making it difficult for farmers in Africa to get a fair price.

Despite huge campaigns and repeated demands for justice from Africa's cotton producers, as well as two WTO rulings calling for reform, the US has not budged. It has even managed to circumvent a case brought by Brazil by agreeing to subsidise Brazilian farmers too!

Now, even the latest deal for the poorest looks set to fail because the US has blocked the moderately worded 'step forward' on cotton proposal.

There are many reasons behind the WTO's development failure.

Poorer countries are routinely excluded from important discussions which happen in 'green rooms' or at mini-ministerial meetings to which only the chosen few are invited.

Domestic politics of the powerful countries (and the interests of their business and farmers) usually trump anything agreed internationally.

And the WTO has failed to set rules where there should be rules – for example on the impact that multinational companies have in poorer countries.

Most importantly, in the case of cotton, the WTO simply has no effective mechanism for enforcing its rules in favour of poorer countries.

If a member is found in breach, the member who has been harmed can retaliate. So, for example, Mali could impose sanctions on the US – hardly likely to have US cotton farmers quaking in their boots.

So does the WTO need reform or a complete rethink?

Traidcraft's work on trade rules over the past ten years demonstrates that a cascade into a series of bilateral deals where poorer countries are invariably the much weaker partner, will clearly not deliver development - as we have seen with the tortuous Economic



Left: African cotton farmers, like Kisavi Isika have been betrayed by the WTO's failure to protect the livelihoods of the world's poor.

Partnership Agreement negotiations.

So, some kind of multilateral system is preferable, but not one based on the premise that liberalisation and integration into the world economy is the goal irrespective of who benefits.

Now is the time to put some alternatives on the table.

Going back to first principles, Traidcraft wants to see an organisation where those

who actually do the trading – poor traders, farmers, women entrepreneurs – are at the heart of the rule making, where local and regional markets are put first and where companies are fairly regulated.

Most importantly, we want to see an organisation that allows countries the time and space to follow their own development path. In short, a trade justice organisation.

To get involved in our campaigns and for the latest updates visit: www.traidcraft.org.uk/campaign or call the Policy Unit on 020 7242 3955.



Photo: michael Lutter

Miles...and miles... and miles!

This year's Team Traidcraft runners have, collectively, covered the distance between our head office in Gateshead and the pyramids in Egypt, over 2,500 miles, fighting poverty with every step they have taken!

Whether it's a 10k or a marathon, our dedicated runners have gone the extra mile raising sponsorship to help us continue our vital development work.

Every year we are overwhelmed by the generous support and continuing commitment of our runners and this year has been no exception.

We have teams in the British 10k London Run, the Great Manchester Run and the Great

North Run helping to raise over £35,000.

One highlight of the year is the incredible achievement of our Virgin London marathon runners, Mike Hall, Tamara Giltsoff, Richard Barratt and Linda Littler, who, between them, have raised nearly £8000 by running the famous 26 miles!

A huge 'thank you' to all our runners and to all of you who have supported them – without you, our life-changing work wouldn't be possible!

If you would like to join Team Traidcraft and take part in an event, log onto www.traidcraft.co.uk/events or call 0191 497 6445 to find out more.

Making your cash go further

If you are a UK taxpayer do you know you can make your gift go further – almost 25% further – at no extra cost to you?

The UK government's Gift Aid scheme means that for every £10 you give, we can claim an extra £2.50, making your gifts worth more to the people Traidcraft works with.

It's that simple – yet, it's estimated that, annually, more than £750 million is left unclaimed by charities as many taxpaying donors have not completed the required Gift Aid declaration forms.

In 2010 Traidcraft reclaimed more than £185,000 from HM Revenue and Customs.

That's enough, for example, to cover the cost of working with 8,800 small tea growers in India and Bangladesh improving their tea growing techniques and quality control methods and benefiting the lives of over 44,000 people.

If you have donated to Traidcraft, are a taxpayer and haven't let us know, please do. It really does make a difference.

Please call 0191 4976445.

Yes - I'd like to help transform lives

I would like to make a donation of £

Please make cheques/CAF charity vouchers/postal orders payable to Traidcraft*

Or please debit my credit/debit/CAF card:

Card type: Visa Mastercard
 Maestro CAF card
 Debit Card

Card number

Expiry date

Start date

Issue no (Maestro only)

Security code**

**Last 3 numbers of the code by your signature on the back of the card.

Signature

Date

Mr/Ms/Mrs/Miss Surname

Forename

Address

Postcode

Telephone number

E-mail Address

giftaid it

YES I am a UK taxpayer and I wish Traidcraft Exchange to claim Gift Aid on this and all donations I have made in the past four years and all future donations I make from the date of this declaration. If circumstances change and I am no longer a UK taxpayer I will inform Traidcraft.

To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that Traidcraft Exchange reclaims on your donations in the appropriate tax year (currently 25p for each £1 given).

I am not a UK taxpayer.
 I do not wish to receive further information from Traidcraft plc or our linked charity Traidcraft Exchange.
 Traidcraft can sometimes benefit by allowing other like-minded organisations to contact you. Please tick if you would prefer not to hear from them.

* All donations within Traidcraft are received by Traidcraft Exchange, registered charity no. 1048752

Code: Mag11/10/INS

If or when the time is right for you to include a charity in your will, please remember Traidcraft Exchange

Traidcraft plc, registered company no:1333367, Traidcraft Exchange registered charity no: 1048752.

Traidcraft, Kingsway, Gateshead NE11 ONE. Tel: 0191 491 0591.

Gogo girls take top prize



Photo: Becky Allon-Smith

A fun idea for a tasty snack has sent a group of Cambridge schoolgirls to the top of the class.

Charlotte Laws, Roisin Dean, Caitlin Wallwork, Emily Roper, Anne Madure and Helena Violante – Year 7 girls from St Bede’s Interchurch School – came up with *Gogo Fruit ‘n’ Crunchy*, a delicious yoghurt-covered raisin and cornflake snack, which wowed the judges in our Snack Attack Challenge.

Now, with the design signed off, *Gogo Fruit ‘n’ Crunchy* has gone into production and will be available for a limited period over the next few months.

“When Miss Pittaway, our teacher, told us that we had won, I couldn’t believe it! We’d gone from just a bit of fun, to the school competition

and then to the national contest, and won,” said Emily. “It’s really great that what is fun to us, could help people in a poorer country to have better health facilities, schools and food.”

Traidcraft Marketing Director Larry Bush added: “When we worked with the girls we were really impressed with their enthusiasm and creativity but also their maturity and practicality.

“Their entry included ideas for a TV advert and lots of consideration of the environmental aspects too. It was very impressive.”



Read all about it!

Catch up with our achievements of the past year – and our hopes and plans for the future with our Annual Review, Development Review and our new strategy document, *From Fair to Flourishing*.

You can download both reviews from our website at www.traidcraft.co.uk/publications_and_resources and you’ll find the strategy document at www.traidcraft.co.uk/about_traidcraft/what_makes_us_different or, if you want a printed copy, call our customer services on 0191 491 0855.

For more information about Traidcraft and its work go to www.traidcraft.co.uk

Traidcraft, Kingsway, Gateshead NE11 ONE. Tel: 0191 491 0591.

Traidcraft plc, registered company no:1333367, Traidcraft Exchange registered charity no: 1048752.

The material in this Magazine can be reproduced free of charge in not-for-profit publications, providing the source is acknowledged.

FSC
Logo