

PAUL CHANDLER'S REVIEW OF THE 2008-9 FINANCIAL YEAR

as delivered to the Traidcraft 2009 Stakeholder event on 12 September 2009 in Gateshead

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Slide 1 - Title slide

Reflections on our 30th
anniversary year



Slide 2 – Reflections on our 30th anniversary year

Few of those present here today will have failed to notice that 2009 is the 30th anniversary year for Traidcraft plc. It has therefore been **a time when we have been to reflect on the many achievements of the past three decades, and on the progress we have made** in that time.



Slide 3 – original Traidcraft catalogue

From the original hand-drawn catalogue – to a position where almost 50% of orders come to us on the web. From a range of craft products from a handful of producers - to an extensive range of 700 food and crafts products sourced from 100 groups in over 30 different countries. From a market in which Fair Trade was dismissed as a marginal activity, - to one in which Fair Trade is now mainstream and sales of Fairtrade-marked goods exceed £700 million per annum. It's quite a change, and Traidcraft has been at the forefront of making it happen, and has played a leading part in founding other key Fair Trade players such as Shared Interest, Cafedirect and the Fairtrade Foundation itself.

But what has struck me most in the last six months is not our own impressive achievements, but **how far our producer partners have also been able to come**, with our help and those of others in Fair Trade. More and more of our producers are increasing in maturity, taking more initiatives of their own, and becoming partners in a fuller sense. I'd like to share my experience of visiting three such producer groups recently.



Slide 4 - Paulito Valdes of Vinos Lautaro, Chile

In March I travelled to South America, with my 13 year old daughter, Jo. One of the groups she talks most about is the small co-operative at **Vinos Lautaro**, where the lives of 15 or 16 wine growers has been transformed. The trick for them has been not only to grow fair trade grapes, and get an extra premium for that, but also to keep control of the finished product – taking back the wine from the local winery to market themselves, thereby getting a greater share of added value. The benefits of this have helped farmers like Paulito – a second generation member of the co-operative – to invest in taking his well-tended vineyard organic – doing so not because of a commercial opportunity, but because of his own passion for environmental causes.



Slide 5 - Andreas Rojas of Vinos Lautaro, Chile

But even more striking to Jo was the way the co-operative had decided that whilst each farmer should be paid for their grapes according to the volumes produced, the benefits of selling the finished wine should be shared among members according to need. Thus, every child and grandchild is financed through school and – if they are able – through university. So Andreas here, who has the least land of any co-operative member – less than normally needed for a decent living – has been able to send all three of his daughters to university – his youngest, Andrea on the right – is just completing a degree in social work. She told us that she was one of only three girls in her village to get to university – the others being her eldest sister and her middle sister!

It's a great example of how fair trade transforms opportunities for the next generation, and of a fair trade co-operative really demonstrating both good business sense and a commitment to the real ethos of fair trade. They now recognise – having secured a listing in the Traidcraft catalogue – that they need to spread the benefits of fair trade still further, and are seeking to recruit in new members from among the poorer farmers in the area, as well as investing time in promoting fair trade to producers within Chile.



Slide 6 - Screen printing at Get Paper Industry, Nepal

In May I went to a very different place – Nepal – to attend an international fair trade conference. I used the opportunity to visit **Get Paper Industry in Kathmandu**, for many years a supplier of handmade cards and paper products to Traidcraft. We are their second largest customer, and have played an important part in building up their capacity to deliver to a high standard. What you see in this slide is the screen printing of Christmas labels for use in the Body Shop – their biggest customer, who has invested a great deal in supporting GPI over the years. GPI's exports

now amount to \$1 million a year – a significant achievement when you discover that Nepal's entire exports amount only to \$500 million.



Slide 7 - School scene at Get Paper Industry, Chile

Their success has enabled them to employ up to 700 people, and they have gone further by setting up their own charity – which runs schools (such as this one – opened by Anita Roddick a few years ago), and to run charitable projects with HIV/AIDS sufferers, to oppose the sex trafficking of young girls, and to tackle issues of domestic violence. The charity now raised grants from international donors and has over 100 staff.



Slide 8 - Paul Chandler planting a tree at Get Paper Industry

And they are getting increasingly involved in environmental issues too – here is me planting a tree – one of thousands they are planting around their main workshops in Kathmandu.



Slide 9 - Processing/packing plant at Apicoop, Chile

My third example is **Apicoop in Chile**. You will probably have heard quite a lot about these, our main honey suppliers, over the years. I have met staff from Apicoop regularly over the years, but this was my first opportunity actually to visit them – and I have to say I was impressed by the quality of their main processing plant – it is quite a change from the facilities available to the Apicoop members when they started out on the venture.



Slide 10 - Paul Chandler and Chino Henriques at Apicoop, Chile

The trigger for my visit was that I wanted to be there for their first harvest of blueberries. You are probably familiar with how Chino Henriques, their general manager, approached us with the idea that they should diversify into blueberries, and how we arranged finance and have developed a market opportunity for them in our Geobar range. So here I am picking a blueberry with Chino! Actually, in the interests of transparency I have to admit that in the event they actually gathered the blueberries the week before – they were ready early – but they left a couple of bushes especially for me!

But I also want to report how a couple of months ago Chino came to the UK and helped us to regain a listing for Geobars that we had lost from Morrisons. He accompanied our sales team in visiting the Morrisons buyer, and so impressed him that he agreed to start placing orders again – something he had refused when we and our licensed partner had tried to persuade him to do so. It's a brilliant example of how our relationships with producers are evolving into true partnerships of equals, not a one-way dependency.



Slide 11 - Traidcraft Exchange 2009 Development Review

Although not quite 30 years old, I have also reflected during the year on how far Traidcraft Exchange has come from its origins. It has also made amazing progress, and we can be really proud of the **increasingly strategic and impactful nature of our project programmes** around the world – focusing on cotton, tea, crafts and honey producers. Increasingly we are working not to help farmers into fair trade, but to encourage, diversification, the formation of self help groups and the better serving of local markets.



Slide 12 - Abul Hossein, duck farmer (Sustainable Livelihoods project, Bangladesh)

A great example this year has been the Sustainable Livelihoods project in Bangladesh, working with small-scale farmers to produce poultry and vegetables for local markets. The EU delegation to Bangladesh recently held this project up as a model to other NGOs of an effective a well-run project.

I should point out that Abul Hossein in this slide has always been a duck farmer – it is not that we have helped him diversify from poultry into chickens as a response to the growing threat of flooding as a consequence of climate change, as one supporter suggested when I sowed this slide in London last week! However, finding ways of helping vulnerable producers adjust to the threats of environmental change is going to be an increasing theme of our work.



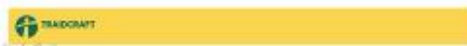
Slide 13 - 2009 Social Accounts

And finally, as we reflect on the past, it is good to remember our **wider influencing work** – our promotion of responsible business practices, our campaigning for changes in company law – our pioneering role in producing and promoting social accounting, as the first plc in the UK to do so. Incidentally, we won yet another award this year from the accounting body ACCA for our 2008 accounts. Sadly, we have just learned that they are scrapping running the award this year – perhaps because Traidcraft has won one of the top awards for seven years running now and others have got fed up with the competition!

All in all, it's a remarkable record for a relatively small organisation like Traidcraft. We can rightly feel proud of the change we have made possible through our own "Three I's" – not "Investors in Industry" but our direct **Impact**, our record of **Innovation**, and our wider **Influencing** activities.



**A year with many
achievements**



Slide 14 - A year of many achievements

But I am pleased to say that our achievements have not all been in the past. We have much to be thankful for in the year that has just passed.



Slide 15 - Ngina Mwasya – cotton farmer, Kenya

Traidcraft Exchange has won a **record number of new major grants** from a range of institutional donors. The total value of £4.3 million is more than double our previous record, and means the overall scale of activity looks set to increase significantly over the next three years as those grants are used to implement projects. This is great news both because it underlines the credibility that our development work has now achieved in the eyes of professional donor organisations, but even more importantly because it will enable us help many thousands more poor producers around the world. People like Ngina Mayasa from Kenya, who will benefit from a new project in which we hope to translate some of the learning from our work with Agrocel in north India into an East African context. Of course, there will need to be differences in a different region and culture, but it is a great example of how we can transfer learning around the world.



Slide 16 – Supermarket campaign postcards

Our policy team has also had a good year, working to influence trade rules, the fair trade movement and company practices. Perhaps the highlight of this year has been our **campaigning on supermarket practices** – and thank you to all those of you who have supported this by completing postcards such as these. We have gained remarkable access to those undertaking a review of supermarkets within the Competition Commission, were clearly able to influence their conclusions and recommendations, and gained a high profile. When the BBC News reported on the ending of the investigation on their website last week they quoted the British Retail Consortium's views, the National Farmers Union and then Traidcraft! However, we now need to work hard to get the government to actually implement the recommendation to establish an Ombudsman – the battle is not over yet!

I sadly have to report that the director of our Policy Unit, **Mike Gidney**, left us this summer – after eight years in which he built it up to the significant team that we have today. Mike has been “poached” to become Deputy Director of the Fairtrade Foundation, working as Harriet Lamb’s number two – and we are delighted that he will be able to influence developments at the Foundation – for we have trained him well and know he takes Traidcraft perspectives with him! Another way of extending our ability to influence the wider movement!



Slide 17 – Producers from MACS, South India – producers of Traidcraft freeze dried instant coffee

Traidcraft plc has also delivered some major innovations in the last twelve months – often working with new licensing partners who can combine our fair trade expertise with their know-how in specific supply chains. This time last year we launched our **freeze dried instant coffee** from India – coffee that is processed and packed in south India, meaning even more added value in the developing world. I am pleased that the product is proving so successful that this autumn we have been able to launch it in jars too.



Slide 18 – Mr Sampala, rubber producer, Sri Lanka

Then in January we launched the **world’s first ever fairly traded rubber gloves** – sold through Fair Traders, Tesco and now Asda. You will hear more about this in the afternoon presentations, but we plan to expand the range to gardening gloves and heavy duty outside gloves in 2010.



Slide 19 – Charcoal workers with the kilns, Namibia

And another world first was our sustainably sourced fair trade charcoal from Namibia. Here, we are very grateful to the BBC's forecast of a barbecue summer – it may have been misleading, but it meant we sold out of the first year's order of 250,000 units within weeks, and our partner the Co-op has indicated that it will place orders for next year amounting to an impressive 1 million units.



Slide 20 – Raisin producer Pili Contreras at Mifruta, Chile

And then we have made great progress in **bringing new producers into Fairtrade** certified supply chains. For many years we have had an effective global monopoly of Fairtrade-certified raisins from our South African partners, Eksteenskuil. Now monopolies and Fair Trade don't go together, but we have used up their entire harvests in our Geobars, cakes and mueslis, and it has been a priority for some years to bring on additional suppliers. And at last we have done it, and the world's second certified producer is now on-stream- **Mifruta** in Chile. And just in time, because Eksteenskuil has had two poor harvests in a row, meaning a woefully inadequate supply of raisins. But more importantly, this will open up opportunities for others in fair trade too – yet another example of how Traidcraft goes the extra mile and invests in bringing on producers to support the growth of fair trade in ways that few “mainstream” companies are prepared to do.

The Challenges of Success

1. Increased competition
2. Perception that "the job is done"
3. Funding the growth of Traidcraft Exchange programmes



Slide 21 – The Challenges of Success

But it would be wrong for me to stand here today and claim that everything was going well, for it **has been a tough year for us financially** – not just because of the recession but because we are in many ways the victims of our own success. There are three major areas of challenge that I want to describe to you, and each of them is the flipside of the very effectiveness with which we have been delivering our mission of fighting poverty through trade.



Slide 22 – Cadburys Dairy Milk – with Fairtrade mark

So we really welcome this year's announcement that **Cadburys Dairy Milk is going Fairtrade** – its already available on many shop shelves. It's the type of iconic product we have always wanted to see convert. And we have always recognised that if we are to tackle poverty at a global level we have to get the big players involved, and not simply hope to preserve a niche market to ourselves. So it's a major success! But it doesn't make life easier if you want to sell Traidcraft or Divine chocolate!



Slide 23 – Tesco own label Fairtrade products

But it's not just Cadburys. The expansion of own label Fairtrade by supermarkets – be it Tesco's or Sainsbury's – makes it very difficult to sustain price margins and volumes against their powerful marketing and economies of scale.

That's why over the last few years we have been telling our supporters that if they want to see organisations like Traidcraft continue to pioneer and to raise standards, they now need not simply to buy Fairtrade marked goods in supermarkets (we needed to do that when establishing the business case for Fairtrade – that is now well and truly established) – but to **buy Traidcraft branded products** – in supermarkets when available, but even more importantly from Fair Trader stalls and our catalogue/webstore where the full range is available.

But it is understandable that with recessionary pressure on budgets and the ease of buying own label Fairtrade on your weekly supermarket shop; many people are buying mainstream competitor brands' Fairtrade products. So as a combination of those factors, we have actually seen a **small decline in sales** – for the first time since I became Chief Executive in 2001 – as the next slide shows.



Slide 24 – Traidcraft plc sales trends

You can see here that total sales fell to just under £22 million, a decline of 2.6%. Within these figures we saw some growth in wholesale sales and in sales of licensed products like the Geobar, but a fall in our more traditional channels such as Fair Traders and small fair trade shops.



Slide 25 – Developing World Purchases

In the circumstances I am delighted that we were nevertheless **able to increase the total value of our purchases from developing world suppliers** – partly by increasing the range of licensed products, and partly by changing the recipe in Geobars this spring, so that each bar sold now contains a greater proportion of Fairtrade ingredients.



Slide 26 - Traidcraft plc profits

But all this has had an impact on **profits, which fell to £52,000** after tax. Now it is still a profit – and many companies would be delighted to have achieved that in this last year. But we do need to see a return to the levels of profitability in 2005/6 – not because we want profits for their own sake, but because they provide the necessary funding if we are to invest in growing markets for our producers and in innovation.



Slide 27 - Fair Traders (Helen Falconer-Flint and Elaine Willmore)

The second major challenge I want to talk about is the growing sense, perhaps particularly among some of our church-based supporters, that the “**job is done**”, and that now Fairtrade is so well established in the mainstream they should switch their efforts elsewhere. Our Fair Traders remain extremely loyal, but we get frequent comments that their church leaders’ enthusiasm may be waning or switching to other important issues such as fighting climate change. This has been reflected in a **small decline in the number of active Fair Trader accounts** this year, also we still have over 6,500 in place – much more than a few years ago.

This perception that the job is done is, of course, quite wrong. Traidcraft continues to rely significantly on our Fair Traders- they sell half of our direct turnover and make a huge contribution to our viability. But more importantly, the needs of producers are no less. Indeed, poverty levels are rising again as a result of the recession, and the proportion of goods that are fairly traded in UK is still a tiny proportion of that which could be fairly traded.



Slide 28 - Traidcraft church resources

So we need to **reinvigorate our church supporter base** – for over 90% of our non-mainstream sales are made through churchgoing activists. This means reinforcing awareness of Traidcraft’s own Christian identity, and reminding the Christian community of the importance of fighting for social and economic justice as part of our discipleship. Thus we have been producing a growing range of church resources, speaking at synods and conferences and festivals around the country and supporting initiatives like Back to Church Sunday.

We remain fully committed to our responsibility for helping to harness the voice and energies of the Church community behind the struggle for trade justice and a fairer world.



Slide 29 - Fair Trade in schools

But it's not just churches of course. Over the year we have developed more resources aimed at schools: and now have some 1,000 school-based Fair Trade accounts. The next few years should give us some good opportunities not only to sell, but to present the message fair trade to young people around the UK – with some 2,500 schools already registered as working towards Fairtrade School status.



Slide 30 – Fair Trader stall at Kilry School, Scotland

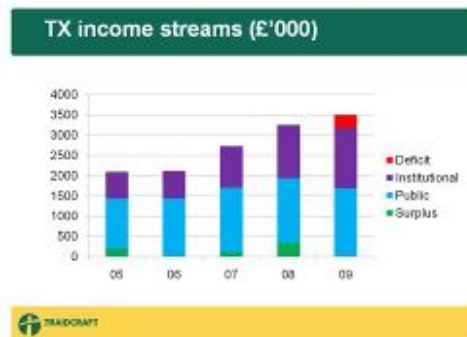
So whilst some may feel that our Fair Trade supporter base is getting older (a bit of a myth - in fact 40% of Fair Traders are under 50 years old) – actually a new Fair Trader account may typically look rather more like this: not old at all!

But we do need to continue recruiting new Fair Traders, so please if you are able to do spread the message.



Slide 31 – Urgent appeal leaflet

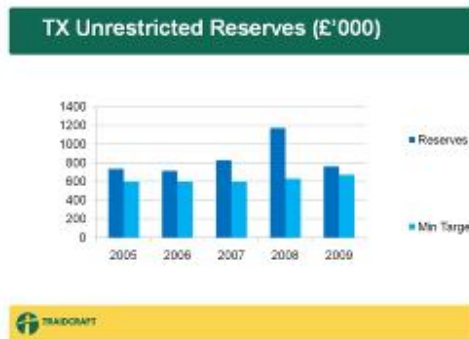
The third challenge of success related to Traidcraft Exchange, and is much more related to the recession. I mentioned earlier the huge success in winning new grants, but this brings with it a problem, in that major donors almost never give you all the money needed to carry out a project. So each new grant increases the amount of extra funding we need to raise from the general public. And this is happening just as recession means that our **donated income is in fact falling**. That's why earlier this summer we had to launch our urgent appeal, to enable us to implement our growing programmes.



Slide 32 – Traidcraft Exchange income streams

This slide shows the background to this appeal. Gifts from the general public fell by 15% last year – when we really needed it to rise by 10%. The total number of donors rose – which is a good sign – but the average donation fell. Now the scale of the change is distorted by some one-off windfalls in 2007-8, but on an underlying basis the decline year on year was 5%.

So whilst I am delighted that **we increased the scale of our activity** such that we spent a record £3.5 million – increasing our impact around the world – this was only possible by digging deep into our reserves. The red block on the slide represents a **deficit of over £300,000**.



Slide 33 – Traidcraft Exchange unrestricted reserves

Now funding deficits during recessions are one of the key reasons why we have prudently built up reserves over recent years, and it is right that we spend in years such as this. We are very thankful to God that in 2007-8 some big windfalls did build our reserves to their strongest ever position – an more than we had planned – so we have been able to afford last year’s deficit without falling below our target minimum reserve level. But clearly we can’t afford this level of deficit for many years before we run out of money.

I know many of you are generous givers to Traidcraft Exchange – Fair Traders in particular gave £250,000 to our charity last year, as well as all their work for the sales of Traidcraft plc. But we really, really do need everyone’s support to help us achieve the exciting potential to grow our programme.



Slide 34 – Staff at Traidcraft (Michael Armstrong and Gazza Zykej)

Before I move on to look to the future, I would just like to pause for a few moments to say a big **thank you to Traidcraft’s staff**, whose dedication and enthusiasm in challenging times has been inspirational. We couldn’t achieve anything without our supporter s- but we couldn’t do it without our loyal staff either, and are fortunate to have very talented and hard-working teams in all parts of our organisation.

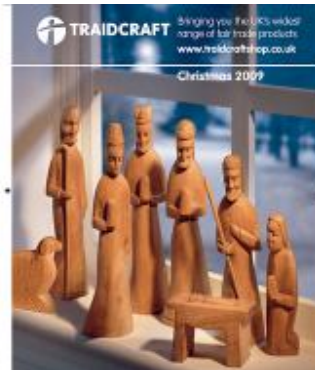
Looking ahead

1. Prospects for the current year
2. Long-term strategic review



Slide 35 – Looking ahead

But what are the prospects for the current year? Well, **market conditions remain tough**. The recession is not yet over, and some its effects have time-lags which are not yet fully worked through. We therefore expect another difficult year, and I do not expect to be able report next year results that are much improved. The plc is likely to face a further decline in sales and a profit performance that is around break-even, and there is also likely to be a further deficit for Traidcraft Exchange, albeit we don't expect it to be as large as that experienced last year. This isn't a crisis situation – our reserves and capital base are adequate to see us through the next year unless we experience a much worse downturn than expected – but it's not going to be easy.



Slide 36 - Cover of autumn 2009 catalogue

That said, we have been very encouraged by the early reactions to the **autumn catalogue**, which have been so strong that we have been able to place a substantial value of top-up orders with our crafts producers already – some £200,000 of extra business for them.



Slide 37 – Home page of upgraded Traidcraft webstore

And we are hopeful that our Mail Order sales will go from strength to strength too, especially with the **redesign of our webstore** – launched earlier this month – which not only provides much more producer information to customers (do have a look at this), but also gives us much more flexibility about how we can sell from its pages. 45% of our orders are already placed through the website – though usually customers have first seen the paper catalogue – but with sales in August up more than 25%, we are hoping that this channel to market will continue to grow and help us increase sales volumes.

This redesign has been made possible by a major (and costly) systems upgrade implemented in February/March this year to bring all our systems across the trading company up to date – an upgrade that went remarkably smoothly and should equip us well for the next few years.

But the picture is really the reverse of last year. At the moment we are seeing our traditional sales channels holding up well, but facing real pressure in the wholesale and licensing channels where we saw good growth last year.



Slide 38 - Jute being processed (Bangladesh)

For Traidcraft Exchange, our **grant-raising success has** continued into this year, with over £1.5 million in major grants already won. Pleasingly, the new grants have come in for our Bangladesh and Policy programmes, which were two of the areas for which we raised least last year, so that is plugging some important gaps. Together with beginning to spend some of the grants raised last year, we now expect our total charitable expenditure in 2009/10 to grow from last year's £3.5 million to over £4 million! That's great news for our partners and beneficiaries.

However, this continued success further heightened the need for more funds to be secured from the general public and our supporter base if we are to be able to finance this growth without a further large deficit being incurred. The urgent appeal has so far raised some £100,000, and we have other initiatives planned for the next six months.



Slide 39 - Big Brew poster (Fairtrade Fortnight 2010)

For example, in **Fairtrade Fortnight** we hope to get even more of our supporters to participate, by running **Big Brew tea parties** – which will link in to the theme of the Fortnight nationally, and build on campaigning around tea that we will be carrying out with the Women’s Institute this autumn. In 2009 supporters raised £25,000 through Fairtrade Fortnight events – a good uplift on 2008 – but for 2010 we hope even more Fair Traders and others will get behind us.

We are also about to send out a letter from our new non-executive director, Margaret Sentamu, to some 17,000 churches. Unfortunately we can’t tell which churches already have Fair Trader stalls at them, but we hope this will add to our profile raising work and may lead to more donations, and indeed more Fair Trader recruits.

But there is no doubt that despite all the activities we have planned, raising donations for Traidcraft Exchange remains one of our most pressing challenges, so anything you can do to help would be very much appreciated.

So in summary, we have lots of energy, lots of opportunities, and although the short term is going to be a difficult time, in the medium term we are very excited by the potential to carry on increasing our impact and innovation. And we will be focusing on that longer term picture over the coming twelve months, because we are coming towards the end of our current five year plan period, and are about to start a **major strategic review**. Our aim is to challenge ourselves about what Traidcraft will need to look like in 2020 if we are going to be effective in fighting poverty, so that we can then set ourselves shorter term goals as we evolve towards that vision.



Slide 40 – Dulal Miah, Fisherman in Bangladesh (Sustainable Livelihoods project)

We are going to stand back and try to understand **trends in global poverty** – its nature and distribution. The worldwide recession means that poverty is on the rise again – underlining the continuing need for a successful Traidcraft – but what sort of people and regions will most need our support? A further dimension of this will be understanding the potential **implications of climate change** – again that may affect patterns of poverty as different regions have to adapt to more or less water and other challenges – and we need to review the whole way in which we work as a trader and as a development agency to make sure we are minimising our own negative impacts and doing more to help our partners respond to challenges.

As this slide of a fisherman from the Sustainable Livelihoods project reminds us, by 2020 there is a risk that many of our Bangladeshi suppliers and partners may be under water unless we help get the world to take action soon.



Slide 41 – Four faces

We also need to reflect on **social and demographic changes here in the UK**. They will affect the ways people shop – what they buy and how they buy it. An ageing population will have considerable implications for us as an employer too, as staff may want to work for longer, or need support less with crèche facilities that caring for elderly parents. How may people's attitudes towards the wider world and issues of poverty change over the coming decade the light of bigger economic and political trends and pressures, and what does that mean for the way Traidcraft needs to work.



Slide 42 – Coffee being drunk in church

And finally we will want to consider **changing patterns of church membership** – what will changing structures look like, what attitudes may emerge in relation to seeing social justice as part of Christian discipleship? How will this affect our supporter base, and how can we play a part in keeping social justice at the heart of Christian mission?

I am rather excited by this opportunity to stand back and do some fresh thinking, so we can build on our existing strengths and identify where we need to create new ones. And as part of our Review we will of course be **seeking inputs from all our stakeholders** – our producers and partners overseas and our UK supporters. So please look out for our requests for your views our priorities for the future when we come out with these probably in the first part of 2010.

We really do need to understand our supporters' perspectives on such issues, because without your continuing enthusiasm for our work, we know we would achieve little. And the great thing is that **our supporters come in all shapes and sizes**.



Slide 43 – Traidcraft campaigner (1)

From the enthusiastic young campaigners on the street ...



Slide 44 – Traidcraft campaigner (2) from St Marks Wythenshaw

To the long term dedication of those who have loyally campaigned with their churches through Jubilee 2000, Make Poverty History and Drop the Debt...



Slide 45 - Traidcraft sponsored runners – Great North Run – 2008

From activists running to raise sponsorship income for Traidcraft Exchange



Slide 46 – Fair Trader team at Oulton Village Hall

To groups of supporters running Fair Trade stalls in their communities, and promoting the Traidcraft message to their neighbours ...

Some look like this ...



Slide 47 – Traidcraft sponsored runners from Whitstable

... and others looks like this!



Slide 48 – Shareholders voting at 2007 AGM (St Chad's College, Durham University)

Still others are involved as shareholders and donors – here is a scene from the AGM in Durham two years ago – who encourage us to be good stewards of our resources.

It is a wonderful alliance of many different types of people, from many different backgrounds and ages. And it is always invigorating to meet people such as yourselves at events like these. This week, in addition to this event we have had more than 250 people attending product preview days around the country – the dedication people show by coming out to learn what we are doing and lend us their encouragement is quite amazing.

Traidcraft is a an example of how **ordinary people, working together with a strong shared vision, are able to achieve extraordinary things**. Over our three decades we have created changes in the UK and changes for our producers that people would not have believed possible when we started out. If we could achieve all that in the last thirty years – what can we not achieve in the years ahead?



Slide 49 – Retiring non-executive director, Philip Warren

But I want to close by paying testimony to one individual – who whilst in many ways representative of our supporters, has made a quite exceptional and extraordinary contribution – even by Traidcraft’s high standards. That person is **Philip Warren**.

Philip had been a fair trader since the 1980s, he is a Speaker, and for the last ten years he has been a non-executive director – and today marks the day when he steps down from that latter role – though he assures me his other work for us will continue unabated! Philip was originally elected as “B Shareholder director” - in the days when not all non-executives were elected by the membership – and he has brought to our Board huge wisdom, sensitivity, firmness, an ability to challenge and a deep empathy of our grassroots supporter base. At various times he has sat on all of our sub-committees, he has taken time to visit many of our producers and projects around the world, and he has been our Senior Independent Director.

So I would like on behalf of the whole Traidcraft community to thank Philip from the bottom of our hearts for all he has done. *[A presentation gift was made to Philip]*

But in thanking Philip, can I also express once more my thanks to all of you – our shareholders, donors, fair traders, speakers and campaigners – and their supportive families! – together we have already achieved a lot, together we will continue to do even more, and with God’s blessing we will be able to carry out extraordinary things in the continuing fight for justice and for overcoming the scandal of poverty.



Response from Philip Warren

Philip Warren responded to Paul's comments and the gift of a painted wood and glass dish from Allpa in Peru, by reflecting on his time with the Board, and concluded with the following prayer, adapted from a Franciscan Benediction which many of those present asked to be included in the record of the meeting and thus be available for others to use:

A Franciscan Benediction

May God bless you
with a restless discomfort
at easy answers, half-truths and superficial relationships
so that you may live deep within your heart
Amen

May God bless you
with anger
at injustice, oppression and exploitation of people
so that you may tirelessly work for justice, freedom and peace
among all people
Amen

May God bless you
with the gift of tears to shed for those who suffer from pain, rejection, starvation
or the loss of all that they cherish
so that you may reach out your hand to comfort them
and to transform their pain into joy
Amen

And may God bless you
with enough foolishness
to believe that you really can make a difference in this world
so that you are able, with God's grace,
to do what others claim cannot be done
Amen