



About Traidcraft

Traidcraft fights poverty through trade, helping people in developing countries to transform their lives. Established in 1979 as a Christian response to poverty, we practice and promote approaches to trade that benefit the poor.

Our trading company, the UK's leading fair trade organisation, puts fair trade into practice, whilst our international development charity runs trade-related development programmes overseas, and campaigns in the UK and internationally to bring about trade justice.

Trade impacts on the life of every person and we believe it provides the most sustainable way of overcoming poverty. To make a lasting impression on poverty that transforms lives, Traidcraft carries out the three interlocking and mutually reinforcing activities of trading, supporting and influencing.



How is Traidcraft organised?

Traidcraft's unique structure – a trading company and a development charity working together – gives us a distinctive perspective on how trade can be made to work for the poor.

The trading company

We work with more than 100 producer groups in over 30 developing countries to provide 450 fair trade food, craft and textile products. We have 120,000 customers and a turnover approaching £20 million. Traidcraft was instrumental in setting up the Fairtrade Foundation which awards the Fairtrade Mark to products which meet internationally recognised standards.

Our trading company puts fair trade into practice by:

- **Enabling producer groups in the developing world to benefit directly from trade.** We work to create long-term relationships and business opportunities, and provide training and support.
- **Innovating and extending our practices and the range of fair trade goods.** We supply the widest range of fair trade products in the UK

- **Giving UK consumers a choice and enabling them to use their buying power to send signals to businesses and government.**
- **Challenging business behaviour.** We implement good practices and demonstrate that it is possible to run a successful business on fair and ethical principles.

The charity

Traidcraft's charity, Traidcraft Exchange, is the UK's only development charity specialising in making trade work for the poor. Established in 1986, Traidcraft Exchange works to enable poor producers in Africa and Asia to grow their businesses, find markets, and engage effectively in trade.

We are currently managing 14 major projects with a total value of about £5.5 million. These projects are directly benefiting 350,000 people with a further 1.4 million indirectly benefiting.

At Traidcraft Exchange we take a three-pronged approach to making trade work for the poor:

- **Trade**
We identify the problems that prevent the poor benefiting from trade, and work to overcome these. This might involve helping producers and buyers to find and work with one another, or enabling producers to understand the demands of different markets and what they need to do to access them.
- **Support**
We identify the services that small businesses need to enable them to trade effectively, and build the capacity of local service providers to provide these services on an affordable basis.
- **Influence**
We undertake lobbying and advocacy activities to campaign for trade policies that help rather than hurt the poor. And we help poor producers to understand the rules that restrict how they trade and encourage them to speak up for their rights.

We are committed to working in collaboration with other organisations, both in the countries in which we work and internationally, who share our vision of a world freed from the scandal of poverty, where trade is just and people and communities can flourish.

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