



## A brief history of Traidcraft

- 1979-80 Richard Adams, the founder of Tearcraft from which Traidcraft developed, had the vision to set up a fair trade company importing goods from developing countries and paying producers a fair wage. Traidcraft Ltd started trading in July from a warehouse in central Newcastle, with a handful of staff.
- Our first catalogue was a single colour with hand-drawn artwork, selling crafts. Tea and coffee were introduced in the 1980 catalogue.
- From the beginning Traidcraft relied on sales from voluntary representatives, who also helped to raise awareness about the need for fair trade.
- 1981 Traidcraft Educational Foundation (TEF) was set up - a charity geared to raising awareness about the producers and issues of justice in trade and development. More than 400 voluntary representatives now worked to promote Traidcraft across the UK.
- 1982-83 Further food products were introduced in the 1982 catalogue. The following year saw recycled paper products added to the range, in response to growing environmental concerns. Sales topped £1 million in the year ending March 1983.
- Traidcraft moved to its much larger premises on the Team Valley in Gateshead.
- 1984 Traidcraft became a plc. First share issue - 300,000 non-voting shares at £1 each - was substantially oversubscribed.
- 1986 Traidcraft plc made second share issue - 1 million non-voting shares at £1.15 - was fully subscribed. TEF became Traidcraft Exchange and began working overseas with producers and other community groups.
- 1987 Traidcraft's clothing range was launched.
- Traidcraft collaborated with other European fair trade organisations on work with producers and on awareness raising. This led to the official establishment of EFTA (the European Fair Trade Association) in January 1990.
- 1988 Traidcraft plc provided catalogue services to other organisations, including Greenpeace and Amnesty.
- 1989 Sales in Traidcraft plc's tenth year of trading exceeded £4 million.
- Traidcraft was involved in the establishment of the International Federation for Alternative Trade, a coalition of producing and importing fair trade organisations from around the world.
- 1990 Shared Interest (an ethical investment society) was launched, following a Traidcraft Exchange project.

- 1992      cafédirect ground coffee was launched in supermarkets, by a consortium which included Traidcraft.
- Six charities, including Traidcraft Exchange, set up the Fairtrade Foundation, to monitor fair trade products sold by high street retailers.
- 1993      Traidcraft plc published the first full social accounts of any UK plc.
- Just Exchange, Traidcraft Exchange's first partner organisation, was launched officially in South Africa. It aimed to assist black-run small businesses with marketing advice to increase sales, including exports.
- 1994-95      cafédirect instant coffee launched.
- Two new Traidcraft Exchange Partnerships started officially in Tanzania and the Philippines, followed rapidly by the fourth in India in 1995.
- Traidcraft Exchange launched "Mind Your Own Business!", Traidcraft's first video to contain extensive producer footage shot overseas. It was funded by the EU.
- 1995-96      Strong competition led to a process of simplifying the business. A 'Trinity of Aims' was adopted: developing world purchases, profit and awareness raising.
- 1996-97      Traidcraft Exchange work overseas work through partnerships grew (including more than £1m of export sales facilitated) and plans to expand the approach to other countries were made.
- Traidcraft's behind the scenes lobbying had a major impact on the new Government's policy on the role of business in development and subsequently the White Paper on International Development.
- 1997-98      Traidcraft plc's foods and beverages sales reached a record £3.6m. Our focus on Fair Trader (voluntary representatives) recruitment increased their number to over 3000.
- Traidcraft launched *ethics etc*, a new social accounting consultancy.
- 1998      Traidcraft Exchange's partner network expanded with new joint export promotion projects in Bangladesh and Zambia.
- A lottery grant enabled Traidcraft Exchange to begin a new programme of trade promotion, including its first appearance at the International Spring Fair in Birmingham.
- Traidcraft Exchange's Ethical Business work had a major boost with establishment of the Fair Trade policy unit, based in a new London office, to maximise effectiveness in debate with government and mainstream business.
- Traidcraft contributed to the development and launch of the Ethical Trading Initiative and the Institute for Social and Ethical Accountability.
- Traidcraft plc and Traidcraft Exchange worked together to launch teadirect, the latest product from the cafédirect consortium.
- Traidcraft Exchange launched new food video, "It's a Fair Crop!" with funding from the EU.

- 1999 Sales in Traidcraft plc's twentieth year of trading exceeded £7 million.
- The number of active fair traders reached 4,500 – double that of three years ago.
- Geobar was launched in March – the first Traidcraft branded product sold in supermarkets. Wine added to Traidcraft plc's product range.
- Traidcraft Exchange's Ethical Business Unit encouraged NGOs to recognise the potential to benefit poor people's lives through changes in the UK Companies Act, by legislating for greater transparency and accountability.
- There was major organisational change, as Traidcraft plc and Traidcraft Exchange moved to a unified board and one Chief Executive.
- 2000 We held our 21st birthday celebrations.
- Traidcraft Exchange secured a £2.5 million grant from DfID to set up a Partner project in Malawi –one of the world's poorest countries.
- With War on Want, Traidcraft set up the "Just Pensions" project to encourage pension funds to invest responsibly.
- 2001 Traidcraft Exchange ceased generic fair trade awareness raising and put greater focus on partner development.
- 2002 Traidcraft continued to innovate during the year, with the launch of new fair trade products including fine chocolates from Belgium, a range of pastas and a growing selection of wines from Chile and South Africa.
- Traidcraft plc's sales exceeded £10 million for the first time.
- In October 2002, Traidcraft plc launched a "fair share" offer, giving people the opportunity to invest in the fight against poverty. In little more than 3 months the offer was fully subscribed and Traidcraft reached its goal of raising £3.25million.
- 2003 Against a backdrop of increasing public interest in fair trade, Traidcraft had grown its trading activities, expanded its supporter base and increased its influence on other organisations, so bringing more benefits to producers in the developing world.
- In June, Traidcraft and Shared Interest jointly hosted the biennial meeting of IFAT – the International Fair Trade Association, which brought together over 270 delegates from all over the world.
- The Traidcraft website was re-launched in the summer.
- A Speaker Scheme has been established, providing resources and training to equip volunteers to speak about Traidcraft and fair trade.
- Traidcraft plc's sales grew by 16% to over £12million.
- 2004 Traidcraft celebrated its 25th anniversary. HRH, the Duke of York visited Traidcraft's Tyneside headquarters at the start of our anniversary celebrations.
- Sales of Traidcraft products grew by almost 15% during the year, to reach a total of £13.85 million. We introduced fair trade jams, marmalade, chocolate spread and an instant chocolate drink.

In April, we bought a second warehouse to act as a goods reception centre and for quality control and packaging.

Traidcraft developed the GeoActive range and was involved in major sporting events like the Great North and South Runs.

2005-06

Sales grew by 18% and, including the value of Traidcraft products licensed to other companies, totalled £19.1 million. This growth meant the value of our purchases of products and ingredients from fair trade suppliers also rose by 18% to £3.8 million. 35% of all our Cost of Sales (assessed over a three year period) was spent in the developing world.

New product launches included T-shirts made from organic fair trade cotton, dried fruit snacks, and catering packs of chocolate chip cookies.

We undertook a major re-design of our food packaging with the leading agency, Landor.

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PR & Communications, Traidcraft, Kingsway, Gateshead, NE11 0NE

Tel: 0191 491 0591

Fax: 0191 497 6562

Email: [comms@traidcraft.co.uk](mailto:comms@traidcraft.co.uk)

Website: <http://www.traidcraft.co.uk>