



Traidcraft plc

Our trading company offers the UK's widest range of fair trade food, craft and textile products from more than 100 producer groups in over 30 countries.

As well as selling to shops and online, over 6000 people generously support our work by making Traidcraft products available in their churches, schools and workplaces.

We are committed to long-term relationships and support our suppliers to develop strong businesses. By purchasing fair trade items from Traidcraft you are helping to fight poverty through trade.

Traidcraft Exchange

Our charity, Traidcraft Exchange, is the UK's only development charity specialising in making trade work for the poor.

Traidcraft Exchange implements development projects in Africa and Asia to help poor producers improve their livelihoods, offering the hope of a better future for them, their families and their communities.

We also campaign for trade justice, lobby governments and work with businesses to deliver policies that ensure a better deal for the world's poor.

This work is made possible through the generous support of individuals, groups and organisations. It is not funded by the activities of Traidcraft plc.

Get Involved

Join our community and help make a difference to the lives of producers like cotton farmer, Satbir (read his story inside).

Buy

Buying Traidcraft products helps thousands of people provide for their families.

Use Traidcraft products: Buy our products from our supporters' stalls, our website and catalogue, or wherever you see them.

Sell Traidcraft products: Make our products available to your friends and colleagues and help spread the fair trade message.

Give

Giving to Traidcraft Exchange enables us to help even more poor producers to benefit from trade.

Make a donation: Your support will help us to help people improve their livelihoods.

Fundraising events: There are lots of fun ways to raise money for Traidcraft.

Campaign

Get involved in Traidcraft campaigns and help change the way the world trades.

Campaign with us: Take actions such as e-mailing your MP or signing a postcard.

Book a speaker: We have a network of speakers who can help you promote fair trade.

Visit www.traidcraft.co.uk
or call **0191 491 0591**

Traidcraft, Kingsway, Gateshead, NE11 0NE

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



Our vision is a world freed from the scandal of poverty, where trade is just and people and communities can flourish.

The scandal of poverty

Almost a billion people are fighting a daily battle to survive on less than \$1 a day.

It does not have to be this way. Traidcraft believes that change is possible.

Making trade work for the poor

Traidcraft was established in 1979 as a Christian response to poverty.

Our mission is to fight poverty through trade, practising and promoting approaches to trade that help poor people in developing countries transform their lives.

Traidcraft is the UK's leading fair trade organisation and is made up of a trading company (Traidcraft plc) and an international development charity (Traidcraft Exchange). This unique structure gives us many opportunities to influence opinion and behaviour in the charitable, private and public sectors.

We work in over 30 developing countries in Africa, Asia and South America.



We have helped 4000 farmers in the Kutch region achieve Fairtrade and organic certification.

Cottoning on to fair trade

Traidcraft's work with cotton farmers in India shows how our trading company and charity work together to bring about change.

For farmers in the semi-arid Kutch region of Western India cotton is often the only source of income for food, shelter and education. However, farmers have suffered from increasing costs, lower yields and declining prices.

In 2001, Traidcraft Exchange started working with Agrocél, our local partner, training 35 farmers to grow Fairtrade and organic cotton. Traidcraft plc provided an initial market for the cotton.

The results of the project speak for themselves. Sales of Agrocél cotton have grown more than sevenfold to £3.2 million. Organic farming has reduced health risks and costs. Farmers have gained new skills and have seen a 43% increase in the income available for healthcare, education and investing in their business. The number

of farmers involved has grown to 4000 and continues to rise.

Having enabled the development of the Fairtrade Mark for cotton, the project has opened up opportunities for many thousands more cotton farmers around the world.



“I like working with Agrocél. The cotton price is better. We get technical guidance. There are also credit facilities and we can get good quality seed.

With Agrocél I don't have to worry about the price because it is finalised and I am assured of the rate. I hope that my children will get a good education and get a job.”

Satbir Singh, cotton farmer.