

Traidcraft: Transforming Lives

Traidcraft has been fighting poverty through trade for more than 25 years. Both Traidcraft plc and our charity, Traidcraft Exchange, share a vision of a world freed from the scandal of poverty.

Together with our partners in South Asia, South East Asia and East Africa, Traidcraft Exchange manages projects that help poor producers develop their businesses, find markets and engage in trade. Poor people need to find markets for the products they grow, collect and make. Our work helps these people to access markets, whether that be at the local, regional or international level. We also campaign for changes in trade rules and trading practices for the benefit of the poor.

Just Tea in India

Traidcraft Exchange has been working in the Indian tea industry for several years to address the crisis that has been caused by falling tea prices. We are working with our local partner to organise and empower at least 230,000 small tea growers to improve their position in the tea industry, so they can demand a fair price for their tea and gain access to more markets. We are committed to long-term support to rejuvenate the Indian tea industry. Traidcraft Exchange is helping to improve lives in a practical way by looking at alternative supply chains, improving business practice, developing new markets and improving market access.



Rabia, tea picker in Tamil Nadu, India.
Photo: Rajendra Shaw



Bee Fair in Tanzania

The beekeepers of Tabora are in crisis following the virtual collapse of the co-operative that helped them get their honey to market. Traidcraft Exchange is working with local partners in the Tabora region of Tanzania to restore market access for honey producers. Tabora is one of most isolated and deprived areas of Tanzania where the production of honey is a vital source of income. The project will increase the efficiency of the honey production and the quality of the honey so that poor producers can earn a sustainable living. It will also add value to the honey through achieving Fairtrade and organic certification. This will enable beekeepers to gain a sustainable income so they can provide for their families.



Village children in Tabora, Tanzania.
Photo: Richard Else



Ros Phaly, working at social enterprise Ta Prohm.
Photo: Julia Cantrell

Social enterprise in Cambodia

Social enterprises are a vital source of employment and support for disadvantaged groups in Cambodia who are most vulnerable to poverty; people with landmine related disabilities, women, and people living with HIV/AIDS. Social enterprises often struggle to remain viable, so we are working with a local partner to help them to improve their businesses and increase the benefits they provide to their workers, such as schooling and healthcare.

Product development in Bangladesh

Traidcraft Exchange is working in Bangladesh to help poor rural communities maximise income from the production of handicrafts. It is difficult for poor producers to keep up with the changing tastes of European markets, so we have delivered a programme of training and mentoring to handicraft producers, focusing specifically on product development. This enables them to tailor their products to market trends so poor producers can increase sales and improve their lives.



Lutfunnessa and Khadija working on batik.
Photo: Richard Else

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