



TRAIDCRAFT
Fighting poverty through trade

Meet our producers



“I really hope that we can create the same spirit of fair trade within the blueberry fields.”

**Chino Henriques (left),
general manager, Apicoop, Chile**

Photo: Traidcraft/Richard Else

From bees to blueberries

Apicoop, the Chilean honey co-operative, has been supplying Traidcraft with honey for more than 15 years. But relying on just one product is a risky business, so they decided to diversify and grow blueberries. As well as helping them to purchase the plants, Traidcraft is buying the blueberries they grow. The advance payment for the first harvest meant Apicoop could invest in a tractor – an essential tool in the blueberry field.



www.traidcraft.co.uk

The benefits of fair trade

“We are very grateful for the opportunity that this fair trade market has given us.”

Beekeeper Sonia Chicao.



Photo: Traidcraft/Richard Else



Photo: Traidcraft/Richard Else

Sweet success

Apicoop is based near Valdivia in southern Chile. It's a rural area where jobs are scarce, so harvesting the blueberries provides valuable employment, particularly for women. And the bees still have an important part to play. As well as pollinating the blueberries, their honey is used to infuse the dried fruit. In time, Apicoop hopes to do this stage of production too, so more of the benefits can remain within the co-operative.

“I would say we are partners with Traidcraft. Partnership is a great opportunity for us all.”

Chino Henriques, general manager

Fighting poverty through trade

Traidcraft is developing a variety of products with Apicoop blueberries as ingredients, including the new Mixed Berries Geobar. The income from the blueberries will help Apicoop to develop a “community bank” making low-interest loans to members to buy more hives and equipment. That's why your support is so important. Every time you buy Traidcraft products you join us in fighting poverty through trade.

