



TRAIDCRAFT
Fighting poverty through trade

Traidcraft Tea

Why buy...?

- Traidcraft are the fair trade tea pioneers. We introduced the first fair trade tea 30 years ago.
- Our Gold blend contains tea vacuum-packed at source, giving it an incredibly fresh taste.
- Our teas score very high in competitive tastings.
- Our range of tea supports some of the most marginalised tea producers in Kenya and Malawi.



www.traidcraft.co.uk



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Traidcraft Coffee

Why buy...?

- Our freeze dried coffee is organic - good for the producer and the environment.



Photo: Traidcraft/Richard Else

- Our range of fair trade coffees support farmers in India, Peru, Mexico, Bolivia, Tanzania, Honduras and Nicaragua who make a living from coffee cultivation.

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Traidcraft Cookies

Why buy...?

- By doing so you can help ginger, raisin, cocoa and sugar farmers around the world earn a fair wage.



Photo: Traidcraft/Richard Else

- Our cookies use South African raisins from Eksteenskui Agricultural Co-operative, where the Fairtrade premium has also paid for community water pumps and supported local schools.

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Traidcraft Honey and Marmalade



Why buy...?

- We offer a full range of quality honeys: clear, squeezey and set.
- Our Seville orange marmalade is organic, so better for the producers and the environment.



Photo: Traidcraft/Richard Else

“We are very grateful for the opportunity that this fair trade market has given us and we would like to encourage people to continue”. Sonia Chicao, beekeeper, Apicoop, Chile.

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Traidcraft Basmati Rice

Why buy...?

- Our quality white and brown basmati rice cooks to perfection!
- Our long term partnership with Agrocél has resulted not only in us purchasing rice, but in working with them on organic cotton and



Photo: Traidcraft/Shailan Parker

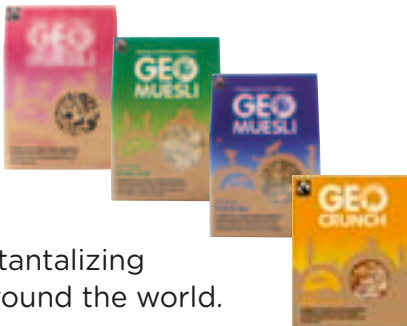
vine fruits, meaning the benefits of fair trade have made a difference to the lives of more farmers in India.

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Traidcraft Cereals



Why buy...?

- They are full of tantalizing flavours from around the world.



Photo: Traidcraft/Zenen Santana Delgado

“Now, with fair trade I expect my son will have access to a better education.”

Pili Contreras, whose father, Juan, is a member of Mifruta, suppliers of Fairtrade raisins from Chile.

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Traidcraft Geobar

Change the world one bite at a time.



Why buy...?

- More Fairtrade ingredients.
- Tastier bars that are lighter and crispier.
- Reduced fat and salt content.
- Benefiting producers all over the world: Chile, Malawi, Pakistan, Bolivia and South Africa.

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Traidcraft FairBreak

Why buy...?

- A light snack at an everyday price.
- It's made with Fairtrade sugar and covered in Fairtrade milk chocolate.



Photo: Traidcraft/Richard Else

“We give praise to fair trade. People make Joyce, a sugar farmer, very happy when they buy our Kasinthula sugar.”

Joyce Chibouro,
Kasinthula,
Malawi.

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Traidcraft Sweets



Why buy...?

- We don't use artificial flavours.
- Our Chocolate Beans have won a Best Vegetarian Sweet Award!
- We do individual snack packs for a quick treat, as well as large bags for sharing.
- More sales mean we can buy more peanuts, raisins, cocoa and sugar from farmers around the world.



Photo: Traidcraft/MiFruta

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Traidcraft Everyday Essentials

Why buy...?

- Our recycled tissue products are a great choice for the environment.
- You are contributing to a special fund that helps producers.
- Our rubber gloves use fair trade latex from the Firstlight Programme in Sri Lanka.
- Community benefits include fresh water for Sutum and Madavi's school.



Photo: Traidcraft/Richard Else

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