

Help me explain supermarket pricing!

Pull out & keep!

Are your customers saying...

'I buy Fairtrade products in supermarkets because it's cheaper'

'I can often buy Cafédirect cheaper in the supermarkets'

'Why does Traidcraft sell to supermarkets?'

'I can buy Traidcraft products cheaper in supermarkets'

'Why should I buy Traidcraft products from a Fair Trader stall?'



... see inside for some useful answers!



TRAIDCRAFT
Fighting poverty through trade

Are your customers saying...

'I buy Fairtrade products in supermarkets because it's cheaper'

- Price variation in different types of shops is normal.
- Supermarkets sell high volumes so they can afford to make very little (sometimes nothing or even a loss) on each item. The four largest supermarkets (Tesco, Sainsbury, Asda & Morrisons) have 75% of the grocery market in the UK.
- Supermarkets are so large their running costs are proportionately much lower.

'I can often buy Cafédirect cheaper in the supermarkets'

- The price difference is because Cafédirect is not a Traidcraft product. We are a reseller and have to then deliver the product to Fair Traders.
- However, if you buy it from a Fair Trader (instead of a supermarket) it means that all of the profit goes to two dedicated fair trade organisations: Cafédirect and Traidcraft.
- However, Traidcraft now has its own freeze dried coffee that is cheaper than the equivalent Cafédirect products, but carries additional benefits for producers by also being processed and packed in India.



Photo Richard Else.

Traidcraft's organic freeze-dried instant coffee is from the Araku Valley in India, where more than 5,000 tribal farmers benefit from being part of the co-operative. Clean water, healthcare and schools are among the long-term community benefits being planned using the fairtrade premium.



Photo 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.

'Why should I buy Traidcraft products from a Fair Trader stall?'

- Where should the profits go? To supermarket shareholders or to a dedicated fair trade organisation that is constantly pioneering and pushing the boundaries of fair trade?
- Traidcraft measures success on how much we buy from producers in the developing world.
- Traidcraft benefits more from sales through stalls than through supermarkets and with that extra money, we can invest in changing more people's lives.
- Traidcraft, as a Christian organisation, seeks to promote more ethical values within the business world.
- As an organisation dedicated to fighting poverty through trade, the money earned by Traidcraft is invested in existing fair trade producers and in continuing to pioneer new developments. That's why we say your money goes further when Traidcraft products are purchased through your stall. In fact, supermarkets would not have access to fair trade products if organisations like Traidcraft did not invest and develop new areas of fair trade.

'I can buy Traidcraft products cheaper in supermarkets'

- We can't control the prices that supermarkets set, especially if they have products on special offer.
- Traidcraft sell a limited number of products into the supermarkets and increasingly we are trying to offer our Fair Traders an alternative to that which appears on a supermarket shelf. If it is too challenging for you to sell products where there is that direct comparable on price then we'd suggest you offer a different range of our products to your customers, which would increase awareness of the range of products available and the amount of producers and their families that your sales help.

'Then why does Traidcraft sell to supermarkets?'

- Traidcraft exists to help poor producers trade their way out of poverty and if we did not sell to supermarkets we would not be maximising the opportunities for our producers.
- Although the sales of fair trade organisations like Traidcraft have grown significantly, we are still relatively small and this limits our impact on the producers that we deal with.
- Supermarkets can access a far greater number of consumers and make it easy for their customers to buy fair trade products.

Why bother

“If you choose to buy the non-Fairtrade product, you are actively choosing to contribute to the poverty of others”.

John Sentamu, Archbishop of York

Your Traidcraft stall needs your support

We know you can buy Fairtrade products more cheaply in the supermarket - but where does the profit go? To shareholders.

Buy from a Traidcraft stall and you are supporting an organisation which exists to fight poverty through trade; a company which measures its success, not by profit, but by its volume of purchases from the developing world.

The 3 billion people living on under \$2 a day have hope in the Traidcrafts of this world, which work to bring the benefits of trade to those who need it most.

Supermarkets play a role by growing volumes of purchases to existing Fairtrade producers - but these fair trade groups would not be there at all if Traidcraft and organisations like us had not invested in and worked with them.

There are millions more which still need this chance.

Just take a look at the pioneering achievements of Traidcraft and it's supporters over the last 30 years. Traidcraft stalls are the backbone of everything that Traidcraft does. If you already support your stall - thank you! If not - why not start today?

Jane Riley

Traidcraft Business Development Manager



1979 Founded as a Christian response to poverty, Traidcraft started selling from a warehouse in Newcastle-upon-Tyne.

1980 Traidcraft introduced the first fair trade foods (tea and coffee came first).

1986 Launch of Traidcraft Exchange, the UK's leading international charity focusing exclusively on trade.

1987 Traidcraft launched their range of fair trade clothing.

1992 Traidcraft was a key member of a consortium that launched cafédirect into supermarkets and created the Fairtrade Foundation.

1993 Traidcraft was the first plc in the UK to publish a fully audited set of Social Accounts, now adopted as good practice by so many businesses.

1998 Traidcraft launched its Policy Unit to lobby and campaign for fairer trade rules.

1999 Traidcraft launched Geobar, the first Fairtrade cereal bar.



2002 Traidcraft worked alongside the Co-op to bring the first fair trade wines into the UK.

2006 Traidcraft worked with Fairtrade Labelling Organisation (FLO) on developing Fairtrade cotton and introduced our Indian partner Agrocel, to Marks & Spencer.

2009 After 10 years of working with Mauritian sugar farmers, we received our first shipment of Fairtrade marked sugar.

Traidcraft launched the UK's first Fairtrade pasta and fair trade rubber gloves.

Traidcraft worked with the Co-op to launch the first fair trade charcoal.

Today, Traidcraft is working with more than 100 groups in over 30 countries.



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