



**TRAIDCRAFT**  
Fighting poverty through trade

## Fairtrade & Organic Certified Cotton

Wholesale Catalogue



### Why Fairtrade Cotton?

Small cotton farmers in developing countries are often invisible in international supply chains, not reaping the benefits of the huge textile industry. The Fairtrade label is designed to provide them with a better deal. By working together and selling Fairtrade marked cotton they can get up to 20% better prices for their crops as well as receiving a social premium to fund community projects of their choosing.

Read more about what Fairtrade means to one of our cotton farmers inside.

### Why Organic Cotton?

Traditional cotton production uses a quarter of the worlds' pesticides: turning this into a typical T-shirt involves a further 8000 chemicals. These chemicals not only damage the environment they also pose a serious threat to the health of the cotton farmers and workers. According to the World Health Organisation, 20,000 deaths occur in developing countries each year from pesticide poisoning, many of these are attributed to cotton production.

Organic cotton farming uses none of the hazardous chemicals used in traditional farming. Small farmers are able to grow food safely on their land to feed their families or to sell to increase their income. Organic farmers report substantially higher incomes, allowing them to educate their children and gain access to health care.

### Our Manufacturer

The company in India manufacturing the T-shirts, polo shirts and sweatshirts have social responsibilities to all employees and is committed to overall employee welfare and providing a healthy working environment. It meets ethical standards required for the manufacture of Fairtrade garments. The factory site includes a housing colony for over 1800 workers with parks, a dispensary and four bed hospital, plus a school offering subsidised education.

Visit [traidcraft.co.uk/wholesale](http://traidcraft.co.uk/wholesale)  
for more information



Guarantees  
a **better deal**  
for Third World  
Producers



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Traidcraft is dedicated to fighting poverty through trade. Trading with over 100 producer groups in developing countries we offer the widest range of fairly traded products in the UK.

To learn more about Traidcraft and our fair trade activities visit [www.traidcraft.co.uk](http://www.traidcraft.co.uk)



## & Organic Certified

Traidcraft is a leading UK fair trade organisation and was one of the first organisations to be certified by the Fairtrade Foundation to distribute cotton products carrying the Fairtrade Mark. Our range of cotton products, including T-Shirts, Polo Shirts and Sweatshirts are made from Fairtrade organic cotton from India. Agrocel, our Indian partner who has worked with Traidcraft to help pioneer the development of Fairtrade cotton.




### Cotton Bag

Cotton  
Weight: 60gsm  
Packed in 100s

| Size  | Cm       |
|-------|----------|
| Bag   | 40 x 35  |
| Strap | 2.5 x 55 |



**Standard T-Shirt**   
100% Fairtrade Certified  
Organic Cotton  
Packed: 10 per size  
Weight: 180gsm



| Size       | S    | M    | L    | XL  | XXL |
|------------|------|------|------|-----|-----|
| Chest cm   | 100  | 106  | 113  | 120 | 127 |
| Chest inch | 39.5 | 41.5 | 44.5 | 47  | 50  |



**Ladies T-Shirt**   
100% Fairtrade Certified  
Organic Cotton  
Packed: 10 per size  
Weight: 180gsm



| Size       | 10 | 12   | 14 | 16   |
|------------|----|------|----|------|
| Chest cm   | 86 | 90   | 94 | 98   |
| Chest inch | 34 | 35.5 | 37 | 38.5 |



**What Fairtrade means to one of our cotton farmers:** – Widow Narmaben Manji hopes farming organic cotton will help to provide a better education for her two grandsons.

Naramaben Manji knows what it's like to struggle to bring up a child. Her husband, Harilel Manji, died 28 years ago, leaving her with their six-month-old son, Mahendra, to bring up alone. Thanks to the support of her husband's family and her own hard work, Narmaben coped and is now enjoying seeing her grandsons, Het and Meet, grow up. She hopes that selling organic cotton to Agrocel will help to provide them with a better future.

Four generations live on the family farm which Narmaben shares with her husband's brothers and their families. She farms her area of land with her son, Mahendra, and has been growing cotton for 10 years.


"My son was six months old when my husband died," she said. "It was a very difficult time."

"I get a good price for my cotton. The Agrocel field officer also comes to give advice and there is interest-free credit.

"I want to give my grandsons a good education. We have a very small piece of land and if all the family come into farming then we will need to split the land and there won't be enough to look after all of us. So it is best if some of them find jobs outside and for that they need a good education."

Photos: Shailan Parker



**Hooded Sweatshirt**   
100% Fairtrade Certified  
Organic Cotton  
Packed in singles  
Weight: 330gsm



| Size       | M   | L   |
|------------|-----|-----|
| Chest cm   | 120 | 125 |
| Chest inch | 47  | 49  |



**Polo Shirt**   
100% Fairtrade Certified  
Organic Cotton  
Packed: 10 per size  
Weight: 200gsm



| Size       | S   | M   | L   | XL  | XXL |
|------------|-----|-----|-----|-----|-----|
| Chest cm   | 104 | 109 | 114 | 119 | 124 |
| Chest inch | 41  | 43  | 45  | 47  | 49  |

## The benefits of Fairtrade

The Fairtrade price covers the cost of production and provides a sustainable livelihood.

The Fairtrade premium funds quality of life improvements for communities such as new schools and health clinics, clean water, recreational facilities and training.

Producers benefit from advance payment systems and long term relationships.

Fairtrade production standards encourage sustainable agriculture and protection of the environment.