



## Why should I trust Traidcraft?

For Traidcraft, fair trade is not a gimmick or a marketing tool to boost sales, but the very reason for our existence. One of our foundation principles is to be transparent in our trading relationships.

Our Social Accounts, which are published each year and are externally audited, seek to verify that we are doing what we claim. Producers are given an opportunity to comment on how they feel about their relationship with us in the Social Accounts.

Regular questionnaires and meetings are supplemented from time to time by independent external research.

For more information

- [View Traidcraft's social accounts](#)
- [Up to Frequently asked questions](#)
- [Next: Why don't you work in other countries?](#)