

## How does Traidcraft find producers and choose who to work with?

Traidcraft's strategy is to maximise its impact in the particular countries in which it works. Most new producer groups come to us through our existing links within a particular country or region.

We are frequently approached by groups wanting to trade with us, but given our strong commitments to existing relationships we are only able to take on a few new producers each year.

Sometimes this means limiting the number of new countries we source from in order to have a greater impact in existing partner countries.

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