

## How do you set the final retail price?

Where Traidcraft is not selling directly to the consumer, it is the supermarket, retailer or Fair Trader that decides the final selling price, of course. Producers receive their money at the point of sale to Traidcraft (and, in fact, often receive a substantial proportion in advance) not at the point of sale to the consumer.

Each seller will have their own cost structures, and for trade to be sustainable, each person in the supply chain must make a reasonable profit.

When we sell to intermediaries, the price we charge will depend on the volumes purchased and the level of costs to market the product and deliver it to them. The variations in prices and the final selling price set by the retailer does not affect the price paid to the producer.

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