

Why do producers occasionally drop out of the catalogue?

Our fair trade principles do ensure long-term relationships with producers, but this does not mean they are indefinite. Indeed, our aim is to reduce producers' dependency on Traidcraft so that they can stand on their own two feet and survive without the added benefits of fair trade. We can then turn our attention to supporting other, newer fair trade producers as they start out on the road to sustainability.

We conduct rigorous partnership reviews with each of our direct partners at least once every three years, establishing goals for the development of our relationship and how they can be achieved.

In the case of some producers, it becomes clear that they no longer need our custom. Sometimes groups decide they no longer want to meet all fair trade criteria, and that they therefore no longer wish to trade with us. Sometimes we have to recognise that the market for a particular type of product is in decline, and that if, after product development support, that group is unable to adapt its range we will be unable to guarantee continued orders.

Some groups are not well-suited to exporting and decide they would do better to concentrate on domestic markets.

Very occasionally, we will conclude that a particular group is not responding to our training and development inputs and is therefore not drawing the benefits of fair trade nor being able to supply the quality of goods our customers have a right to expect.

In every case where our trading relationship is coming to an end we try to find ways to help groups, whether through lobbying governments, writing off debt owed to us, helping fund training or providing contacts for other potential buyers.

Where there are changes in our producer groups we try to include explanations in Traidcraft regular mailings.

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