



Does the fact that supermarkets are selling fair trade products present a problem for Traidcraft?

One of the most unusual things about Traidcraft as a commercial company is that we encourage competitors to enter the market! If we want to have a real impact on world poverty, we must get the big, powerful companies involved. It has long been our vision that Traidcraft should become a catalyst for this.

Ultimately we would like to see all trade become so fair that there is no need for a Traidcraft to exist at all! That vision is still some way off. In the meantime, it is a real challenge and we have in some ways become a victim of our own success by bringing powerful competition into fair trade.

We need to innovate constantly to remain one step ahead of mainstream competition, and we need the support of loyal customers to ensure that we continue to prosper and are able to pioneer, influence and challenge mainstream companies' practices.

We hope people who truly believe in fair trade will favour products from dedicated fair trade organisations like Traidcraft, rather than buying own label fair trade products. This allows organisations like ourselves to prosper and promote wider fair trade agendas and innovation.

One of Traidcraft's big advantages is our Fair Trader network. Fair Traders don't just sell our products, but also speak out and campaign on the issues.

Do [support your local Fair Trader](#) or buy directly from [Traidcraft's webstore](#) and catalogue.

- [Up to Frequently asked questions](#)
- [Next: If it's a choice between Fairtrade goods in a supermarket, or from a dedicated fair trade company like Traidcraft, which is it better to support?](#)