

Supermarkets and fair trade

Answers to your questions about supermarkets and the mainstreaming of fair trade.



[Supplied by FreeFoto.com](#)

Why do you work with supermarkets?

Although the sales of fair trade organisations like Traidcraft have grown significantly, we are still relatively small and this limits our impact on the producers that we deal with.

Supermarkets can access a far greater number of consumers and make it easy for them to buy fair trade products.

[More »](#)

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.

[More »](#)

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?

Although it is good to shop in supermarkets to show that there is a demand for fair trade, there are a number of benefits to buying from exclusively fair trade companies such as Traidcraft.

[More »](#)

How does Traidcraft seek to increase its business with leading UK supermarket chains?

Although we do sell some products directly into supermarkets, we recognise that, as a small organisation, we need partners to help us grow our sales in supermarkets and provide the logistical expertise which they require. We therefore often work through licensing relationships.

[More »](#)