

About the trading company

Launched in 1979, Traidcraft's trading company has experienced significant growth in recent years and is now the UK's leading fair trade company.



We work with more than 100 producer groups in over 30 developing countries to provide 450 fair trade food, craft and textile products. We have 120,000 customers and a turnover approaching £20 million.

Traidcraft was instrumental in setting up the Fairtrade Foundation which awards the Fairtrade Mark to products which meet internationally recognised standards.

How the trading company works

Our trading company puts fair trade into practice by:

- Enabling producer groups in the developing world to benefit directly from trade. We work to create long-term relationships and business opportunities, and provide training and support.
- Innovating and extending our practices and the range of fair trade goods. We supply the widest range of fair trade products in the UK.
- Giving UK consumers a choice and enabling them to use their buying power to send signals to businesses and government.
- Challenging business behaviour. We implement good practices and demonstrate that it is possible to run a successful business on fair and ethical principles.

Traidcraft shareholders

As a public limited company we have about 5,400 shareholders - individuals who have chosen to invest their capital in a way that will bring social dividends and promote justice in world trade.

These shareholders elect the directors of [Traidcraft's Board](#).

In addition, the Traidcraft Foundation holds a single [Guardian Share](#) in the company, enabling it to protect the vision and mission of Traidcraft and ensure it continues to work in the best interests of all stakeholders.

Find out more

- [Read about the trading company's work.](#)

Our trading company doesn't only trade - we look to make a lasting impression on poverty and maximise our impact by undertaking three interlocking activities.

- [Buy Traidcraft products and support our producers.](#)