

Areas of 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.



Trade

A successful business based on fair trade principles, Traidcraft trades with poor and marginalised producer groups, helping them develop skills and sustainable livelihoods through the trading relationship.

We:

- pay fair prices that cover the full cost of production and ensure that workers receive a living wage
- provide credit if needed and sometimes pay a premium that provides further benefits to producers and communities
- encourage the fair treatment of workers, ensuring good conditions in the workplace
- strive for long-term relationships rather than looking for short-term commercial advantage

Support

The relationship with our suppliers is at the heart of our trading company and we invest a great deal of time and effort in ensuring it is a stable, productive and mutually beneficial trading relationship.

Traidcraft staff regularly visit suppliers to work with and advise them on a range of issues, including product development and quality.

We don't want our suppliers to become dependent on us, but to grow and develop through their relationship with us so they can attract new additional buyers for their products, develop local markets and ultimately cease to need the extra support of fair trade.

Influence

There are now more fair trade products available than ever before - credit to an army of supporters, buyers and sellers who help spread awareness of fair trade and its impact on alleviating poverty in the developing world.

Sales of Traidcraft products prove that it is possible to run a successful business on fair trade principles.

By trading profitably we show the business world that trade doesn't need to exploit to be successful, and we encourage them to think responsibly about their own business processes.