

Traidcraft's vision and mission

Traidcraft's vision is a world freed from the scandal of poverty, where trade is just and people and communities can flourish.

Our mission is to fight poverty through trade, practising and promoting approaches to trade that help poor people in developing countries transform their lives.

We do this by:

- building lasting relationships with small-scale producers in developing countries
- supporting people to trade out of poverty
- working to bring about trade justice
- being open and transparent about our practices.

Traidcraft has been fighting poverty through trade since 1979. We constantly look to increase our impact on poverty.

By 2011 we aim to:

- treble the value of our purchases from fair trade suppliers in the developing world
- treble the volume of our charitable project and advocacy work

Our five-year strategy

- [Read Traidcraft's strategy for 2006 - 2011.](#)

During 2010 Traidcraft undertook a major strategic review of its goals and activities. This led us to summarise our vision and key areas of activity as follows, building on our model of working in the key areas of Trade, Support and Influence.

