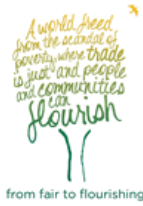


What makes us different?

One of the UK's fair trade pioneers, we go far beyond simply applying fair trade standards to our products. Innovating, campaigning, building lasting relationships with our suppliers, and engaged in a wide range of charitable projects as well – Traidcraft and our supporters really go the extra mile.



[Traidcraft Strategic Plans 2011-14: "From Fair to Flourishing"](#)

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.



[How Traidcraft is pioneering](#)

Traidcraft is committed to working in new and innovative ways. We have been working in the fair trade area since 1979 and have been influential in changing the way other businesses work.



[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 principles](#)

We are a Christian based organisation, committed to working with people of all faiths and none in our common fight against poverty.



TRAIDCRAFT

[Awards](#)

Various innovative areas of our work have received prestigious awards.