

Buying fair trade

What is fair trade?

Fair trade seeks to transform the lives of poor producers in the developing world by enabling them to use their skills and resources to trade their way out of poverty

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- [Video: see fair trade in action](#)

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Have an ethical autumn and winter with Traidcraft's fair trade range.



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We've got the widest range of fair trade products in the UK.



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Why buy fair trade?



AV Thomas is a model tea farmer. He is passing on his expertise to other farmers in Kerala, ensuring quality in the Fairtrade tea sold.

[Read his story.](#)



Fetching water is quicker and safer for Doricca and Mary now they have a borehole, paid for with the Fairtrade premium on locally grown sugar.

[Read their story.](#)

Traidcraft products



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