

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.

[Find out more](#)

[Watch our videos - see fair trade in action](#)

**Shop online for the widest
range of fair trade products
in the UK**

Order a Traidcraft catalogue
Have an ethical Spring
with Traidcraft's fair trade range

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.

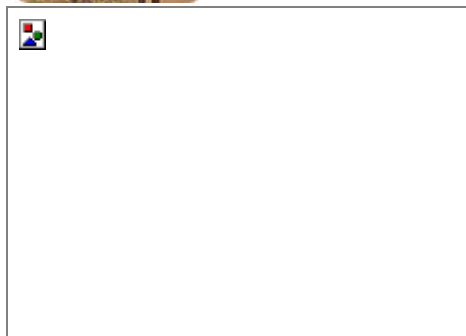
[Read his story.](#)



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 Doricca and Mary's story.](#)

Traidcraft products



[See our product range.](#)

I want to:

- [Use fair trade products at work](#)
- [Change my school to fair trade](#)
- [Sell fair trade at church or in my community](#)

- [Stock my shop](#)
- [Buy wholesale](#)