

## 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 autumn and  
Christmas 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.

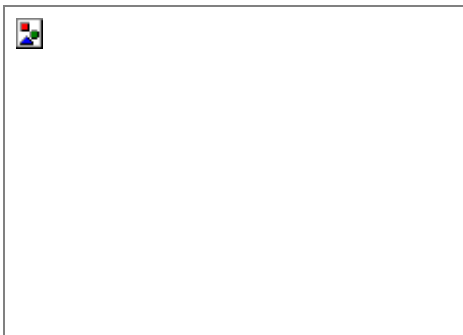
[Read his story.](#)



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 on a stall](#)

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