

More about fair trade

Questions about the Fairtrade Mark and the Fairtrade Foundation.

"It's difficult at the moment to balance hard financial decisions and ethical considerations, so we're really pleased that Traidcraft's great new discounts mean we can order Divine and Cafedirect from a company whose mission is to tackle world poverty through trade. We'd choose to order from Traidcraft any time if the price is right, and now it is! Long may it continue!" Jan Tucker, Fair Do's, Cardiff.

[Click here to see our full FAQs page.](#)

Tell me about the Fairtrade mark

Some key fair trade food products can be identified by the Fairtrade logo on their packaging. The logo is certified by the Fairtrade Foundation. Traidcraft is a founder member of the Foundation.

[Read more: Tell me about the Fairtrade mark >](#)

Why aren't Traidcraft's handicraft products Fairtrade marked?

Currently there is no Fairtrade standard for the handicraft products that Traidcraft sources, other than the standard for Fairtrade cotton. Unlike products such as bananas, coffee and cocoa, craft products are unique items. It would be very difficult to devise a standardised minimum price that would adequately cover such a diverse and wide range of products.

[Read more: Why aren't Traidcraft's handicraft products Fairtrade marked? >](#)

Who are the Fairtrade Foundation?

[The Fairtrade Foundation](#) licenses the Fairtrade Mark to products that meet internationally recognised standards. Their primary communication aims are to raise awareness of the Fairtrade Mark, to deepen understanding of the Mark and to increase sales of Fairtrade certified products.

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