

Pili's story

At Traidcraft we don't just sell fair trade products, we pioneer new ones. With our support, farmers in Eksteenskuil, South Africa, became the world's first supplier of Fairtrade raisins - and now we've helped MiFruta in Chile to become the second.



MiFruta was created in 2008, with support from Traidcraft. It is an organisation of 30 small farmers who work with vine fruits. Pili is the daughter of Juan Contreras, who is a member of MiFruta.

She says, "It is difficult for small producers to make a living from our work here, between the middlemen and the banks they have taken all our income. Many farmers have had to sell their land and move to the city.

"Now, with fair trade I expect my son will have access to a better education."

Buy products containing MiFruta raisins

You can [buy raisins from MiFruta](#), as well as [our muesli range](#) and [our yoghurt and chocolate coated raisins](#).

MiFruta raisins are also used in our Coated Fruit Mix available from Morrisons.