



Grab your aprons and help!

19th to 25th October 2009 is National Baking Week and a great reason to grab your apron and head for the kitchen to cook up a little treat for your family and friends – and help beat world poverty at the same time.

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Cake baking has never been more popular and it seems that Britain's enthusiasm for cake baking is shared equally by people of all generations and all social groups according to a poll commissioned by leading fair trade organisation Traidcraft.

The poll, carried out by YouGov, shows that almost half (47%) of women and almost one in five men have baked a cake in the last three months.

Only 16% of the population have never baked a cake. Enthusiasm is strongest in the East (44%) and South (39%) but wanes in London (29%) and Scotland (25%).

And it's not just women who are baking cakes; only a third of men interviewed admit to never having baked a cake.

Now, Traidcraft is encouraging people to use their kitchen skills in the cause of global poverty by baking a fair trade cake.

To help them, Traidcraft is offering a 'bake pack' with a cake recipe card, fair trade almonds from Pakistan, honey from Chile and sultanas from South Africa. Also included is a pair of fair trade rubber gloves to help with the washing up.

The pack costs £14.95 (including P&P) – with £5 going directly to Traidcraft's charity, Traidcraft Exchange, to help producers in the developing world.

People can order a cake pack direct from Traidcraft on 0845 330 8900 or online at www.traidcraftshop.co.uk.