

Old favourite gets a Fairtrade makeover from Traidcraft

Fruit, chocolate and nut has joined Traidcraft's ever-popular Fairtrade cookie range which is now bigger, chunkier and even tastier than before.

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The range benefits from improved recipes, high quality fair trade ingredients and updated packaging which tells the story of where the ingredients are sourced.

A long-time favourite for Traidcraft the range is available in three flavours:

- Stem ginger – our top seller spiced with stem ginger pieces from India
- Double chocolate chunk – indulgent and crunchy with whole chunks of Fairtrade dark chocolate
- Fruit, chocolate and nut – delicious and crumbly with plump South African raisins

The cookies will be available in Waitrose, independent retailers and at www.traidcraftshop.co.uk and cost around £1.25 per pack.

Traidcraft works with producers from across the developing world. The raisins in the fruit, chocolate and nut cookie come from South Africa.

Elizabeth Mentoor is a grape picker with Eksteenskuil Agricultural Co-op in South Africa. She and her family pick grapes grown by members of the co-operative which sells Fairtrade raisins to Traidcraft.

The money from this seasonal work provides them with a valuable income and the fairtrade premium on sales of raisins has paid for two community water pumps, meaning Elizabeth and her neighbours no longer have to carry buckets of water from the canal to their homes.

“We only used to carry two buckets and that is not enough for the family so we had to walk the whole day to get water,” Elizabeth said. “Now it is convenient for us because we have water in the tank.”

As well as paying for the water pumps, the Fairtrade premium means the farmers have been able to invest in new farming equipment and provide schoolbags for the children at four primary schools on the islands.

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Editors' Notes

- Cookies are sold in boxes of eight 200g packs (180g packs for fruit, chocolate and nut cookies) for £10 and are available from www.traidcraftshop.co.uk. They are also available in singles from Waitrose and independent retailers.
- All Traidcraft products are available direct from www.traidcraftshop.co.uk or by mail order on 0870 330 8900.
- High resolution images of all our products are available by return. E mail or telephone media contacts below. Samples can be sent for use in photo shoots/taste tests but may take 1-2 days for delivery.
- Based in Gateshead, Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade since 1979.
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