

Traidcraft first to launch fair trade snack packs

As summer approaches with the prospect of fun family days out and healthy pack lunches to prepare, Traidcraft has launched a range of new fair trade snack packs to make those food on-the-go logistics and '5-a-day' targets a little easier.

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Currently the UK's only fair trade snack packs, they are available in handy children's and adult sizes;

- 30g brightly coloured children's packs in raisin or apricot and raisin varieties
- 50g adult packs in exotic fruit, tropical fruit, fruit and nut or nut varieties

Traidcraft works with producers from around the world to develop new products and the new snack packs are no exception. The raisins come from South Africa, the apricots are from the Karakorum Mountains of Pakistan and the Brazil nuts come from Bolivia and from more than 300 nut gathering families living in and around the Amazon forest.

Gert Titus, from the Orange River area near the Kalahari, South Africa, is one of the small farmers producing raisins who benefits from access to farm machinery and training paid for with the Fairtrade premium. "For us success began when Traidcraft came in," he said. "They financed implements for us and that was a great breakthrough. We really value Traidcraft being on our side."

For more information, please contact [the Traidcraft press office](#).