

## UK's first Fairtrade pasta launched by Traidcraft

Traidcraft is launching the UK's first Fairtrade Marked pasta in time for Fairtrade Fortnight (23rd February until 7th March).

7 January 2009



Made in Italy with Fairtrade quinoa from the Bolivian Andes and durum wheat, this store cupboard staple complements Traidcraft's wide range of fair trade, organic food.

Quinoa (pronounced keen-wah) is a traditional cereal grown on the high slopes of the Andes in South America. Unlike wheat or rice, quinoa is a complete protein – containing all eight of the essential amino acids. It is an easily digestible seed which has been recognised by the United Nations as a 'supercrop' for its many health benefits\*.

The farmers who produce the quinoa used in Traidcraft's pasta are members of Anapqui, which works with seven regional farmers' co-operatives. Many of the farmers live and farm in a remote area near Salar de Uyuni – the world's largest salt lake – where employment opportunities are scarce.

The fair price they receive from organisations like Traidcraft helps them to stay in their home region when others have to move away in search of a better income.

Farmer Ivan Jesus Chire Condori, who features on the pasta packaging, says, "Fair trade allows us to share all the benefits that the earth gives to us without starving anymore."

The pasta range is the first in the UK to carry the Fairtrade Mark. Priced at £1.50 per pack, there are two varieties: fusilli and penne with spaghetti available in summer 2009. It is available at [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk) and through independent retailers.



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### Notes to editors

- \*Source BBC Good Homes Food glossary [www.bbcgoodfood.com](http://www.bbcgoodfood.com)
- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade for 30 years.
- Packs are £1.50 and are available from Traidcraft on 0845 330 8900 or at [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk).
- For high res images, sample/product requests or more information on the producers and examples of how fair trade is really making a difference please contact either [rachael.heath@coolbluebrand.com](mailto:rachael.heath@coolbluebrand.com) or [liz.fenwick@coolbluebrand.com](mailto:liz.fenwick@coolbluebrand.com) or phone 01642 351 011.
- Samples can be sent of most items for use in photo shoots or taste tests but may take 1-2 days for delivery.