



Traidcraft's healthy approach to tasty foods

As the largest UK fair trade organisation at this year's BBC Good Food Show, Traidcraft will not only tantalise visitor's tastebuds but also raise awareness of the origins of its products and the difference that can be made by choosing to buy them.

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Since 1979 the pioneering company has been helping to fight poverty through trade. By paying fair prices to farmers in some of the world's poorest countries Traidcraft has enabled communities to develop and grow, using the money gained through, for example, the sale of their crops to set up much needed schools and local facilities.

Consumers are becoming more concerned with the provenance of the food they are eating and the impact their choices have on suppliers. This is reflected in the recent growth in popularity of Fairtrade food products in the UK, sales of which are now estimated to be at £200m.

During the show, Traidcraft is encouraging people to visit its stand, taste its food ranges and learn a little bit more about how they can help make a difference. You'll be able to sample a selection of Traidcraft's food products including fine wines, health conscious fruit snacks and the much-loved Geobars.

Geobars are the UK's best-selling fairly traded health snack bars and the income from these sales have helped people like Celia Gonzalez finish her high school education.

Celia is a Chilean beekeeper and the honey she produces is used in Geobar. The mother-of-five began keeping bees in 1999 and now has 25 hives, she is a member of Apicoop, a co-operative that supplies the honey to Traidcraft.

"I am responsible for making the analysis (on the honey) and feeding it back to the lab technicians," she said. "Before keeping bees I had no expectations that any of this was possible. I would not even have dreamt about it. I thought bees were boring, but now? No way!"

"With the money from selling honey through Traidcraft we have been able to achieve many things that maybe, from your point of view, would not be considered important, but for us it has meant development."

Celia's story is just one from the many Traidcraft producers whose lives have changed for the better due to the fair prices being paid for their products.

The BBC Good Food Show is the perfect excuse to see just how tasty Traidcraft's fairly traded foods are and why loyal customers keep going back for more.

Selected products from Traidcraft's food and drink ranges can be bought in supermarkets but you can buy the full range via mail order by visiting www.traidcraftshop.co.uk or by calling 0870 443 1017 for a catalogue.