

## Spokespeople

As the UK's leading organisation fighting poverty through trade, we can offer knowledgeable staff to discuss a range of fair trade issues. In addition, we can also put journalists in touch with producers from developing countries and with our supporters.

The media team can also provide spokespeople to discuss:

- Pro-poor policies in world trade
- Small business development in the developing world
- Barriers to market access facing producers
- Innovation in fair trade
- Social enterprises and social accounting

## Key spokespeople

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Mags Vaughan  
Operations Director

As part of her Operations Director role, Mags is responsible for our environmental impact. She can discuss our commitment to the environment.

Mags joined Traidcraft as Director of Operations in 2004 having spent 12 years in various engineering and senior commercial roles within the oil and chemical industry.

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Larry Bush  
Sales and Marketing Director

Larry is responsible for all sales and marketing activity of our trading company. He can comment on innovation in fair trade and the changing marketplace.

Formerly Innovation Manager for Pepsico International, Larry joined Traidcraft in January 2006.

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Peter Collins  
Church Relations Manager

Peter can discuss fair trade and faith and provide information on Traidcraft's Christian response to poverty.

Peter joined Traidcraft in 1995 after a career in print journalism and corporate communications. He is a member of the Methodist Church and represents Traidcraft in a number of faith networks.

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Fiona Gooch  
Private Sector Policy Adviser

Fiona works on private sector trade policy issues, particularly looking at the link between business and their impact on poverty in developing countries. This includes work on supply chains (purchasing practices, codes of conduct and audit approaches), company law, social reporting and investment.

She is the UK director of the Responsible Purchasing Initiative ([www.responsible-purchasing.org](http://www.responsible-purchasing.org)), with proficiency in the practice of how garment supply chains work as well as thinking about different public policy issues for improving the international development impact of supply chains reaching the EU.

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