



# Traidcraft and fairtrade

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St Mary's, Nantwich

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# Traidcraft stall at St Mary's





## Traidcraft aims:

- Increase awareness of poverty

and by contributing to sales - -

- Help small producers out of poverty



# Traidcraft

“fighting poverty through trade”

- Established 30 years ago
- Collaborating with other charitable organisations e.g. Oxfam and Christian Aid - -  
- - -
- Established The Fairtrade Foundation in 1992



## Fairtrade vision:

- Just and sustainable trading practices worldwide
- Achievement of decent standards of living



# Achieving the fairtrade vision:

- Commitment to tackle poverty and injustice
- Product labelling and certification
- Raising public awareness



# Fairtrade statistics:

- 1998: total sales = £ 17m
- 2007: total sales = £ 500m
- Currently > 250 products
- Suppliers include major supermarkets and caterers



# Fairtrade products include:



Tea



Coffee



Brazil nuts



Bananas





# Traidcraft Exchange

- Charity employing donations to:
  - educate
  - provide local services
  - lobby