DOING BUSINESS DIFFERENTLY
Some companies were created to make trade fairer.

It’s not just business as usual – these companies have set up operations with farmers and workers at the heart of everything they do. Some of them have been working towards fairer trade with producers long before the FAIRTRADE Mark existed. Their pioneering work made many of the multinational companies switch to Fairtrade, and they continue to innovate with new products, new ways of empowering farmers and new ways of trading. Their work is vital to the future of Fairtrade.

Find out who these unique brands are, what they do and most importantly – what you can do to be part of making their vision a reality.

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CAFÉDIRECT IS THE UK’S FIRST AND LARGEST 100 PERCENT FAIRTRADE HOT DRINKS BRAND.

We are the only tea and coffee brand to have received ethical accreditation from The Ethical Company Organisation, scoring top marks in all categories across Fairtrade, human, animal welfare and environmental criteria.

We buy all of our coffee, tea and cocoa directly from the smallholder farmers and our producers are at the heart of everything we do. They hold two out of eight seats on the board, contributing to the decisions that govern the company, and most of them are shareholders, making them direct beneficiaries of the success of the brand.

We reinvest more than 50 percent of our profits directly back into our producer partners’ businesses and communities across 14 developing countries. We believe it’s the farmers on the ground who are in the best position to decide how these funds can best help their communities. As a result, development projects are managed by the Cafédirect Producers’ Foundation, a registered charity led by producers for producers.

Cafédirect.co.uk  @Cafedirect  /cafédirect
There are over 80,000 cocoa farmers behind each bar of delicious Divine Chocolate.

Kuapa Kokoo – which means ‘good cocoa growers’ – is a Ghanaian farmers’ co-operative made up of over 80,000 smallholder cocoa farmers that set up and own 44 percent of Divine.

As well as benefiting from the Fairtrade Minimum Price and additional Fairtrade Premium, the farmers enjoy the biggest share of the profits and two percent of Divine’s annual turnover which they invest in their most progressive projects – such as women’s literacy and radio outreach broadcasts. Ownership means direct access to the chocolate market and gives farmers knowledge, which in turn empowers them to have more control over their futures.

Divine has been a leading champion of the Fairtrade movement from the beginning – with a commitment, often against the odds, to maintain a fully traceable supply chain, and continue to prove business can be done differently. It’s no coincidence that Divine also creates fantastic chocolate!

Help us ensure that cocoa farming is a sustainable way to make a living, and share our vision of a world where chocolate can be cherished and celebrated by everyone.
Liberation is the only company in the UK dedicated to improving the lives of small-scale nut producers.

Small-scale nut producers are at the heart of everything we do. We bring together peanut farmers from Malawi and Nicaragua, Brazil nut gatherers from deep in the Amazon rainforest and cashew farmers from India and El Salvador. They own 44 percent of the business, earning maximum benefit for their families and communities by selling their nuts through a brand that they are proud to call their own. Look out for our award-winning tantalising chilli and lime cashew, peanut and crunchy corn combo!

Beyond the Fairtrade Minimum Price, Liberation works with farming organisations to provide a wide range of business and community support from new and improved nut processing facilities to projects that support and celebrate the role of women in farming.

Sign up for our newsletter and find out about our #CrunchFactor monthly prize competition and more. Ask us for samples, t-shirts and #CrunchFactor postcards if you’re organising an event!
YOUR SUSTAINABLE WARDROBE STARTS RIGHT HERE!

For every beautiful garment People Tree makes, there is an equally beautiful change happening somewhere in the world.

People Tree is recognised as a pioneer in fair trade and environmentally sustainable fashion by the fashion industry, as well as its customers. We believe in paying people a fair price for their work and in turn we help to strengthen communities, fund education and build self-confidence. We have partnered with Fairtrade cotton farmers and fair trade artisans in the developing world for over 20 years, to produce an ethical and eco fashion collection for people like you: who want to look good and feel good knowing what they wear has been made with respect for people and planet.

We support 4,000 farmers and artisans. For the past 10 years we have worked in partnership with Agrocel, a Fairtrade cotton producer group who supply the Fairtrade organic cotton for our garments and support over 40,000 Fairtrade organic cotton farmers in India. Buying fashion garments made from their cotton is a small thing that makes a big difference to people’s lives.
For more than 35 years, Traidcraft has been fighting poverty through trade – promoting trade that supports people in developing countries to transform their lives. Justice, fairness and dignity are fundamental to the way we work – our bottom line isn’t about products, it’s about the people. We work with thousands of smallholder farmers across the world – supporting them to trade their way out of poverty.

We are committed to providing regular support, investment and innovation into new markets and new Fairtrade products. We keep pushing the boundaries so that more producers can feel the benefits of fair trade. Our whole ethos is one of fairness and justice. But we can’t do it without your help. Buy Traidcraft and a range of other Fairtrade brands. Or join our network and sell Fairtrade.

Fair trade isn’t just part of our business. It’s all of our business, and we’re 100 percent committed to it.
TROPICAL WHOLEFOODS HELPS FARMERS TO SECURE MARKETS, ACHIEVE BEST PRACTICE IN FARMING TECHNIQUES AND ADD VALUE TO CROPS THEY GROW.

We started in the early 1990s selling sun-dried pineapples and bananas from Uganda in the UK. We then expanded to dried mango from Burkina Faso, apricots, walnuts and almonds from northern Pakistan and also developed nut oil in Pakistan, used in the cosmetic industry.

For Tropical Wholefoods, Fairtrade means more than just buying fruit at Fairtrade prices. As well as fair prices, we develop and market farmers’ products, share useful technology and experience with our overseas partners and provide farmers with the tools to improve the life of their families and communities.

For more information about our partner organisations or our products (including some lovely recipes) visit www.tropicalwholefoods.com
ZAYTOUN WAS FORMED IN 2004 TO DISTRIBUTE PALESTINIAN FAIRLY TRADED PRODUCE TO SUPPORT THE LIVELIHOODS OF OLIVE FARMING FAMILIES.

Palestine’s culinary heritage and UK consumers’ desire to connect with a marginalised community were the inspiration behind Zaytoun.

The income from olive tree farming supports over 100,000 farming families across the West Bank. Hand-picked and locally pressed olives produce a delicious, high quality olive oil which to this day remains our flagship product.

You can help build bridges that go beyond borders and take part in a Zaytoun harvest trip, meet farmers during Fairtrade Fortnight and experience the great taste of Palestine.

Our Palestinian range has now expanded to include Fairtrade Om Al-Fahem almonds, Medjoul dates, maftoul, freekeh and za’atar. All our buying is on fair trade terms and there are stories of politics, livelihoods and cultural heritage behind every product.

zaytoun.org @Zaytoun_CIC /Zaytoun CIC
WHY

FAIRTRADE?

IT’S A SIMPLE, POWERFUL WAY TO MAKE A DIFFERENCE TO THE PEOPLE WHO GROW THE THINGS WE LOVE.

Fairtrade stands for changing the way trade works, through fair prices and better working conditions, to offer a more stable future for farming communities in developing countries. It’s about the people behind every single product with the FAIRTRADE Mark, from bananas and coffee to wedding rings and shampoo. It’s already putting 1.5 million farmers and workers in greater control of their lives, but there’s a whole lot more to do.

WHEN YOU SEE THE FAIRTRADE MARK:

- The Fairtrade producer received a price that covered their costs of production
- Plus the Fairtrade Premium, a little extra money to invest in their business, or in community projects of their choice
- Workers have rights to decent wages, to join unions and work in safe conditions
- Farmers and workers, including women, have the opportunity to have their voice heard