

January 2019

The Board of Traidcraft has accepted a plan for the future of the plc which has room for 12 employees and will begin its work at the start of 2019. It will maximise the profitable parts of the business, phase out loss-making lines, create a membership culture and set a new high bar for ethical trading in the UK.

As such, Traidcraft wishes to build on the extraordinary success of fair trade for a new generation of trading, sourcing and buying, in the manner of its pioneering fair trade founders.

The plan came forward during a legal consultation process. It was written by a group of staff, supported by external advisers, and influenced by hundreds of well-wishers who offered ideas. At its heart is an aspiration to make transparent the costs, prices and profits involved in every product it sells, which carries on the fair trade tradition of challenging and disrupting the market.

Returning the business to profit will involve a simpler range of products.

The new Traidcraft will:

- establish core grocery lines
- carry fewer craft lines
- encourage communities to buy cooperatively and in bulk, saving on packaging and benefitting the planet
- deliver discounts through a membership model for supporters

I do hope you will feel able to continue to support us in our mission.