



Dear friends,

We are sorry to have to share some unpleasant news with you.

Traidcraft plc's recent trading has been poor, and despite enormous efforts by staff, management, Fair Traders, and many fair trade shops over the last few years to reverse the company's performance we have not yet succeeded. Traidcraft plc's assets remain considerably greater than its liabilities, and while this remains the case the Board of Directors believe it is prudent to close our current loss-making trading operations. Traidcraft plc's mission to put the principles of fair trade into commercial practice is not, in any sense, fulfilled but we appreciate that it is time to consider new approaches.

Traidcraft plc has entered a period of consultation with staff, as all roles (except that of CEO) would end under the Plc's proposals to cease its current trading operations on 31st December 2018. No final decisions have been taken nor will they be until this consultation period is completed.

We are very much aware of the impact that this will have on our producer friends. Over the years we have built up personal and trusting relationships with many organisations and we deeply regret that these will be coming to an end. We are communicating with all our partners to see if we can help them transfer their business to other organisations.

Traidcraft plc will continue to trade as usual through the autumn and to the end of 2018. We are proud that our final autumn craft collection is one of the best we have produced. Artisans throughout the world have contributed to the range and we have placed great focus on quality and design. We look forward to working with all our supporters right through the season, and we would like to invite our customers to help us end our current trading operations with our best season ever. All products can be purchased online at the [Traidcraft Shop](#).

This proposal will, of course, be met with great sadness by many supporters, shareholders and friends. We invite any stakeholders who wish to contribute to the thinking about our future mission to send their thoughts to [lovetraidcraft@traidcraft.co.uk](mailto:lovetraidcraft@traidcraft.co.uk).

Many supporters have already offered encouragement, support and offers of investment in any new model. We are immensely grateful for this feedback and we wish to capture all of it. It is unusual for a company to consult publicly with its supporters, but Traidcraft plc is not a normal company: we embody a mission shared by thousands. Although we believe our current model is not sustainable, we remain passionate about fair trade and are considering other models for the future that will help us continue making the case for trade that is just.

[Traidcraft Exchange](#), our sister charity, continues to work with farmers, workers and artisans in Africa and South Asia to help them get a better deal from trade, and to lobby and campaign in the UK for better trade rules. It's the support of Fair Traders – donating their surpluses, running Big Brews, handing out campaign postcards and much more – that helps Traidcraft Exchange speak out against injustice in trade so effectively. Traidcraft Exchange is aware that it shares many of the same supporters as Traidcraft plc and is keen to ensure that it can keep in touch with you directly.

If you are not signed up to receive Traidcraft Exchange's regular updates, please make yourself known at [hello@traidcraft.org](mailto:hello@traidcraft.org).

We see Traidcraft Exchange's work as an integral part of our mission, and we thank all our supporters and donors for their continuing support of both Traidcraft plc and Traidcraft Exchange.

We will continue to keep you informed throughout the coming months and hope that you will continue to support us as we progress our plans.

Best regards,

*Robin Roth*

CEO, Traidcraft