

Monday, 20 September 2010

To,
The person concerned,
Fairtrade Association
Spain

Sub: Our experience with Fair-trade products

Dear Sirs,

We feel glad writing this letter sharing our experience with you about the Fair-trade system.

We got in touch with Flo-cert around 4 years back when we started working on a project for ASDA, UK

We were informed that the full supply chain has to be registered with Flo-cert to ensure proper deal to everyone especially farmers.

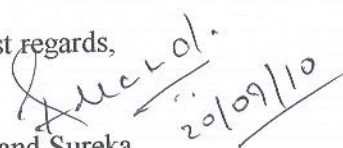
The whole concept was so appealing that we immediately registered ourselves and started with producing Fair-trade bags.

The concept has really helped us providing our workers with a large degree of self-determination as we found that more buyers committed to fair trade practices, coupled with increasing demand by consumers for fair trade goods.

Our main focus was always on women workers and we found that Fair trade can make a real difference in the lives of women, their families and their communities. Ensuring women workers are not exploited also prevents child labor.

We are living in a global world and Fair-trade concepts hold the promise of transforming globalization into a force that benefits the mass of humanity. It can make a real difference in the fight against poverty and in turn helping the farmers and others.

Best regards,


Anand Sureka
(Chief Manager, Operations)