

OUR TRADING ROOTS ARE FIRMLY PLANTED  
....IN TRADING ROUTES

# "ETHICAL TRADING"

Part of the answer to help  
Africa develop.....



*The Baobab tree at the heart of Singha village on  
the old slave track.....*

Professor David Bellamy and David Murden are going all out to establish the Trading Roots brand name to represent empowering the poor through free and fair trading, doing so....

## ALONG THE FORGOTTEN OLD TRADING ROUTES OF THE PAST PIONEERS



*Budding future traders on the White Volta*

William Wilberforce supported trading in goods instead of the souls of men and his home town of Hull never became a slave port.

David Livingstone, sickened by the East African slave trade he saw first hand, determined to replace it with trading with goods along the same routes he pioneered.

We must get involved again by investing in  
REAL PEOPLE in REAL PLACES with  
REAL PRODUCTS that help sustain  
community life and environment



*David Bellamy tests water supply at Kyekyewere, Ghana!*