

TRADING ROOTS ARE FIRMLY PLANTED IN TRADING ROUTES

"ETHICAL TRADING" : LET'S BE PART OF IT

How to link the poorest and remotest parts of the Earth with a programme of development which doesn't patronise them with a one sided charitable hand-out or extinguish their cultural skills with an exploitative commercialism.

The Answer...

"Small is Beautiful"

-Schumacher

Treat them as individuals and relate and interact over many years whilst helping them to market and develop their traditional products in ways which allow their skills and environment to be preserved with as little interference from us as possible.



'Backstreet' Bolgatanga where our baskets are stored

We market plant and people friendly products in their own countries and the UK, from groups in every corner of this "global village" with roots of culture often going back thousands of years....



Logshegu village. Chief's initiation drink

We help them to help themselves.....
to preserve their environments.....
to counteract the worst effects of a
relentless globalization.

This long term ethical trading relationship empowers the people to gain their self respect and begin to overcome their own problems without direct aid or forcing them into a "West is best" philosophy.