

Thank you for contacting us after reading about Traidcraft's 'Make it Fair' campaign.

Like you, we're passionate about ethical trade. You might not know but Taylors of Harrogate is a family business, which gives us the happy freedom to think and act differently to most. We have very strong values and believe in supporting the communities that grow our tea by both trading fairly and protecting the environment.

We respect the Fairtrade Foundation and the work they've done to highlight the need for ethical trade – indeed many of our coffees are Fairtrade certified. But we also believe that improving social and environmental standards for growers needs many different approaches. For Yorkshire Tea our approach is as follows:

- **We pay fair, sustainable prices for quality teas:** we always pay top prices for premium teas, rather than market rate. We also pay premiums to smallholder farmers to reward their efforts. Last year, the prices we paid for Yorkshire Tea were, on average, 70% above the Fairtrade minimum price.
- **We build long term, direct relationships:** we work directly with estates, giving them security for the future. Through the Ethical Tea Partnership we're implementing direct support projects for our growers.
- **We help our suppliers improve working and environmental standards:** Yorkshire Tea carries the **Rainforest Alliance** certified seal which, like Fairtrade, is only awarded to farmers and growers with good social and environmental standards. In the last year alone we've also started to offer pre-finance to growers who lack access to local sources of credit, and we're match funding a substantial grant from the Department of International Development to improve tea quality and living standards for over 10,000 growers in Rwanda.

We're also committed to protecting the environment and fighting changing climate which will affect developing countries first and foremost. Over the last 20 years, thanks to our Trees for Life campaign, we've funded the planting of 3 million trees, building communities and improving lives in tea and coffee growing countries. And now, with an acre of rainforest destroyed every second of every day, we've pledged to save an area of rainforest the size of Yorkshire.

Thank you once again for contacting us. I do hope we've been able to reassure you that our family business trades ethically and fairly, but if you have any specific questions or would like any more information please email me at ethical.trading@bettysandtaylors.co.uk

Cristina
Ethical Trading Manager

PS If you'd like to find out more about Yorkshire Tea or be kept up-to-date with our news please visit www.yorkshiretea.co.uk