

TRADCRAFT IN A PANDEMIC

How are you doing with keeping up with changes in regulation and terminology? Each day brings fresh issues, mixed understanding and uncertainties. What some hoped could be a sprint back to a familiar routine, or an improved existence, is now looking to be more of a marathon. So many hopes have been shelved or dashed by decisions that are more within another's control.

Even without the Pandemic many of these feelings and issues would ring as familiar to workers and producers looking to work their way out of poverty and go about the daily business of supporting their family. Ambitions to progress have been impacted upon by others and wider events have affected markets, adding to the vagaries of seasonal income (and expenditure/debt) for growers. Uncertainties, mental strife, budgeting and the desire for improvement affect all, regardless of geography, education or wealth.

It is evident from media coverage that issues have come to the fore during the Pandemic. Issues, such as racism, inequality, respect for gender, environmental protection are being aired. Assessing and evaluating the impact and what the future might be, is happening on so many levels; for individuals, families, friendships, groups, bodies, businesses, organisations, governments, nations, for those financially secure, for those in debt and others that may come to your mind. Fairtrade is not exempt.

To help alleviate issues, Traidcraft remains tied to its aims and pioneering the future of fair trade, basing its decisions on Trade Justice, Social Justice and Environmental Justice.

The comfort that comes with experiencing personal wellbeing, and the sense that matters are being dealt with justly, is important to so many across the world. As the present situation does not look likely to change or become clearer anytime soon, it remains important to encourage and support those looking to trade their way out of poverty.

Please pray for

- guidance on choosing the principles on which decisions are made by individuals and organisations.
- greater understanding of what is meant when prayers are offered for our World/the World.
- finding ways, and development of practices, to avoid exploitation.
- increased awareness of how to support the wellbeing of others throughout the World through our actions, thoughts and choices.
- Fair-traders, as they find ways forward to offer buying opportunities for Fairly Traded and ethical goods.

Rod Thorpe