

A Traidcraft Fair Trader Scheme Pack
is available on how to become a rep from

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Fair Trade Ackworth

Unit 8 Winfield Industrial Estate
Wakefield Rd
Ackworth
Pontefract
WF7 7AA

The above organisation operates a sale
or return service.

Open: Mon, Tues, Thurs, Fri 2-5pm
Sat 10-12 noon

Tel: 01977 612263

**HOW TO SET UP
A
FAIRTRADE
STALL**



SETTING UP A FAIRTRADE STALL

Decide on the type and initial quantity of goods to be bought from a supermarket or from Traidcraft, Oxfam, or other chosen supplier. Coffee and tea have a much longer shelf life than biscuits or chocolate bars, so it might be worthwhile sharing perishable items with someone else running a stall near you. This means that each stall can have a greater variety of goods to display and 'sell by' dates don't become an issue.

Established stall-holders often advise, "Start off small until you know what your customers would like to buy"

Sale or returns are sometimes available from a Traidcraft representative if there is one available near your venue. For more details see www.fairtrade.org or ring Anne Witton on 0191 4976418 or email speakers@traidcraft.co.uk

A Fairtrade event doesn't have to be a formal meeting, speakers will often come along to hold a workshop at a craft fair or to speak at a cheese and wine tasting evening. This would help to launch a successful fairtrade stall because the underlying reasons have already been explained to the customers.

A stall is best set out on a surface with different levels to enable the goods to be easily seen. The stall will also look more interesting and attract passers-by. Boxes strong enough to support the goods to be displayed can be placed on the initial flat surface to create these split levels. The boxes can be very plain because they can be draped over with a sheet or length of material.

The prices should also be clearly marked. The prices should be in line with the current recommended retail price. Any profit made on the sales can be ploughed back into purchasing more stock or display units.

Having a float prepared in advance is a real time-saver on the day of the event. The amount of float will depend on the size of the event, but always be prepared to be able to give change for at least a twenty-pound note.

Jenny Cheesbrough (01484 422085) Tina Blaker (01484 530952) Maureen Howdin (01274 683248) and Hilary Fielding (01422 823536) are all local, friendly stall-holders who will be happy to help with any ideas if they can.

Wishing you all the best with your new venture!