



TRUE ORIGIN<sup>®</sup>

FAIR & FINE FOODS

# HOW WE CREATE IMPACT THROUGH FOOD

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**EXCEPTIONAL FOOD. STRONGER PRODUCER LIVELIHOODS.**

Working directly with a network of economically marginalised smallholder farmers and producers primarily in the global south to source the finest ethical foods.

### THE IMPACT

- Enhancing livelihoods for smallholder farmers
- Strengthening relationships with suppliers and producers
- Empowerment and economic well-being of marginalised farmers and producers.

Collaborating with others to bring a wider range of ethical foods to market.

### THE IMPACT

- Increasing availability of ethical food options
- Enhancing market access for suppliers through collaborative efforts with partners (Friends).

Growing our business through offering a market-leading range to UK consumers, enabling us to increase our producer purchases.

### THE IMPACT

- Growing consumer base and improved retention rates
- Expanding product range to meet consumer demand
- Increasing overall sales revenue.

Operating as a sustainable social enterprise, conducting our full business according to fair trade principles with a priority on people and planet.

### THE IMPACT

- Building a more resilient and sustainable business
- Achieving positive social contributions through fair trade practices
- Maintaining a commitment to social and environmental responsibility.

Promoting awareness and understanding of issues that affect our global partners.

### THE IMPACT

- Promoting informed consumer choices
- Advocating for social and environmental justice
- Raising conscious consumer demand for ethically sourced products.

### WHAT WE DO

- Establishing direct relationships with producers and their smallholder farmers
- Agreeing and implementing partnership agreements
- Facilitating fair trade contracts.

### PRODUCER PARTNERS



### WHAT WE DO

- Engaging stakeholders to expand the range of ethical foods
- Collaborating on product development
- Organising joint marketing campaigns or events to promote ethical foods and increase consumer awareness.

### COLLABORATION



### WHAT WE DO

- Conducting sales and marketing campaigns
- Participating in trade shows
- Engaging with new customers and businesses
- Conducting research and development for new product lines.

### GROWING OUR BUSINESS



### WHAT WE DO

- Fostering UK partnerships
- Promoting fair trade and retaining our WFTO guaranteed status
- Investing in employee recruitment, training and rewards
- Implementing Environmental Sustainability Initiatives.

### SOCIAL RESPONSIBILITY



### WHAT WE DO

- Conducting education and awareness campaigns
- Engaging in promotional events and networking activities
- Implementing marketing strategies to promote fair trade products.

### PROMOTING AWARENESS



### WHAT THIS DELIVERS

- Improving income for producer partners and their farmers and workers
- Deepening of partnerships with producer groups and expansion to additional groups.

### WHAT THIS DELIVERS

- Expanding market reach through joint initiatives with partners
- Implementating collaborative initiatives with other organisations to bring a wider range of ethical foods to market.

### WHAT THIS DELIVERS

- Increasing purchases from our producer partners to support business growth
- Increasing consumer purchases due to expanded product offerings
- Diversifying product range to appeal to a broader consumer base.

### WHAT THIS DELIVERS

- Maintaining responsible and ethical business practices across all operations
- Ensuring fair treatment of employees and suppliers in all business dealings.

### WHAT THIS DELIVERS

- Empowering consumers to make informed choices
- Engaging stakeholders
- Promoting the 10 fair trade principles.

## OUR VISION

A just world where fair trade unlocks the true potential of our producer partners and their communities, and inequalities are overcome.

## OUR MISSION

Our mission is to have true impact at origin, building strong connections and selling wonderful food products through trading fairly with our producer partners, helping them achieve sustainable incomes.

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## OUR VALUES

**Honesty and Justice** are at the heart of the way we work and all that we do. As a WFTO Guaranteed Member, True Origin adheres to fair trade principles as the fair way to do business.

**Respect** - We will develop connections and partnerships based on mutual respect, understanding and learning from each other.

**Empowerment** - We will work to unlock the true potential of our partners and staff team, working together and learning from each other.

True Origin operates as two closely connected entities: **True Origin Foods**, our social enterprise, and **True Origin Partnerships**, our charity. Together we work with producer organisations and their communities in the Global South, united by a shared vision, values and commitment to delivering true impact at origin.

Further details of True Origin Partnerships' work in building connections, strengthening producer capacity, and supporting sustainable livelihoods can be found on our joint website.

SIGN UP TO OUR  
NEWSLETTER



Subscribe to our newsletter to stay informed about the latest updates regarding True Origin, our Producer Partners, and our products.