

# Newsletter

October 2011



## People For Fair Trade

### New Contact Details:

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### Postal Address:

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### Street Address:

PFFT / Tradewinds  
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## Changes in People For Fair Trade

For more than 20 years People for Fair Trade have been selling Tradewinds products as volunteers from the garage of various homes, mainly to individuals and groups in Victoria and Tasmania. Tradewinds is the organization that imports these products, and distributes them in other parts of Australia. **From October 2011, Tradewinds and PFFT will be combining our operations.** The people of PFFT will be expanding our activities to include responsibility for the importing and sales of Tradewinds products across Australia.

Since Tradewinds has more advanced systems such as online ordering and credit card payments, in this transition we will be encouraging those who buy from us to switch to buying via Tradewinds, remembering that Tradewinds is now still us! If you prefer to keep buying via the PFFT order form, email or phone number, it will all keep going as previously for some time yet. But when you are ready, you can switch across to buying via Tradewinds – same order form, prices, etc, just a new phone number and website to order through. Either way, you are buying from the same people!

### Why the change?

\* This will make the operations of Tradewinds and PFFT more efficient, saving costs, and allowing a bigger share of our sales to go back to supporting producer groups.

\* Hopefully you will get better “service” – a 1300 number to call, an online ordering system with credit card payment if that suits you, orders sent more frequently (we will be sending out orders twice per week, not once as currently).

\* Most of all, its about ensuring we share with as many people as possible the products from our friends in East Timor, Sri Lanka, Papua New Guinea and Colombia, and do as much as we can to give them a fair go in the marketplace.

### So what do you do?

When you are ready, start ordering through our Tradewinds website and pay by credit card, or use the Tradewinds phone number or email address. If you pay by electronic funds transfer or cheque, bank account details will be different - check the details on your invoice.

All the old PFFT details (phone, email, address, bank account, etc) will remain for some time yet, so don't worry if you need time to adjust!

### Product Changes

You will see on the new order form that there are a few changes to the product range:

- we are no longer stocking a few of our slower moving or duplicated products.
- we have added some Tradewinds products that you may not have seen before. Have a look at [www.tradewinds.org.au](http://www.tradewinds.org.au) to learn more about them.
- There are some modest price rises in some products.
- you can now get discounts for larger orders, if that is relevant to you.

*Thanks for your continuing support!*  
People for Fair Trade Management Collective