

Llamarama to launch Llama Adoption Scheme at Country Living Spring Fair

Llamarama, a funky fresh new fair trade company is launching a **special pet adoption programme** offering the ideal no-maintenance pet - a limited edition fair trade llama. These will be available for the first time at the Country Living Spring Fair, and then after the fair at www.llamarama.org.

How would you like a new member of the family who is always quiet, does as they're told, is clean, always cheerful and a great stress reliever to stroke? You need a **supersoft Llamarama llama**. Each cuddly pet comes with a personalised tag telling you all about your furry friend, and once you've chosen who to adopt, you'll receive an official adoption certificate!

These cute wild animals are made of pure baby alpaca fleece, contain eco-friendly cotton and are available in three sizes and colours. **Each one has been individually handmade by an enterprising women's cooperative in Peru** who set up their own business to support their families. Sofia, Mirtha, Rosmery, Hilda & Yeseni, almost all single mums, enrolled in a training programme to help vulnerable people in the High Andes. After two years the five friends felt ready to embark on their own and Away Confecciones moved out and rented their own space. With their earnings, little by little, they bought materials and machines and made and sold dolls and soft toys.

"Our work with Llamarama is a circle of friendship and trust. With each order and the work it brings, we are able to improve our lives a little and we hope our llamas sell very quickly!"
Mirtha Sanchez. Away Confecciones

Working with designers and community groups in Peru, Llamarama offers exclusive fair trade handmade products, made from natural fibres & dyes. Caroline Driver, Founder & Director, says, *"Adopting a llama is a fun, unique and easy way to support people in Peru who really need our help. Fair trade reminds us that trade is about people, their livelihoods, their communities, not just profit. At Llamarama, we're all about putting the fun into fair trade!"*

As well as llamas, Llamarama's range includes silver jewellery, recycled suede bags, purses and charms, hand spun, loomed and embroidered designer handbags, cotton and wool clothing, cushions, embroidered bags, key rings and greetings cards. All our products are designed with style and flair and reflect our core philosophy- it is possible to be classic, stylish and fair.

Feel good, get something fluffy in your life, adopt a llama today!



Some of the flock hanging out by the sea!

Llamarama 
— fair trade with flair —

Notes to the Editor

Llamarama has been created to become one of the most innovative, dynamic and accessible fair trade businesses in the UK, helping to reduce poverty through bringing talented artisans' products to profitable international markets. Llamarama's main areas of work are design and access to markets, as these are the principal barriers to successful trade for artisans in many countries. Llamarama also provides consultancy services on fair trade matters to other businesses.

Business Overview.

Llamarama products are colourful, stylish and 100% handmade to ensure maximum social benefit and to minimise environmental impact from production. Llamarama's partners in Peru provide all kinds of support and skills training as a means for disadvantaged people to become financially self reliant and all the emotional and social benefits this brings. Llamarama enables these partner organizations to continue to help more people to help themselves by providing a market and help with design.

Llamarama is a fair trade organisation and recognised member of BAFTS (British Association of Fair Trade Shops). Llamarama is committed to improving people's lives and reducing poverty through trade. For Llamarama fair trade includes everyone in the supply chain, reaching back to the people who farmed or mined the raw material, as well as those who gave the product its form and shape.

We are fair trade experts. Our unique skillset comes from a thorough understanding of the ethical and fair trade markets in the UK and expertise in working with both artisans and workers in less developed countries.

Dedicated to trade justice and raising awareness of fair trade. Our trading partnerships are based on dialogue, transparency and respect. In addition to working with small artisanal family businesses, Llamarama is committed to supporting social enterprises that provide skills and business training as well as support, rehabilitation and employment opportunities to people on the fringes of Peruvian society. Through offering design support and a market for products, Llamarama goes beyond merely paying a fair price but also offers a financial lifeline to exceptional social projects. Our aim is to help more people to help themselves, to be a catalyst for financial independence, and to support the establishment and development of other small enterprises.

Passionate about protecting our planet and this shapes every aspect of our business, from using natural fibres and dyes, to being a member of an ethical bank in the UK, to sourcing 100% recycled post-consumer waste packaging, to working with a innovative environmental printing company that use waterless printing processes that minimize the environmental impact.

Celebrating craftsmanship and small enterprise, Llamarama maintains traditional production methods, keeping operations small and manageable and supports distinct cultures, customs and norms. By using natural products as far as possible and supporting investment in environmentally sound production, Llamarama helps keep the benefits of trade within the communities we work with, using global trade to improve lives.

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Country Living Spring Fair Stand No: E21

