

News Release



Cornish fair trade experts bring innovative new and exciting products from Peru

London, March 13th 2009 - Caroline Driver and partner, James Mill journeyed to Peru and braved biting mozzies in the jungle, an unprovoked alpaca attack in a deep canyon, and bus rides at dizzying heights to establish the fair trade business **Llamarama, fair trade with flair!**

Caroline worked in Africa and Indonesia previously, having honed her skills in the area of fair trade, especially in farming, to help producers preserve traditional weaving skills whilst making a sustainable income. James has been involved with Peru for a number of years now. He organizes volunteering placements in schools as well as eco-tourism adventure tours.

As the couple were travelling around the country, they met several small family businesses and social projects, and decided to establish partnerships with these craft workers. Their skill was apparent and the diversity of products was wide ranging; from leather goods, stylish Peruvian hats, cosy ski hats and designer handbags to artisanal silver jewellery, children's clothing, woollen cushions and colourful cards to the unique incredibly soft llamas! *"Upon meeting these highly skilled artisans yet without sufficient markets, I saw a unique opportunity to apply my fair trade expertise and bring these products to the international market and help people earn their way out of poverty"* states Caroline Driver, founder and Director of Llamarama.

The projects are situated across Peru, from the desert coast and forests to the high Andean mountains and most involve disadvantaged communities with incredible talents. In the north of Peru, farming ladies derive an alternative income from weaving natural fibres on their wooden looms. In Cusco, a group of teenage mothers make leather products to help finance a project to support others like them, and to eventually become self-sufficient.

Other products include the postcards made by adolescents in the extremely deprived areas near Huanchaco, a coastal resort, where some families scratch a living from rummaging at the local rubbish dump. These children have been taught photography techniques and have produced beautiful colourful cards through an organisation that gives them the profit from postcards sold towards their education.



***"I take pictures to earn money to pay for my studies. And I want to help my family move forward, and to support my brothers."* Juan Carlos Cabellos, 15 years old.**

Llamarama believes that communities should not be given hand outs but hand ups, the opportunity to trade is vital in the present day and enables communities to become more self-sufficient.

At the end of their stay in Peru and just before coming home, James was fortunate to meet up with a long lost relation whose grandfather had moved from Cornwall to Peru in his youth, pushed by the poverty at home and pulled by the opportunities in mining, farming or the railways in the New World.

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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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