

Fairtrade: a World of Difference

Producer Stories: Guillermo and Pili

Mifruta, Chile, Raisins



Guillermo Nieto

Guillermo is a member of MiFruta. MiFruta was certified Fairtrade at the end of 2009.

“When I hear the word ‘Fairtrade’ there are not words coming out from my heart; only special feelings. They are feelings of hope and trust.”



“When I walk through the vineyard now there are no worries or doubts anymore, if for the next harvest I will be here working this special land still, and if my children will be able to continue studying; or if I will be able to pay all my debts. Instead my head is full of ideas about improving the vineyard, and my wish is to implement all I have learned about ‘Fairtrade’.”



Pili Contreras

Pili is the daughter of Juan Contreras who is a member of MiFruta.



“It is difficult for small producers to make a living from our work here, between the middlemen and the banks they have taken all our income. Many farmers have had to sell their land and move to the city. Now, with Fairtrade I expect my son will have access to a better education.”



Photos: Traidcraft/Zenen Santana Delgado
MiFruta supplies raisins to Traidcraft.
Information taken from interviews in April 2009.