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THIS
HOT
CHOCOLATE
CHANGES
FARMERS'
LIVES

THE BEST-TASTING CHOCOLATE IS THE KIND THAT SUPPORTS FARMERS

Fairtrade helps to make cocoa farming more sustainable by guaranteeing minimum prices and providing a premium. It's about investing money back into their communities and fighting child labour. When drinking hot chocolate, choose Fairtrade to support the most important people behind it.

FAIRTRADEANZ.ORG

WHY CHOOSE FAIRTRADE CHOCOLATE?



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A FAIR DEAL FOR FARMERS
EVERY TIME YOU CHOOSE
FAIRTRADE DRINKING
CHOCOLATE YOU KNOW THAT
THE FARMER WHO GREW THE
COCOA IS GETTING
A FAIR DEAL

**MAKE
SURE
IT'S**  **FAIRTRADE**®

Over 14 million people in the developing world depend on cocoa production for their livelihoods, yet despite growing demand, many cocoa producers are unable to earn a sustainable income.

FAIRTRADE MAKES A DIFFERENCE

Fairtrade Minimum Price

Covers the costs of sustainable cocoa production and acts as a safety net when market prices fall. This protection ensures that farmers and workers can have an assured and stable income and plan for their future.

Fairtrade Premium

An additional sum of money which goes into a shared fund for farmers and workers to use to improve their social, economic and environmental conditions. Over 40% is invested in improvements to farm productivity and cocoa quality.

Prohibiting Child Labour

Fairtrade prohibits the use of child labour, which is all too common on the cocoa farms of Western Africa where young people are forced to work long hours in harsh conditions for low pay.

By choosing Fairtrade drinking chocolate, you get a delicious treat that you know has met high ethical standards, and one that has directly benefited the farmers and workers who produced it.

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