

Discover

Fair Trade Certified Cocoa

“The difference Fair Trade cocoa makes for me is that come January, right through to July, I know I will have a market. I know that I will be able to sell my cocoa. By having that assurance I can make plans. If I want to buy books for the children’s studies or we want to take a trip we can plan for that.” Justino Peck, Toledo Cacao Growers Association, Belize

What is Fair Trade Certified Cocoa?

Fair Trade is an international system of doing business offering better trading conditions for producers and workers in developing countries. Behind the principles and goals of Fair Trade is a rigorous international system of monitoring, auditing, and certification.

More than 30 developing world economies rely on the cocoa industry with 14 million people world-wide directly involved in cocoa production. Farmers are often paid prices for their cocoa which don’t cover the costs of production or provide a sustainable livelihood. Child labour on cocoa farms has been an issue, particularly in Ivory Coast where forced labour of children has been documented. Lack of market access and affordable credit drives cocoa farmers to sell to middlemen where they may receive a fraction of the value of their harvest. Under the umbrella of FLO (Fairtrade Labelling Organizations International), farmers who produce Fair Trade Certified cocoa are guaranteed a minimum price to cover the costs of production, and a social premium to invest in social and economic initiatives in their communities.

International Fair Trade standards for cocoa:

- Producers are small family farms organized in cooperatives (or associations) which they own and govern
- The minimum guaranteed price is paid directly to the producer coop
- Environmental standards restrict the use of agrochemicals and encourage sustainability
- Pre-harvest lines of credit are given to the cooperatives if requested, of up to 60% of the purchase price
- A social premium of US\$150/metric tonne is included in the purchase price and is used by cooperatives for social and economic investments such as education, health services, processing equipment, and loans to members. If the cocoa is organic certified, the premium is an additional \$200/metric tonne in addition to the fair trade price.
- No forced labour of any kind, including child labour.



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Cocoa Facts

- Cocoa pods are about the size of footballs and contain pulp and moist white cocoa beans which are dried, roasted, and shelled. The beans often go through alkalization to improve colouring and flavour, and are then reduced to a cocoa liquor, which can be pressed to make cocoa butter, cocoa powder, or mixed with other ingredients to become chocolate.
- The trees develop slowly, taking as long as 10 years to achieve maximum yield.
- It takes a full annual harvest from one cocoa tree to produce one tin of baking cocoa
- Cocoa beans were first consumed by the Olmec people of Mexico (circa 1000 BC) and later cultivated by the Maya.
- The English were the early pioneers of chocolate bars in the mid 1800’s
- Canadians consume an average of 5.5 kg of chocolate per person each year
- 90% of the world’s cocoa is grown on small family farms of 12 acres or less

Fair Trade Certified...Guaranteed

How can you be sure that the cocoa you choose meets international Fair Trade standards? Look for the Fair Trade Certified logo, your guarantee for fairness and social responsibility in international trade.

TransFair
Canada

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Fair Trade Certified Cocoa

“With Fair Trade income we were able to implement a fermentation program to improve the quality of our cocoa and to convert our production to certified organic. This improved our position in the export market. The Fair Trade market is a very important market for the survival of our associates.”

Isidoro de la Rosa, Executive Director of CONACADO, Dominican Republic

What does the Fair Trade Certified logo stand for?

All links in the commercial chain are monitored: the producers are certified by FLO; the importers, manufacturers and licensed companies are registered with FLO or TransFair Canada. The tracking of all sales ensures that products labeled with the Fair Trade Certified logo fulfill international fair trade standards.

Fair Trade certification involves:

- ➔ On-site inspections of certified producer organizations in developing countries
- ➔ Regular reporting and cross-checking of transactions
- ➔ On-site audits of companies in Canada to verify the standards
- ➔ Monitoring the usage of the Fair Trade Certified logo
- ➔ A clear standard for labeling composite products (that contain at least one ingredient that cannot be Fair Trade Certified, such as in frozen desserts and chocolate bars):
 - any ingredient for which there are FLO standards must be Fair Trade Certified.
 - a labeled product must contain at least 20% Fair Trade Certified ingredients by dry weight.



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“We rely on the money we get from cocoa for everything: for food, clothes, medicines, and school fees. Getting payment for our cocoa beans used to be very hit and miss. When we didn’t get paid, we went without. Kuapa Kokoo pays all its farmers a fair price for their crop, in cash, and on time. I am very happy: since I joined Fair Trade I can afford to send my children to school.”

Lucy, Kuapa Kokoo, Ghana



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The Fair Trade Market is Growing

TransFair Canada is a national non-profit certification and public education organization promoting Fair Trade to improve the livelihood of developing world farmers and workers. Canadian consumers are responding enthusiastically to the opportunity to enjoy quality and taste while directly benefiting the lives of farmers and their families. Fair Trade Certified cocoa products were first sold in Canada in 2002 and the growth of cocoa product sales has increased rapidly since then. Retailers and consumers nationwide can now choose from a large variety of cocoa products including chocolate milk, frozen desserts, hot chocolate, baked goods and of course chocolate bars.

Cocoa Partners

TransFair Canada is a member of the Fairtrade Labelling Organizations International (FLO). Fair Trade cocoa is grown by 16 certified cocoa producer organizations representing over 50,000 cocoa growers in 11 countries including Dominican Republic, Ghana, Peru, Cameroon, Bolivia, and the Ivory Coast. In Canada you can find cocoa licensees and retail outlets on the **TransFair Canada website: www.transfair.ca**

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