



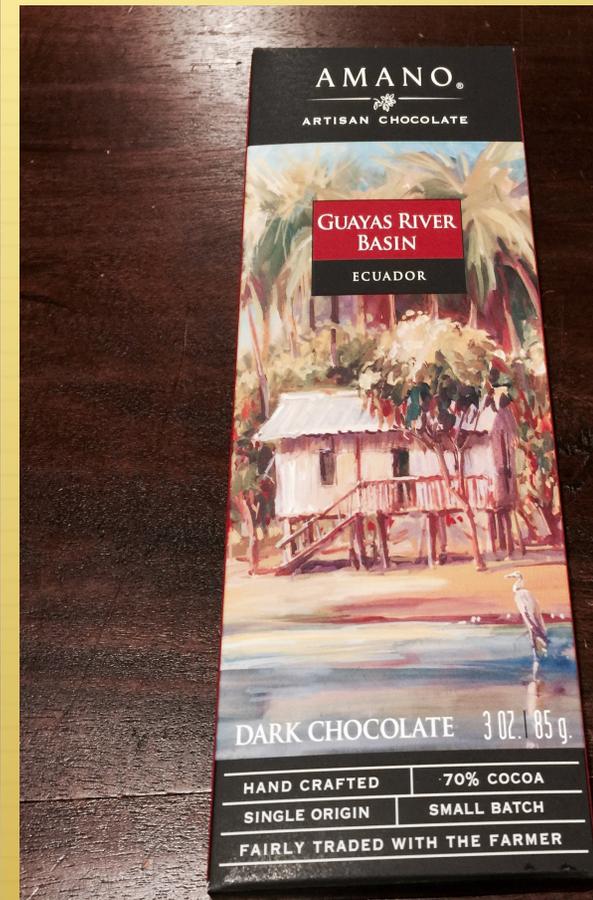
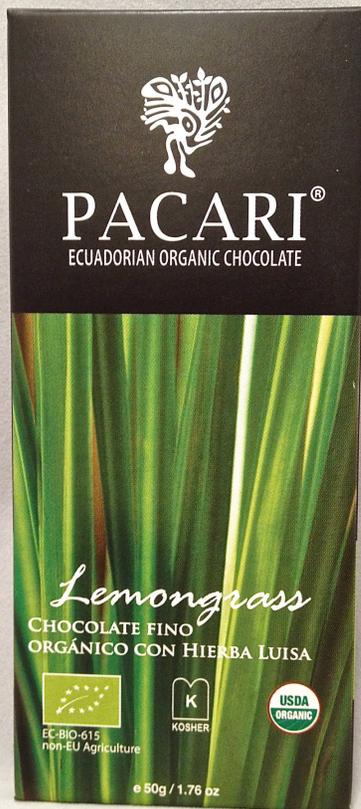
# Fair Trade Processes

Premium Single Origin Chocolates from Madagascar

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# Other Premium Chocolates



# Fair Trade vs Direct Trade Chocolate



## ✦ Fair Trade

- ✦ It is a label used by large companies
- ✦ Certifies that farmers who live thousands miles away are paid a fair price for their cocoa
- ✦ May not be fair enough to be sustainable
- ✦ Top down approach with outsourced supply chain

## ✦ Direct Trade

- ✦ Used by smaller companies
- ✦ Working directly with the farmers on the ground
- ✦ Bottom up approach to bridge the gap between grower, producer, and consumer

# Why should you care about Fair Trade?



- ✦ Encourages environmental sustainability
- ✦ Fair pay and working conditions for vulnerable farmers and producers
- ✦ Supporting communities
- ✦ Empower farmers and artisans
- ✦ Connects you with other cultures
- ✦ Fair Trade means what you buy matters

# Q&A and Tasting

