

“ Endangered Species Chocolate is the **first** American-made chocolate using **fully traceable** Fairtrade cocoa from West Africa. ”

## DID YOU KNOW?

Endangered Species Chocolate has an established history of working with cocoa farmers in West Africa, supporting growers that commit to high standards for quality and ethical trade. Now, Endangered Species Chocolate is expanding that support with the transparent reporting resources of Fairtrade International, resulting in the **first American-made chocolate** using fully traceable cocoa from West Africa.

### WHY BUY FAIR TRADE?

Fair trade is an alternative approach to conventional trade based on a partnership between farmers, businesses and consumers. When you choose to purchase Fairtrade certified products, you are helping to give farmers an opportunity to make a real living and invest in a viable future.



Fair pay and working conditions for farmers.



Empowers farmers to grow their business.



Forced labor and child labor are prohibited.

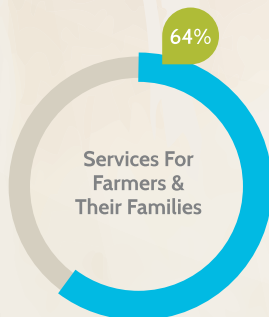


Environmentally sound farming is practiced.

### HELPING WEST AFRICAN FARMERS PURSUE THEIR OWN PATH

Fairtrade Premiums are added to our cocoa purchase price and are paid directly to farmers' organizations – who then democratically determine how these premiums will be used. This key element of Fairtrade standards lets West African farmers invest in projects they deem most important to growing their business and community.

#### How West African cocoa farmers used their Fairtrade Premium in 2012-13



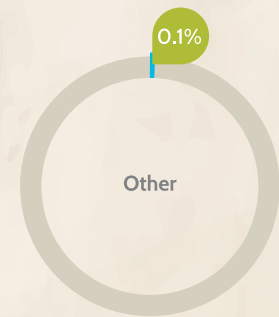
farmer training and extension services, provision of tools and inputs, scholarships & school equipment for members and their families



facilities and infrastructure, human resources and administration, training and capacity building of producer staff and representatives



community infrastructure, education services for communities, health services for communities



We are committed to full physically traceable standards when it comes to our cocoa – that means every bit of cocoa we purchase comes from Fairtrade certified farms in West Africa. That's important because we want you to know that each and every Endangered Species Chocolate purchase you make is delivering the greatest possible benefit to small farming communities of West Africa.

## 14 MILLION

People in the developing world depend on cocoa production for their livelihoods.

## 70%

Of the world's cocoa comes from West Africa

## 90%

Of cocoa grown in West Africa is grown on 2 million small family farms

## 501%

Retail sales growth of Fairtrade products from 2012 to 2013.