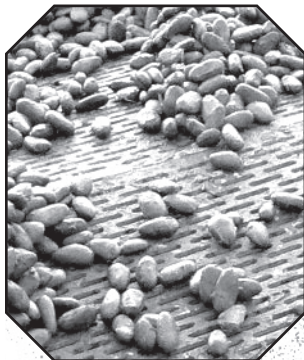


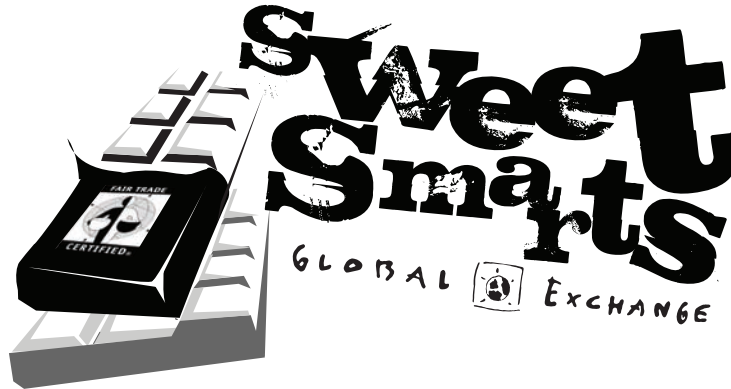
GLOBAL  EXCHANGE

Fair Trade Chocolate Book



Revised for a second edition by Anne Toepel.
www.globalexchange.org

**Have a blast! Make new friends!
Change the world! Protect the planet!**



Join the fun with Global Exchange's Sweet Smarts!!!

Global Exchange's Fair Trade campaign is a national network of individuals, from young children to senior citizens, whose simple, creative actions to educate and advocate for Fair Trade certified products transform communities and corporations to support small farmers' efforts to build a better future for their families.

Participants support these courageous farmers from some of the remotest spots on the planet, who are standing up against exploitation by transforming trade, one cocoa or coffee bean at a time!

AND we do it all with CHOCOLATE and COFFEE!!!

**What will YOU do if you join the
Fair Trade/Sweet Smarts campaign??**

Flip the page for a few examples...

HOLIDAY ACTIONS!

If it's Halloween, we go Reverse Trick-or-Treating...giving chocolate back to people at their doorsteps...Fair Trade chocolate, attached to a card with information on problems of poverty, child slavery/abusive child labor, and environmental degradation in the cocoa fields and how Fair Trade makes a difference.

If it's the winter holidays, we go Fair Trade caroling, informing neighbors and communities about Fair Trade.

If it's Valentine's Day, we have valentine inserts that folks of all ages can put inside their valentines to let their loved ones know about Fair Trade.

TRANSFORMING YOUR COMMUNITY... AND THE WORLD!

You CAN change the world. WILL you? It doesn't matter whether you're 6 or 86.

Fair Trade campaign members participate within our own circles of friends and family and/or more broadly in our communities.

On a regular basis, participants will receive modules...with a few pages of news and information about Fair Trade farming and craft communities and simple actions we can take each month to make a difference by supporting Fair Trade communities towards vibrant economies and environmental protection.

Year round, we will also have the opportunity to reach out in our own communities by going to fun events, tabling, doing outreach to individuals, schools, congregations, and youth groups and transforming our communities to Fair Trade.

CURRICULA!

Global Exchange's clever curricula excite students and youth group members about learning with Fair Trade chocolate!!! Global Exchange currently has an elementary school curriculum (a new revision is scheduled to be released in the Fall of 2008) and hopes to release a high school curriculum in 2009. If you are an educator or youth group leader, join our Sweet Smarts listserv to be kept up to date on services for educators.

PLEASE JOIN US!

To get involved, start by joining our Fair Trade and Sweet Smarts listservs at **www.globalexchange.org/subscribe**. The Fair Trade listserv is open to all; join the Sweet Smarts listserv if you are an educator) and we will keep you apprised of the latest activities! We will keep you informed as we roll out new programming throughout the year. If you are interested in starting a Global Exchange Sweet Smarts group in your community, school, or congregation, send an email to **fairtrade@globalexchange.org** with "Sweet Smarts group" in the subject line of your email.

FOR MORE INFORMATION,
VISIT **WWW.GLOBALEXCHANGE.ORG/COCOA**

GLOBAL  EXCHANGE

Do **YOU** like chocolate?



What's your **favorite** kind?

What are some ways that we use **chocolate**? What are some ways that different cultures use chocolate?

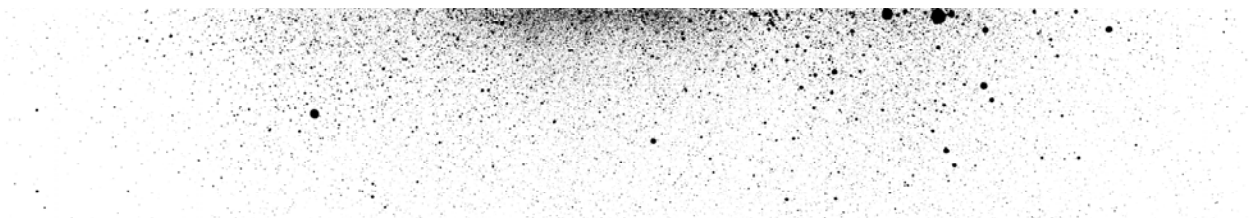


The **Olmecs** and the **Mayans**, ancient tribes who lived in **South Central Mexico** and **Central America**, were the first peoples to have cocoa.

They considered it to be a gift from the gods, and thought it was important for health and power. Can you imagine taking chocolate instead of vitamins? It was also used like we use money.

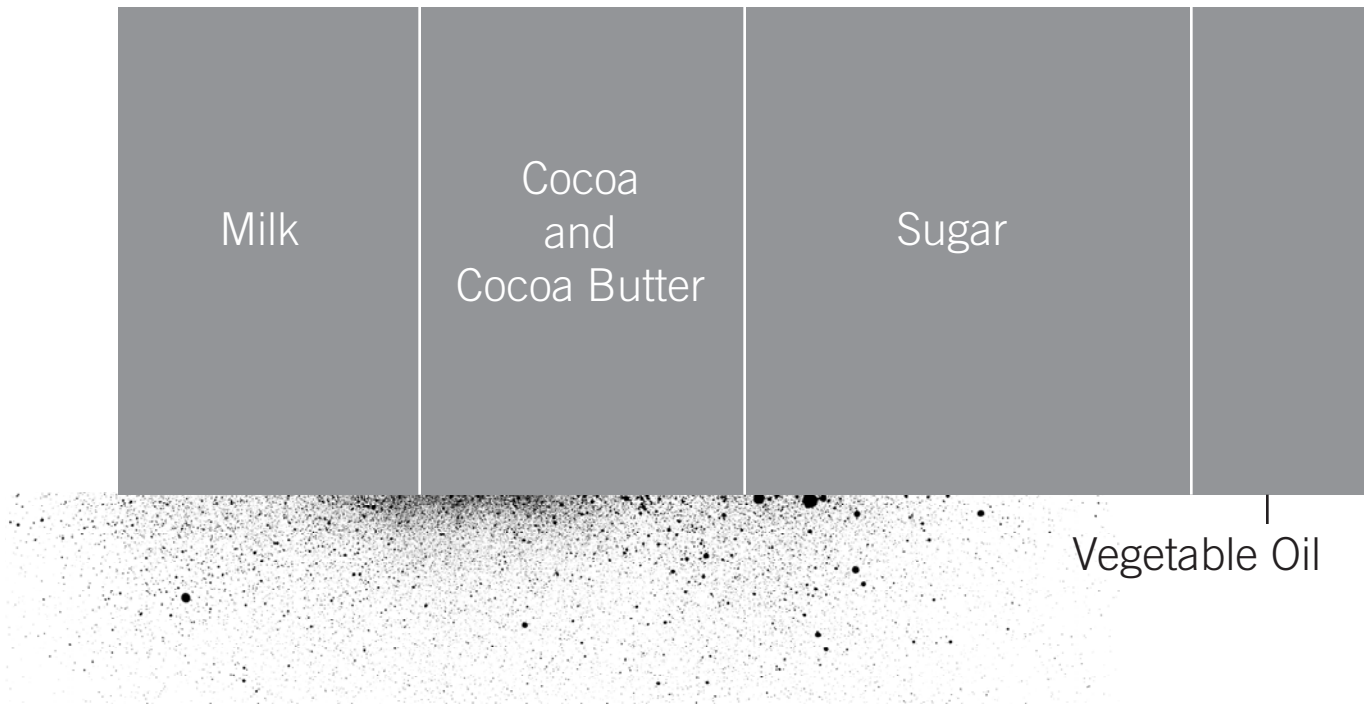
Do you know what chocolate is made of? Make your best guess!

Let's find out!



Chocolate is made of **cocoa** and **cocoa butter** or some other type of oil. It usually has **sugar** and sometimes **milk**, too.

This drawing shows the ingredients that are in many chocolate bars.

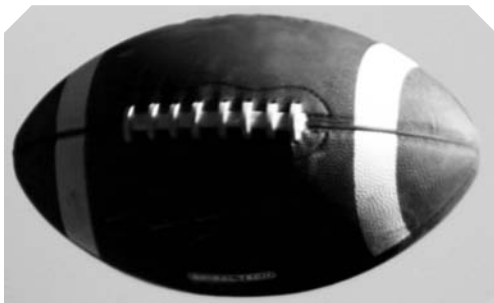


Cocoa and cocoa butter come from **cocoa beans**.



Cocoa beans grow on **cocoa trees**, inside pods that are the size and shape of a football!

What does a **football** look like? Can you make the shape of a football with your hands? But you wouldn't want to throw a cocoa pod because it would really **splat!**



Can you find the **cocoa pods** on this tree?



The pods start out **green** and then turn colors like **yellow** or **red** when they're ripe. The pods are the fruit of the tree, and the cocoa beans are the seeds.

Inside the cocoa pod, the seeds are surrounded by a **white pulp**. It is really **gooey**. Where are the **cocoa seeds** inside this pod?



What are other **fruits** that have **seeds**?



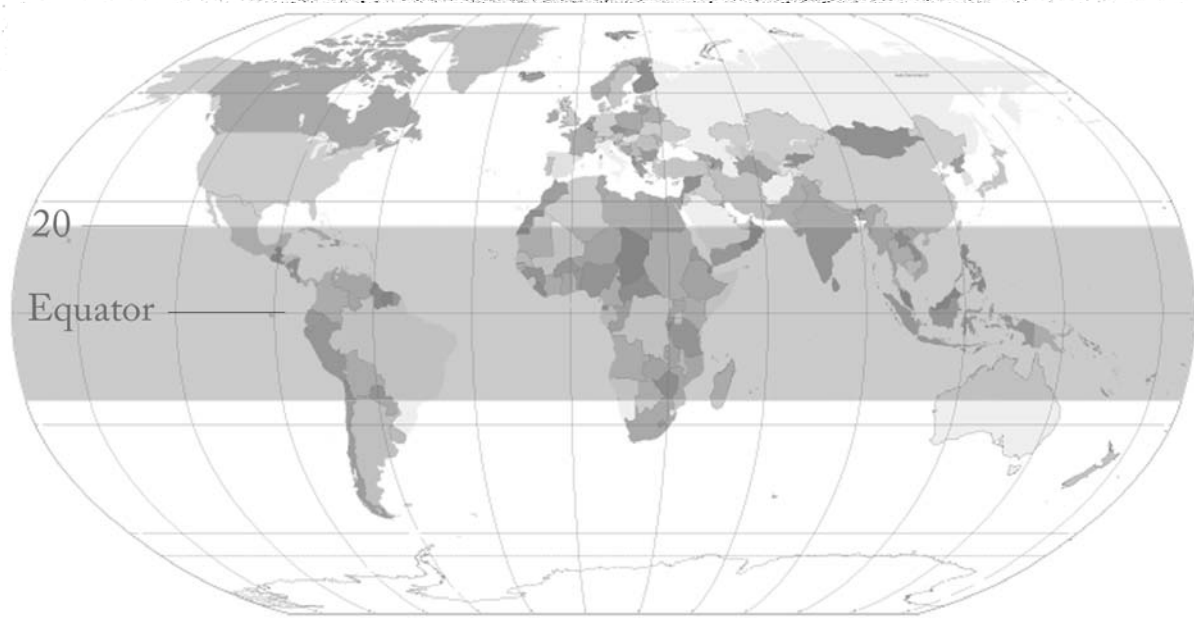
Where do you think cocoa trees **grow**?



Cocoa grows in forests that are warm and wet, often **rainforests**. In its natural environment, cocoa grows in the **shade** of larger trees, living together with other plants and animals **understory layer** of the forest. This is where cocoa trees get the **moisture** and **protection** from sun and wind they need to survive.

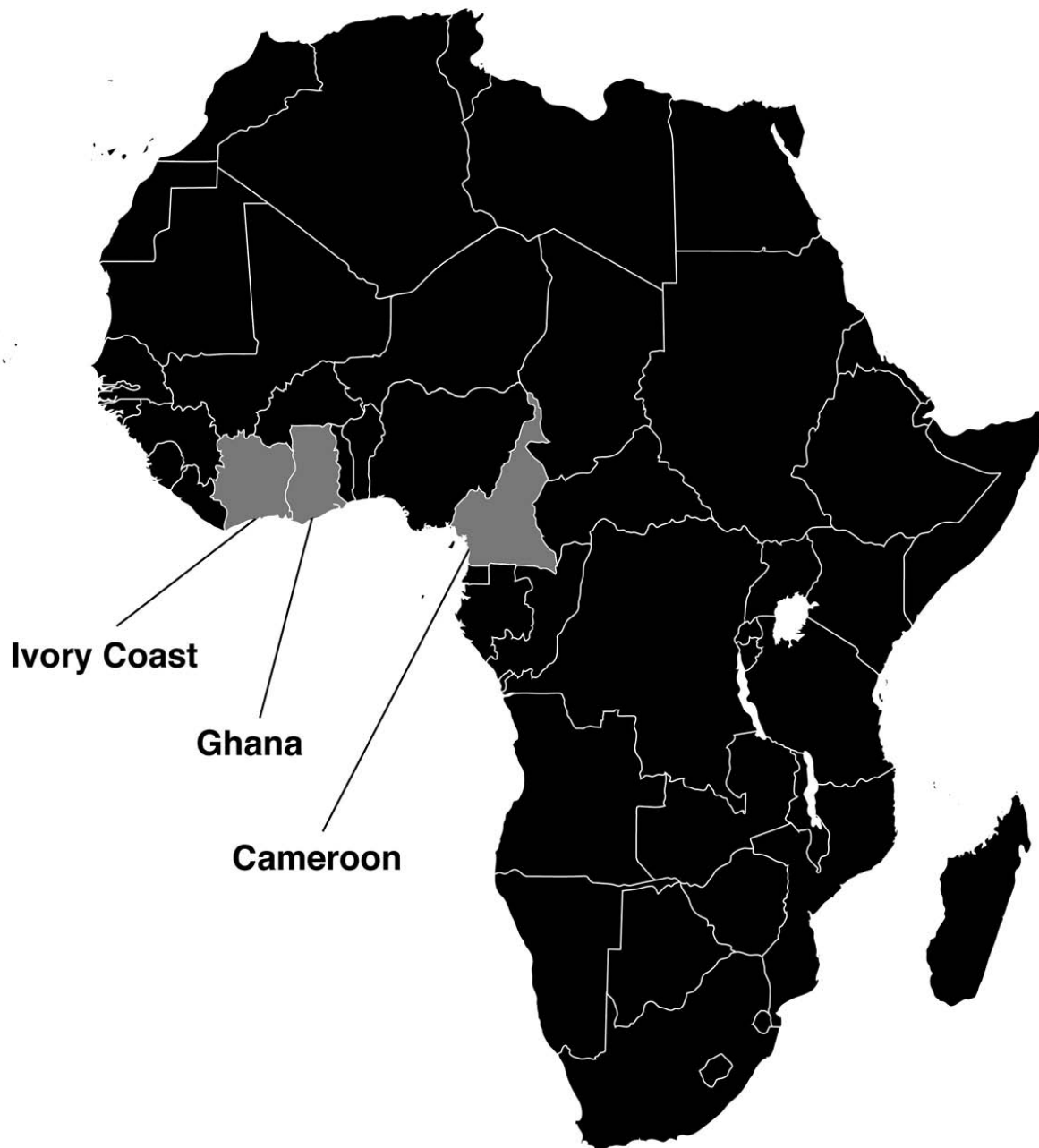
Where in the world are these forests located?

They are located in the **tropical regions** around the **equator**. The continents where cocoa grows are **Africa, Latin America,** and **Southeast Asia**. Can you find these continents on the map?



Most cocoa is grown in countries in **Africa**.

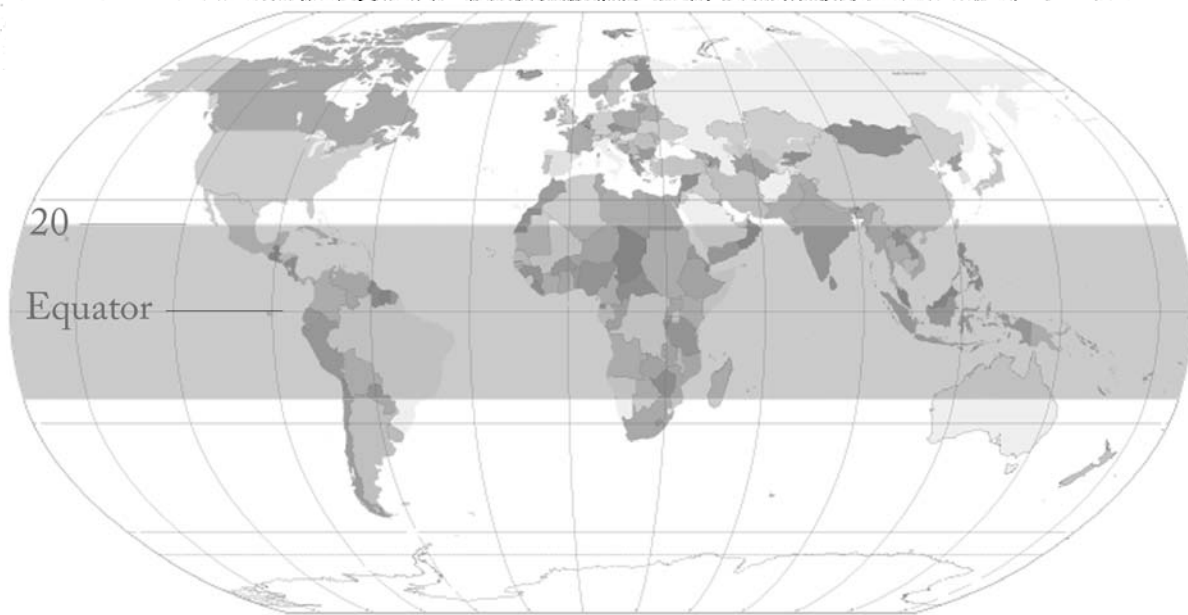
Some of the countries in Africa that grow a special kind of cocoa, called **Fair Trade cocoa**, are **Cameroon, Ghana,** and **the Ivory Coast**. We will learn more about Fair Trade cocoa in a few pages.



Countries in **Latin America** where Fair Trade cocoa grows include **Costa Rica, Dominican Republic, Nicaragua,** and **Peru.**



Look at the map below. Can you find the place where you live on a **map** or **globe**? Can you find the countries where cocoa is grown? What do you notice? Is cocoa grown close to **where you live**?



How do you think that cocoa that grows in faraway places becomes the chocolate you buy in the store?



It begins with cocoa **farmers**. Every time you eat chocolate, hard-working farmers and farm workers that live in these faraway places are sharing something special with you.

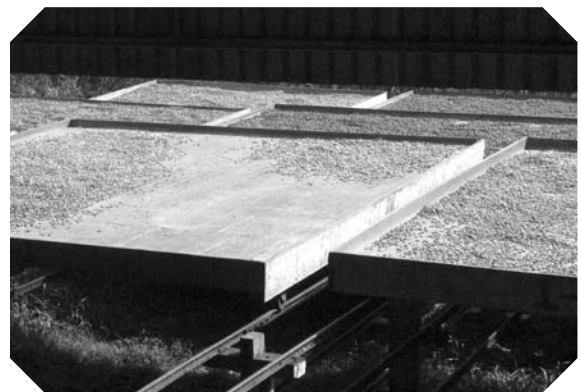
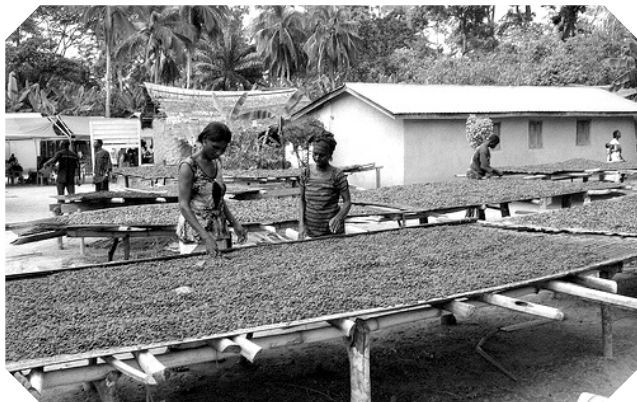
When the cocoa pods that have been growing on the trees are ripe, farmers and farm workers **harvest them by hand**. This means that they cut them down from the trees with long knives. Can you reach up very high, and pretend that you are harvesting cocoa pods down from the trees, like a cocoa farmer?



They crack open the cocoa pods to take out the **beans**. Then, the cocoa beans, which are covered with the white pulp, are piled together with **banana leaves** in wooden boxes or on the ground. The cocoa beans rest in these piles for about **5 to 8 days**. During this process, which is called **fermentation**, the gooey pulp gives the cocoa some of the flavor that makes it taste good, but after fermentation it disappears.



Next, the beans are **dried out in the sun** for about another week or two until they have just the right amount of moisture, not too little and not too much!





When the cocoa beans are dry enough, farmers sell the beans to their **farmer cooperative** or **traders**, who move the beans to **ports**.



The beans are shipped to **factories** in different parts of the world.



Chocolate companies **roast** the cocoa beans in their factories and grind them into a thick **paste** that is used to make chocolate.



Chocolate companies sell their chocolate to supermarkets and stores, who sell the chocolate to consumers— **YOU!**



When you go to buy a chocolate bar,
**what do you
think about?**

Have you thought about **how the chocolate got here?**

**Do you think the cocoa farmers get a lot
of the money you pay for the chocolate?**





Cocoa farmers get **only pennies** for each chocolate bar you buy.

Farmers do not get paid much for their cocoa beans because they do not get to decide what the price should be. Also, the price of cocoa changes all the time. One year, the price may be a good price. The next year, the price may be a bad price. **All farmers can do is hope for a good price.** The price is not based on how much it costs farmers to grow cocoa and how much money farmers need every year to take care of their families.

Because they don't get paid very much, **many cocoa farmers and their families are poor!**

How do you **feel** about that?

Do you **think** that is right?

Many cocoa farmers cannot even pay for things they need, like **food** and **school uniforms** for their children and trips to the **doctor.** Some farmers have to leave their farms because they can't earn enough money to live by staying on their farms and growing cocoa.

Even though they grow cocoa, many cocoa farmers and their children have never eaten chocolate!

Sometimes the farm workers are **children**, just like you. They have to work very hard on cocoa farms all day because their parents are **too poor** to afford to send their children to school or hire enough people to work on the farm. They do not get to go to school or play very much. They may even get **hurt** while they are working on the farm.



Do you like to go to **school**?

What do you like about **school**? Do you like to **play**? What do you like about **playing**?

Why is it important to be able to do these things?

How would you feel if you could not go to school? How would you feel if you hardly had any time to play and you had to work hard all the time?

There are even some cocoa farm workers who are not paid at all for their work. A worker who is not paid is called a **slave**. Slaves on cocoa farms are often **children**, brought from other countries to work far **away from their homes and families**. Slaves are treated badly, too.

Here is a picture of some children who worked as slaves on cocoa farms.



Some children have been rescued but other children are still working as slaves to grow cocoa for our chocolate bars.

What do you think about that?

Another problem that can happen with cocoa farming is that **the forest gets cut down** to grow more cocoa to sell.



Sometimes people create **plantations**, or large farms, of cocoa trees. Instead of growing the cocoa right inside the forest, while keeping the trees and animals that live there safe, these farms cut down the forest so there is **nothing left** and then plant only cocoa trees. Many plants and animals lose their homes and cannot survive anymore.



Since cocoa trees do not grow as well outside of the forest, farmers on these large farms use a large amount of chemicals called **pesticides** to keep away bugs and diseases, and **fertilizers** that make plants grow faster.

What do you think happens when chemicals are used?

These chemicals make the water and air **dirty**. Many of the people and animals who breathe the dirty air and drink the dirty water get very **sick**.

The soil can get **damaged** and sometimes it is difficult for plants and trees to grow in this soil in the future.

When the rainforest is cut down and chemicals are used, not as many living creatures can live there afterwards.

Do you think farmers should get more money for their cocoa and be able to **protect the environment**?

A lot of people think so. Some of these people have set up something called the **Fair Trade** certification system. It provides a solution for some of the problems with growing cocoa. Have you heard of Fair Trade?

Think about the words **Fair** and **Trade**. What do you think Fair Trade means?

Chocolate from the Fair Trade certification system is different from other chocolate. The Fair Trade system pays farmers a decent price for their cocoa every year. This way, the price cannot suddenly drop.

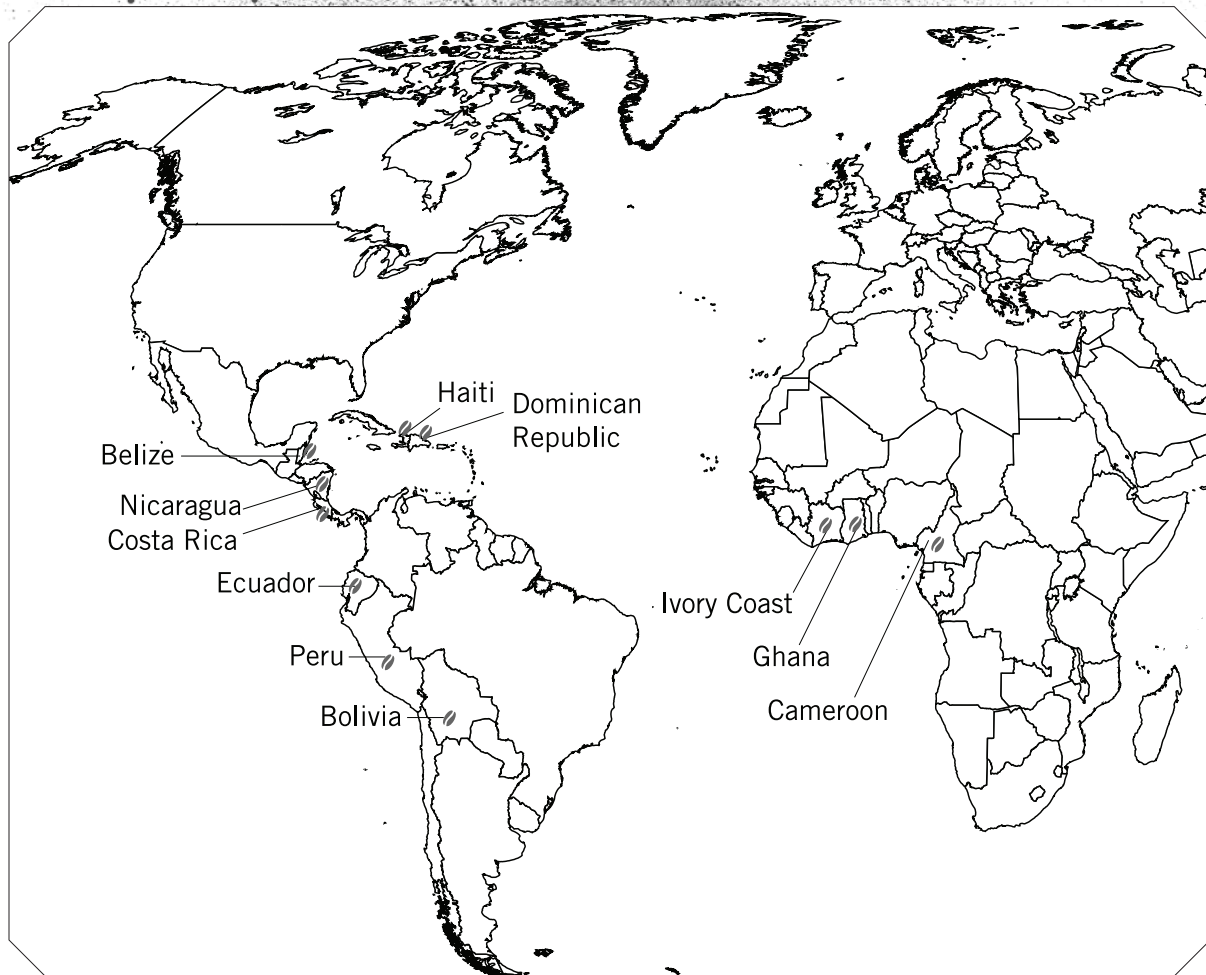
With Fair Trade, the farmers earn more money so they can buy **food** and **clothes**, go to the **doctor** and send their children to **school**. The rules of the Fair Trade system say that farmers cannot use slaves or mistreat their workers. Children cannot be made to work all day. They can go to school and play like you.



Many Fair Trade farmers work together in groups called **cooperatives** to help each other. The Fair Trade system gives them a little extra money, too, to spend on their **communities** to try to make them better. The extra money is called the **Fair Trade premium**. Members of cooperatives vote so they can choose for themselves how to use the extra money. They can choose to build **schools** or **health clinics** where they can go to the doctor. They also spend money on learning better ways to grow cocoa, so they can keep the forests healthy and make their beans **taste even better** when they are made into chocolate. Fair trade farmers usually grow cocoa on small farms in the **shade of the forest**. They do not have to use lots of chemicals and can help protect the **air, water, soil, forest plants** and **animals**.



Fair Trade cocoa is grown and produced in **Belize, Bolivia, Cameroon, Costa Rica, Dominican Republic, Ecuador, Ghana, Haiti, Ivory Coast, Nicaragua, and Peru.**



Here are some things farmers working in the Fair Trade program have to say:

“Before fair trade, we growers were cheated. People adjusted the scales. The growers welfare was neglected. I joined Kuapa Kokoo because I saw it was the only co-operative which could solve some of our problems they trade without cheating, with the welfare of the growers at heart.”

—Comfort Kumeah, Kuapa Kokoo cocoa farmers' cooperative, Ghana, Africa

“We hope that all the children will go to school because of the money we receive from growing cocoa. Currently we have 2 to 3 acres and are planting more.”

—Anastasia, Toledo Cacao Growers Association, Belize

“With the Fairtrade income, we were able to begin a fermentation program to improve the quality of our cocoa and to change our production to certified organic. This made it easier for us to sell our cocoa.”

—Isidoro, Conacado cooperative, Dominican Republic

“Getting together to form a Women s Group, which Kuapa encourages us to do, meant we could get a Kuapa Credit loan, and use the money to plant secondary crops like Okra and Cassava. Money from these crops helps in between cocoa harvests. Since joining Kuapa we have been able to build our own house. If not for Kuapa, I would not have enough money to feed my family, or enough to sell all year round. Kuapa Kokoo has really helped me!”

—Juliana Freman, Kuapa Kokoo cocoa farmers' cooperative, Ghana

How do you know if chocolate you buy is Fair Trade?

Fair Trade certified chocolate has a special label that tells you the farmers were paid the Fair Trade price. You can see the labels on the chocolate wrapper or on the cocoa container.

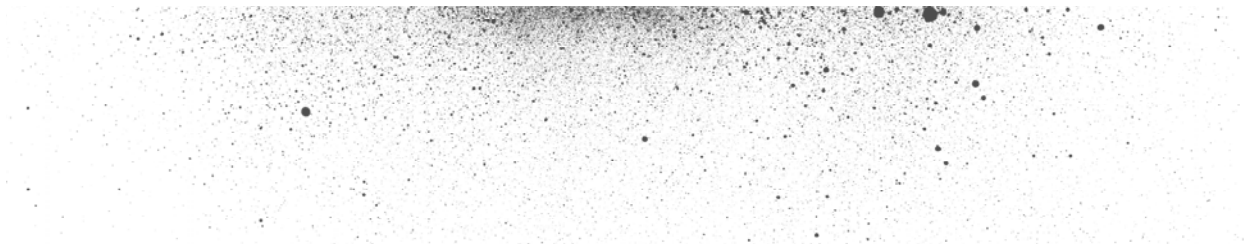


Have you ever eaten Fair Trade chocolate? **What did it taste like?**

Fair Trade chocolate is sold by **only a few small companies.** Most big companies do not sell Fair Trade chocolate. Cocoa farmers do not get a decent price for most of the chocolate we buy at the store.

What do you think about that?

Do huge chocolate companies and big and little stores that sell chocolate **care what you think,** as a kid?



YES THEY DO!!!

Kids eat chocolate. When you buy chocolate, companies that sell chocolate make money. They want you to like their chocolate so you will buy it. That is why they care a lot about what you think. And, if thousands of kids tell chocolate companies and businesses that sell chocolate that they want Fair Trade chocolate, then they will change!!!



What do you think you can do to get companies to sell Fair Trade chocolate?

One thing you can do is take a pledge to buy Fair Trade chocolate. Let's take the pledge now together! Repeat after me!

I pledge to buy Fair Trade chocolate so cocoa farmers can build a future full of hope for their families!

Another thing you can do is write to your favorite chocolate company!

You can tell them that you are sad that cocoa farmers do not get paid enough and that sometimes child slaves are used on cocoa farms. You can tell them that you are sad that many children work on cocoa farms instead of going to school. You can ask them to start buying Fair Trade certified cocoa so that these problems won't happen anymore!

Tell your friends and family to **write letters**, too! If we all ask companies to sell Fair Trade, they will know how important it is and they will do it!

Do you know where to send your letter? To find out, look at the wrapper of a chocolate bar.

Here is a sample letter to **World's Finest Chocolate** company:

Edmond Opler, Chairman and CEO,
World's Finest Chocolate
4801 S. Lawndale; Chicago, IL 60632-3062

Dear Mr. Opler, I am sad that cocoa farmers do not get paid enough to buy food or go to the doctor. I am also sad that many children work on cocoa farms instead of going to school or being able to play like me. I am the most sad that some even use child slaves. Please sell Fair Trade chocolate so that these problems will not happen anymore! Please write back to let me know when you will start to sell Fair Trade Chocolate. Thank you!

Your friend,

After you write to the chocolate company, you can do more things to help cocoa farmers:

- 1.** When you buy chocolate or anything else with cocoa in it, look for the Fair Trade certified label.
- 2.** Share this book with friends & family, or tell them what you learned. Ask them to buy Fair Trade chocolate & cocoa all the time. Ask them to write to chocolate companies, too!
- 3.** Have fun while making a difference! Join Sweet Smarts, Global Exchange's national network of kids, parents, and teachers working together to educate and advocate for Fair Trade certified products. Kids and their families can help transform communities and corporations to support small farmers' efforts to build a better future for their families.
- 4.** If your school or club sells chocolate for fundraisers, ask the chocolate company to sell Fair Trade. If the chocolate company won't sell Fair Trade, ask your school or club to switch to a company that does. Global Exchange has a packet to help you at www.globalexchange.org/campaigns/fairtrade/cocoa/FTFundraisingGuide.pdf.
- 5.** Ask your local stores to sell Fair Trade chocolate & cocoa.
- 6.** Learn more about Fair Trade farmers and the places they live. See our web site at www.globalexchange.org/cocoa. You may be especially interested in the farmer stories at www.globalexchange.org/campaigns/fairtrade/cocoa/cocoacooperatives.html.
- 7.** Look for other Fair Trade certified products! There are Fair Trade certified bananas and fruits! If your parents like coffee and tea, they can get Fair Trade

in the store! There is also fairly traded clothing, crafts, musical instruments, and other cool things. Companies that trade fairly in these items are members of the Fair Trade Federation. You can learn more about Fair Trade clothes and other items online at www.fairtradefederation.org and store.gxonlinestore.org, which is the website for Global Exchange's online Fair Trade store.

- 8.** If you read this book with family or friends at home, tell your teacher about the Fair Trade chocolate curriculum available on Global Exchange's website.

Fair Trade Cocoa Cooperative images in this book:

APPTA Fair Trade Cocoa Cooperative in Costa Rica: Pages 10, 18 (farmer), 24

Cacaonica Fair Trade Cocoa Cooperative in Nicaragua: Cover (main photo and left-side photo), pages 8 (top photo); 15 (both photos), 17 (second photo), 23

Kuapa Kokoo Fair Trade Cocoa Cooperative in Ghana: Pages 16, 17, 24 (left-side photo), 25 (School built with social premium for Fair Trade Cocoa

Sincere thanks to these cooperatives!

**Thanks for helping bring Fair
Trade to more farmers like us
and our families!**

Mariano, Nicaragua



Ovida, Dominican Republic



Manuel, Dominican Republic



Asamoah & Lydia, Ghana



This certificate is presented to

for making chocolate sweeter - one bite at a time! Thanks for helping spread the word about Fair Trade and getting more companies to sell Fair Trade chocolate and cocoa. You are making a real difference in the lives of tens of thousands of cocoa farmers and their families across the world. Keep up the good work!!

– Global Exchange Fair Trade Team



*2017 Mission Street, 2nd Floor • San Francisco, CA 94110
www.globalexchange.org/cocoa*

This certificate is presented to

for making chocolate sweeter - one student at a time! Thanks for taking the time and effort to educate your students about Fair Trade and get them involved in positive activism. You have made a real difference in the lives of tens of thousands of cocoa farmers and their families, as well as your students and their families. Teachers like you are the best guarantee of a brighter future for all!

– Global Exchange Fair Trade Team



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