

HAPPY HALLOWEEN!

This chocolate is tasty AND responsibly produced!

70% of the world's cocoa comes from West Africa, where forced labor and child labor have been documented on cocoa farms for nearly two decades.

Luckily there is a better choice! **DIRECT TRADE*** chocolate means the brand has a direct, long-term relationship with farmers. It pays a higher price for cocoa, and child labor is not allowed. By choosing direct trade chocolate next time you go to the store, you help end the cycle of poverty in the cocoa sector.

Enjoy!

Tape or glue your favorite ethically-produced chocolate mini here

*Direct trade brands include Divine and Equal Exchange, among others.



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FRIGHTENING COCOA FACTS

In Ghana and Côte d'Ivoire:



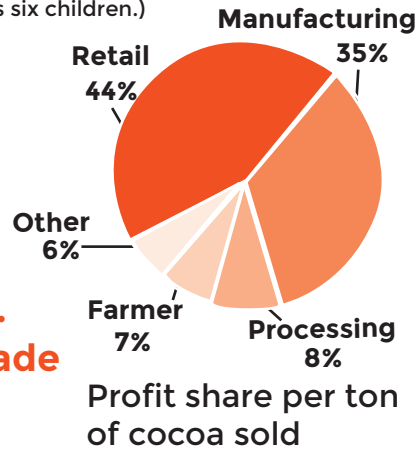
2 MILLION children in hazardous labor

- Using machetes
- Carrying heavy loads
- Applying pesticides
- Working long days in the heat
- Many trafficked to plantations

Average daily wage of a cocoa farmer
(The average farmer has six children.)

\$2.07
Côte d'Ivoire

\$2.69
Ghana



**Help Farmers.
Buy Direct Trade
Chocolate.**



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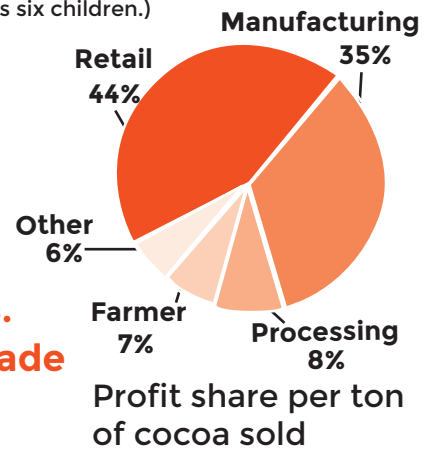
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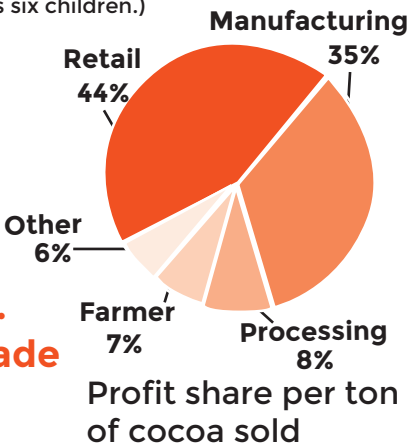
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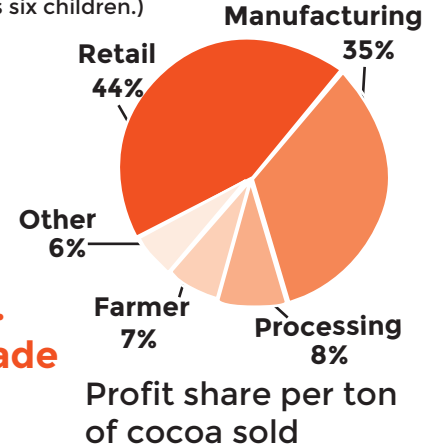
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