

TANUPRIYA SINGH TANWAR

FOREST RESEARCH INSTITUTE

TEAM ECOHEALERS

Making great-tasting chocolate is hard work. We believe that every person in this process should be treated and compensated fairly and that our actions should make a positive impact on our local and global communities. With fair trade chocolate premiums, more money goes back to the farmers to help with community development.

When you choose Fairtrade chocolate, you know that the farmers and workers who produced the cocoa in it, received an additional Fairtrade Premium on top of the price of their crop which they can invest in their communities and use to fight the effects of climate change.

The price of cocoa beans has slumped in recent years despite high demand, and disease and age are damaging cocoa trees. Young people are increasingly reluctant to choose cocoa farming as a career, because the pay and rewards are so limited for what is a very labour intensive job.

Fairtrade cocoa farmers in places like Côte d'Ivoire and Ghana are guaranteed the Fairtrade minimum price for their crop, plus an additional Fairtrade Premium. It means they are more likely to be able to cover household costs like education, food and healthcare and invest the extra Premium to benefit the wider community, such as buying hospital and school equipment.

Be a conscious consumer just look for products with third-party certifications, like Fair Trade USA. These certifications ensure that the products go through a rigorous process to ensure that the ingredients and farming practices used are fair trade certified. So, if you want a better chocolate that helps make a difference in the world, look for this icon when buying fair trade chocolate.

THE SCREENSHOT OF THE POST WE SHARED ON INSTAGRAM

