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Caption

Picture a world where every bite of chocolate is a treat of kindness, a spellbinding choice for justice, and a step toward a planet that's a little less spooky. The 'Sweet Spells for All' campaign is here to enchant and educate consumers about the enchantment of choosing Fair Trade chocolate during the Halloween season and how it can work its magic to bring about a positive transformation in the world."

In this version, the campaign description incorporates a Halloween theme with phrases like "treat of kindness," "spellbinding choice," and "a planet that's a little less spooky" to make it seasonally relevant.

Instagram is attached below:

SCARY FACTS

**ABOUT YOUR
HALLOWEEN
CHOCOLATE**

**NON-FAIR TRADE
PRACTICES**

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CHILD LABOR EXPLOITATION

There are an estimated 1.56 million children working on cocoa production in Ghana and Côte d'Ivoire, according to a study commissioned by the the US Department of Labor.

These children, some of whom are as young as five years-old, work in hazardous conditions, handling harmful chemicals and performing back-breaking duties - including knocking cocoa pods from trees with crude weapons such as sickles, opening cocoa pods with machetes and carrying heavy sacks of cocoa beans, some taller than them, for long distances.

Some of the children work between 80 and 100 hours a week.

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INCOME INEQUALITY

Cocoa farmers, particularly in non-Fair Trade settings, often receive only a small fraction of the final retail price of chocolate. The vast majority of the profit goes to large corporations, creating significant income inequality within the supply chain.

The average cocoa farm will produce one or two tonnes of cocoa beans a year; one tonne is 16 sacks of cocoa.

The average farmer will make between \$1,400-\$2,000 profit a year, at most about \$5 a day, which will need to support 6-10 dependants.

So a cocoa farmer and their dependants will be living on between \$0.50-\$0.84 a day, well below the World Bank's extreme poverty line of \$1.25 a day.

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DEFORESTATION

A report by the World Cocoa Foundation (WCF) and Mighty Earth found that one-quarter of Côte d'Ivoire's 300,000 acres of forests and 10% of Ghana's tree coverage have been cleared for cocoa production between 2001 and 2014.

In Indonesia, **1.7 million acres of forest were cleared for cocoa between 1988 and 2007**, equivalent to 9% of the nation's total deforestation for crops.

A staggering 40% of plantations are built illegally inside protected areas.

This means that nearly 17% of the world's yearly cocoa output is produced illegally.

WHY MOVE TO FAIR TRADE THIS HALLOWEEN?

Empowering Cocoa Farmers: Fair Trade ensures that cocoa farmers receive fair and stable prices for their products. This empowerment leads to improved living standards, access to education and healthcare, and the ability to break the cycle of poverty.

Ethical Labor Practices: Fair Trade practices prohibit child labor, forced labor, and exploitation in the cocoa industry. By supporting Fair Trade, consumers help create better working conditions and protect the rights of workers and their families.

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WHAT CAN WE DO

1. **Choose Fair Trade Chocolate:** One of the most direct ways to support Fair Trade is by choosing Fair Trade chocolate products whenever possible. Look for Fair Trade certification labels on chocolate packaging to ensure your purchase aligns with ethical and sustainable practices.

2. **Educate Yourself:** Learn more about the chocolate industry, the issues it faces, and the impact of Fair Trade practices. Knowledge is a powerful tool for making informed choices and advocating for change.

3. **Advocate for Fair Trade:** Use your voice to raise awareness about Fair Trade and ethical chocolate production. Share information with your friends and family, both in person and through social media. Encourage others to make conscious choices when buying chocolate.

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PURCHASING FAIR TRADE

Purchasing Fair Trade chocolate means choosing chocolate products that are certified as ethically and sustainably produced.

When you buy Fair Trade chocolate, you are making a conscious choice to support a system that prioritizes fair compensation for cocoa farmers, ethical labor practices, and environmental sustainability.

