

Lets talk about

FAIR TRADE CHOCOLATE

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FROM BEAN TO BAR

Harvesting process

Cocoa pods are meticulously harvested, cracked open, and the beans undergo fermentation and drying. This intricate process necessitates stable and consistent weather conditions throughout its various stages.



CHALLENGES

Harvesting problems:

Weather Dependency:

Cocoa farming is intricately tied to weather conditions; fluctuations in weather patterns intensify uncertainty and risks.

Climate Impact:

Altered weather patterns, a consequence of climate change, render cacao trees highly vulnerable to diseases and diminished yields.

Pesticide Usage Challenges:

Due to a lack of alternatives and awareness, farmers frequently turn to pesticides, at times irresponsibly, exacerbating environmental concerns.



Struggles faced by farmers:

Exploitation and Underpayment:

Cocoa farmers, particularly in West Africa, confront severe exploitation and receive inadequate compensation for their labor.

Financial Struggles:

These farmers, along with their families, battle to meet fundamental needs such as food, education, and housing due to limited earnings.

Limited Control over Prices:

Workers receive only a fraction of the final retail value of chocolate, and they possess minimal control as distant entities dictate prices, perpetuating their financial hardships.



WHY CHOOSE FAIR TRADE CHOCOLATE



Choosing Fair Trade chocolate is not just a personal preference; it's a decision that can make a significant positive impact on the world.

- **Fair Wages:** Fair Trade ensures that cocoa farmers are paid fairly, protecting them from exploitation and promoting ethical labor practices.
- **Income Stability:** Fair trade provides stable incomes, empowering farmers to invest in education, healthcare, and community development.
- **Economic Growth:** Supporting fair trade contributes to the economic growth of developing regions, reducing poverty.
- **Sustainable Farming:** Fair Trade encourages eco-friendly farming methods, fostering biodiversity and soil fertility. Partnerships like Dr. Bronner's in Ghana demonstrate sustainable practices.
- **Reduced Chemical Usage:** Fair trade encourages natural farming methods, reducing the use of harmful pesticides and chemicals.
- **Conservation:** Preserves biodiversity, protects wildlife habitats, and maintains ecological balance.
- **Quality:** Fair Trade practices prioritize high-quality cocoa, ensuring consumers enjoy superior chocolate products made from responsibly sourced ingredients.
- **Community Empowerment:** Fair Trade funds vital community projects, from schools to healthcare, significantly improving the well-being of cocoa-producing communities.
- **Empowering Women:** Fair Trade promotes gender equality, empowering women in farming communities and enhancing social progress.
- **Child Labor Prevention:** Fair Trade certifications prohibit child labor, ensuring ethical practices in chocolate production.



YOUR Impact!

Your choice to buy Fair Trade chocolate directly supports ethical practices, environmental conservation, and social progress. It's a tangible way to make a positive difference in the world



Caption:

Day 17: FAIR TRADE (greenest challenge)

Embrace the power of your choices! Every time you savor that piece of Fair Trade chocolate, you're supporting a chain of positive change. Let's raise awareness about the impact of Fair Trade, inspiring others to take action for ethical consumption. Together, we can nurture a world where every bite of chocolate can motivate progress and equality.

Here are some quick facts:

- 7.5 million tonnes of chocolate are consumed yearly
- The average american consumes 3 chocolate bars a week
- Cacao farmers only earn 6% of the total profit made from selling their chocolate

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[instagram link](#)