

# Fairtrade Foundation

## Press Release

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27 March 2009

### Be a Good Egg

It's Easter, the time of year for guilt free chocolate - the perfect excuse to give up on holding back and indulge in some Fairtrade chocolate. With a special Easter egg with champagne truffles, new from Divine, and a Fairtrade Easter egg launched this year by Thorntons, you're fairly spoilt for choice.

Last year Fairtrade chocolate sales hit almost £27m, an increase in volume of 10% on the previous year. For the farmers this meant a 10% increase in Fairtrade premium to just under \$300,000 to spend on community development. That extra income, in addition to the security of the Fairtrade minimum price, has enabled cocoa farmers to continue to invest sustainably in their future through tough economic times.

Let's start afresh this spring and prove that there's more than one way to beat an egg. With Waitrose, the Co-operative, M&S, Sainsbury's and Tesco selling their own-label Fairtrade Easter eggs this year, it's never been easier to show your support for a fairer way to do business. We can make the global economy fairer, greener and more sustainable simply by picking products that carry the FAIRTRADE Mark this Easter and beyond.

Isidoro de la Rosa the Executive Director of CONACADO cocoa co-operative in the Dominican Republic said: 'With Fairtrade income we were able to implement a fermentation program to improve the quality of our cocoa and to convert our production to certified organic. This improved our position in the export market. The Fairtrade market is a very important market for the survival of our members'.

### Heavenly chocolate from Divine

Divine, the 100% Fairtrade chocolate company co-owned by Kuapa Kokoo co-operative farmers in Ghana, adds to its sumptuous Easter range with a new milk chocolate Easter egg with six hand-finished Marc de Champagne Truffles (£9.99 from Oxfam).

Divine's established Fairtrade favourites, including the 70% dark chocolate Easter egg with chocolate coated Brazil nuts and their milk chocolate version with mini eggs, are available from Waitrose and Morrisons at £4.99. Check out their posh mini eggs too, available wrapped or in this smart handbag packaging. [www.divinechocolateshop.com](http://www.divinechocolateshop.com)



### Dubble the trouble

Divine's sister brand Dubble will get the kid's imagination fired up with its classic magic-themed packaging and the chance to be a 'Dubble Agent' and complete MISSION: POSSIBLE - to 'change the world chunk by chunk'. Check out [www.dubble.co.uk](http://www.dubble.co.uk) for more information. Also from Dubble are speckled mini eggs, ideal for decorating chocolate nests or garden egg hunts along with Traidcraft's mini eggs.



### Sweet Temptations and Chocaid

Sweet Temptations offer you the chance to personalise your Easter egg box - remember to request the chocolate to be Fairtrade! <http://sweettemptations.com/cms/>

Chocaid's striking Fairtrade organic globe Easter egg truly has a world outlook, working in partnership with Save the Children. Also try Chocaid's distinctively packaged Fairtrade truffles, available in orange, mint and vanilla. [www.chocaid.com](http://www.chocaid.com)



### **Thorntons, Green & Blacks, Burnt Sugar and My World**

Thorntons launched their new Fairtrade Easter Egg (£6.50) to coincide with this year's Fairtrade Fortnight and it joins their growing selection of Fairtrade products available at [www.thorntons.co.uk](http://www.thorntons.co.uk)

Green & Black's Fairtrade flavour, Maya Gold, has this stylishly presented Easter egg available at [www.greenandblackdirect.com](http://www.greenandblackdirect.com)

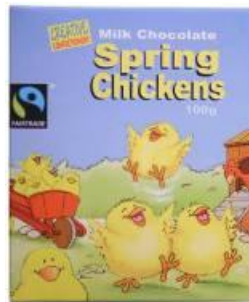
Masters of Fairtrade crumbly fudge, Burnt Sugar, offer up a delicious Fairtrade egg complete with crunchy honeycomb nuggets (made with golden unrefined Fairtrade sugar) in milk chocolate. [www.burntsugar.co.uk](http://www.burntsugar.co.uk)

My World has this pink Easter egg with a Fairtrade chocolate fairy lolly. A pirate themed version is also available. [www.myworldchocolate.co.uk](http://www.myworldchocolate.co.uk)



## Traidcraft

If you want to spring into Easter with something a little bit different to the traditional egg, Traidcraft's white chocolate spring lambs come in these adorably quaint sky blue boxes. Spring rabbits and chickens are also available in milk chocolate. [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk)



## The Co-operative

The Co-operative continues its strong support of Fairtrade with a range of Fairtrade chocolate goodies including a sophisticated Belgian chocolate Easter egg with white chocolate swirls and a tray of six truffles, a Fairtrade chocolate ring cake and a Fairtrade hollow chocolate bunny in its own hutch.



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## Notes to Editors

1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 70% of UK consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.
2. Over 4,500 products have been licensed to carry the FAIRTRADE Mark including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, pears, plums, grapefruit, lemons, oranges, satsumas, clementines, mandarins, lychees, coconuts, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney & sauces, rice, quinoa, herbs & spices, seeds, nuts & nut oil, wines, beers, rum, confectionary, muesli, cereal bars, yoghurt, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cloth toys, cotton wool and olive oil.
3. 7 in 10 households purchase Fairtrade goods, including an extra 1.3 million more households in 2008, helping Fairtrade sales reach an estimated £700m in 2008, a 43% increase on the previous year. There are over 460 producer organisations selling to the UK and by the end of October 2008 872 certified producer groups were in the global Fairtrade system, representing more than 1.5 million farmers and workers.