

National Fair Trade Weeks

Get Ready Chocolate Lovers

La Siembra launches new dark chocolate bars for National Fair Trade Weeks

by Shannon Sutton

La Siembra has announced the launch of its new Los Intensos line of 40 g chocolate bars. Fair Trade Certified and certified organic, these premium dark bars will soon be flying off shelves in natural health food and grocery stores across Canada.

High in pure organic cocoa and rich in restorative flavanoids, these decadent chocolate bars are available in four tantalizing flavours including Matcha Green Tea (71% cocoa), Chili & Spice (71% cocoa), Cranberries & Almonds (71% cocoa) and Panama Extra Dark (85% single origin cocoa) for dark chocolate lovers.

"People choose our brand because they want premium quality coupled with Fair Trade and organic certification", says La Siembra's Co-

Executive Director, Jeff de Jong. "The Los Intensos collection is a response to consumer demand for Cocoa Camino bars that are smaller in size and high in cocoa content. Our sales have increased by approximately 50% every year since we started in 1999, and we'll continue to add new products to the Cocoa Camino line as we grow. In doing so we satisfy our main mission of opening



National Fair Trade Weeks 2007 are taking place between **May 1st and 15th**. This year's theme is "**Fair Trade Works! Ten years of changing lives.**" Visit TransFair Canada at www.transfair.ca

to check out materials & ideas for your events and learn about TransFair's partnership with the *Make Poverty History* campaign.

up markets to new producer partners while providing consumers with high-quality products."

For our new Los Intensos line, we've teamed up with COCABO, a Panamanian producer co-operative. Find out more about COCABO in 'Producer News' on page 4.

— This Issue —

National Fair Trade Weeks:

- New Los Intensos Chocolate Bars
- New Educational Toolkit for Teachers
- Retailers Embrace NFTW

Also inside this issue:

- La Siembra Wins CCO Award
- Cocoa Camino & Ten Thousand Villages Partner Up
- Meet Our New Panamanian Producer Partners
- Dark Chocolate's Allure ... *and more!*

Get Fair in the Classroom

La Siembra's new Educational Toolkit to be unveiled during National Fair Trade Weeks

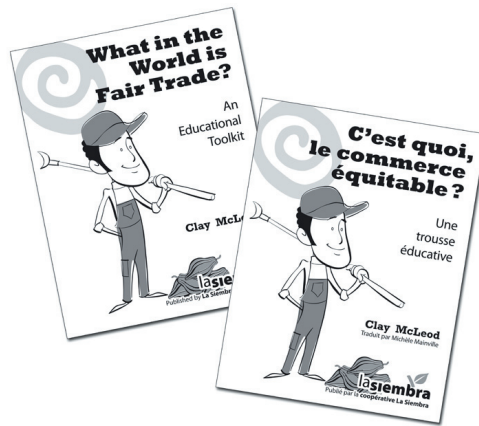
by Caitlin Peeling

After many years of dreaming, and nearly a year of planning and development, we are very excited to announce that we will launch La Siembra's Fair Trade Education Toolkit during National Fair Trade Weeks 2007.

The toolkit will help educators to facilitate activities that teach children and youth about Fair Trade, focusing on Fair Trade cocoa and chocolate. This toolkit is a collaboration between Clay McLeod, a teacher with the Central Okanagan School District in Kelowna, British Columbia and La Siembra Co-operative.

The toolkit will be available on our website from May 1st, the first day of National Fair Trade Weeks. Clay and La Siembra will officially launch the toolkit at the annual Canadian Teachers' Federation Conference. This year's theme is "Education for Social Justice" and the conference is being held in Ottawa from May 4 - 6, 2007.

Clay McLeod presents professional development workshops about global education for teachers, and has extensive curriculum development experience in the area of global education. He is currently writing a global education curriculum resource book for educators called *The World in Your Classroom: Engaging Students in Global Education* and he is working towards the completion of his Master in Arts (Education) degree at the University of British Columbia (Okanagan).



Retailers across Canada embrace National Fair Trade Weeks

Over 500 stores will be participating in National Fair Trade Weeks this year:

- **Care for Fair Draw:** 100 gift baskets will be given away at natural health food stores across Canada. Fill out a ballot for your chance to win, or visit www.cocoacamino.com to enter the online draw.
- **Demos & Promotions:** Taking place in selected leading grocery stores across Canada.

Industry
News



La Siembra Named Top Co-operative

by Shery Alexander Heinis

Attesting to our growth and maturity as a co-operative within the Fair Trade movement, La Siembra won the prestigious award for top co-operative at the Annual General Meeting (AGM) of the Conseil de la coopération de l'Ontario (CCO) held last September. La Siembra works in close collaboration with francophone co-operatives in Ontario.

Past winners include renowned co-operatives such as Mountain Equipment Co-op and several Desjardins credit unions. La Siembra is proud to join the ranks of these reputable leaders in the co-operative movement.

Outgoing President of the CCO, François Juneau, commended our co-operative at the AGM: "This award recognizes and pays tribute to La Siembra's contribution to the co-operative movement. La Siembra demonstrates leadership in the co-op community, while boasting rapidly growing sales of their Fair Trade Certified and certified organic cocoa and sugar products. We hope that others will learn from this model and meet with similar success."

Martin Van Den Borre (Co-Executive Director), Jennifer Williams (Operations Director) and Shannon Sutton (Communications Manager) represented us at this event. Congratulations Team La Siembra!

Fair Trade: TransFair Turns 10!

by Chantal Havard,
TransFair Canada

2007 is a very special year for TransFair Canada, as we are celebrating our tenth anniversary. Ten years ago, as a result of the important grassroots work carried out by Fair Trade activists, TransFair finally signed up its first licensee! Today, there are many reasons to celebrate.

Awareness about Fair Trade and ethical consumption is higher than ever in Canada. TransFair now works with more than 200 licensed Canadian companies as well as a



variety of actors from civil society. Sales of Fair Trade Certified products continue to increase, products are well distribut-

ed and, as a result, more and more producers in the South have access to, and can benefit from, Fair Trade Certification.

TransFair's 10th anniversary will be celebrated in many ways. A special event with southern producers will take place in Ottawa on May 10, new material is available and communications will recognize ten pioneers of Fair Trade in Canada, the first ten licensed companies and the first ten co-operatives in the South to export Fair Trade Certified products to Canada.

To learn more about TransFair Canada visit www.transfair.ca.

Working in Partnership

Ten Thousand Villages & La Siembra Co-operative Partner Up

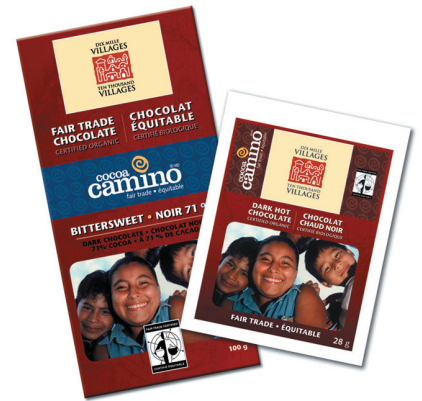
by Tia Loftsgard

Ten Thousand Villages has teamed up with La Siembra to offer customers a new product line in Ten Thousand Villages stores. It's the same superior quality that you've come to expect from Cocoa Camino, with the added value of a partnership between Ten Thousand Villages and La Siembra.

Products available include six 100 g chocolate bars (Dark 55%, Bittersweet 71%, Milk, Mint, Almond and Mocha), two flavours of Hot Chocolate (Milk and Dark, available in tins and sachets) and Dark Chocolate Minis.

Ten Thousand Villages is a not-for-profit, self-supporting Fair Trade Organization (FTO) and a member of the International Fair Trade Association (IFAT). They have also recently celebrated their 60th anniversary. Congrats!

Visit www.tenthousandvillages.ca to learn more about Ten Thousand Villages and these products.



All Aboard the ChocoMotive

by Barry Ésau

Two professional chefs and chocolatiers in southwestern Québec are starting a new chocolate adventure and have invited Cocoa Camino along for the ride. Gaëtan Tessier and Luc Gielen have launched ChocoMotive, a chocolate-making and chocolatier-training enterprise in the Outaouais region. Their plan is to set up operations in a renovated heritage-site train station in the Buckingham sector of the city of Gatineau (hence the name ChocoMotive). While awaiting completion of that project, chefs Tessier and Gielen have opened in the village of Montebello, Québec.

Cocoa Camino products are featured prominently in their outlet in Montebello and our couverture chocolate products are used extensively in the confections produced at ChocoMotive. As well, part of the project at the Buckingham train station will include an econo-museum of chocolate which will feature an exhibit on Fair Trade chocolate. Cocoa Camino/La Siembra will be a contributor to this exhibit.





Value Added at Manduvirá

by Jennifer Williams

Cooperativa Manduvirá Ltd. has played an integral role in the livelihoods of rural sugar cane farmers in Paraguay for over 30 years. Comprised of 193 producers who each produce 40 metric tonnes/hectare of sugar cane, Manduvirá was founded in 1975 in order to support small farmers who did not have guaranteed markets

guay and paid Fair Trade premiums directly to Manduvirá.

By 2005 the relationship between Manduvirá and the sugar mill was deteriorating. The privately owned mill held a monopoly over the cane produced in the region and was able to negotiate to pay Manduvirá's producers less for cane. Instead of accepting the realities of this private monopoly, Manduvirá took their 30 years of experience and, with the support of Fair Trade partners such as La Siembra and the financial benefit of several years of FT premiums,

is continuing to develop its relationship with Manduvirá to support the co-op's dream to own its own mill.

The benefits for Manduvirá are control, ownership, a sense of pride and an increase in re-investment in their community. You can find Manduvirá sugar in Cocoa Camino hot chocolates, sugar sachets and chocolate syrup.

Meet COCABO, our New Co-op Partners

by Jeff de Jong

For our new Los Intensos line, La Siembra has teamed up with a Panamanian producer co-operative listed with the FLO (Fairtrade Labelling Organizations International) registry. The co-op's name is *Cooperativa de Servicios Múltiples de Cacao Bocatoreña*, or COCABO for short. It is based in Almirante, in the province of Bocas del Toro. Founded in 1952, it is currently the only Panamanian co-op on the FLO registry. COCABO has 1500 members and produces 600 cubic tonnes of cocoa per year, of which 400 tonnes are certified organic.

La Siembra currently sources its ingredients from producer co-operatives in five countries. Our cocoa comes from co-ops in the Dominican Republic, Peru and now Panama, while our sugar is sourced from co-operatives in Paraguay and Costa Rica. Under Fair Trade regulations, these producer co-ops are guaranteed fair prices, Fair Trade premiums, access to advance credit and ethical working conditions. We work closely



for their products. The co-operative recently implemented value added production methods and La Siembra was the first company to import a container of Manduvirá's independently produced sugar.

La Siembra has been purchasing Fair Trade Certified and certified organic sugar from Manduvirá since January 2003. Up until 2005, we purchased Manduvirá sugar via a privately owned sugar mill in Para-

guay and decided to venture out on their own to transform their own cane into sugar for export.

In the fall of 2005, Manduvirá rented a sugar mill in Paraguay for 20 days, and in these 20 days transported all the cane harvested from its members to the mill to be transformed into sugar. La Siembra imported the first container of this sugar. Since then La Siembra has imported from Manduvirá directly and



Come to the Dark Side

by Linda Ullyett

With the steady rise in consumer awareness that dark chocolate is better for our health, the ascent of dark chocolate sales continues with an unprecedented 42% increase in the past five years (The National Post: February 8, 2007).

Dark chocolate's high antioxidant and cocoa content are what will keep us coming back for more. The link between cocoa and heart health has dark chocolate riding the wave of sugar-free, organic and Fair Trade offerings. This sweet buzz has us rushing out looking for that dark, Fair Trade, organic sweet stuff. And it's out there! As reported in the November 2006 edition of Candy Industry, 33% of all chocolate candy launches in 2006 were dark chocolate, up from 23.5% in 2005.

As purveyors of Fair Trade, fine organic chocolate we suggest you check out Cocoa Camino's new Los Intensos

with our cocoa and sugar producer partners to ensure transparency, respect and fairness in the supply chain from farmers to consumers, from the ingredients to the final products.

To accomplish this, we visit our producer partners in the South to learn more about their challenges and successes. Similarly, we are increasingly working to bring producers here to learn more about the markets in which their products are being sold. These visits help us, and our producer partners, to learn about what improvements can be made in the future. Examples include:

- Providing support for new initiatives and advance credit to producers for pre-harvest financing.
- Working in solidarity with Dominican cocoa farmers to protest the Dominican government's unfair cocoa tax. We were able to distribute information to both the Dominican Embassy in Canada and the Canadian Embassy in the Dominican Republic.

Through direct, long-term relationships and a shared commitment to quality, these partnerships support a common goal of improving conditions for producers and their communities.



collection of dark chocolate bars. Four new creations to sample: Chili & Spice (71% cocoa), Matcha Green Tea (71%), Cranberries & Almonds (71%), and Panama Extra Dark (85%). Enjoy!

Mini Thought

To be pondered while eating a Cocoa Camino Dark Mini:

The melting point of cocoa butter is just below the human body temperature (98.6 degrees) — which is why it literally melts in your mouth.

(Candy Industry)



Featured Recipe

Andrea's Pudding Pots

Makes 6 servings

- 1 100 g bar Dark or Bittersweet Organic Cocoa Camino chocolate bar
- 3 c milk
- 3 tbsp Cocoa Camino Organic Golden Cane Sugar
- 3 tbsp cornstarch
- 1 tsp vanilla (optional)
- 1 tbsp Cocoa Camino Organic Cocoa Powder
- Dash salt
- Dash cinnamon (optional)

In a double boiler, melt chocolate bar with with 2 cups milk. Warm until chocolate melts and milk starts to scald (steam). In the meantime, whisk together remaining milk, cornstarch, sugar and vanilla. Add to double broiler and whisk together well.

As the mixture starts coming up to temperature, it will start thickening, so you have to be whisk-ready to keep the texture smooth.

This is where the experimenting comes in—depending on your mood, you can add whatever additional flavour

you want. A dash of cinnamon, maybe a shot of rum or Grand Marnier, or if you are like me and love an intense chocolate taste, some Cocoa Camino cocoa powder sprinkled liberally in. Dip a spoon



in and experiment to taste—maybe a bit more sugar or vanilla—it's all up to you.

You'll know the pudding is ready when your whisk or spoon stays quite thickly coated when you lift it out. Once you hit that point, you have to work pretty fast—pour into ramekins, small bowls or espresso cups. Allow to cool on the counter for about a half an hour and then cover with plastic wrap and refrigerate. You can dress them up with whip cream and grated chocolate, serve them with shortbread to dunk or have them plain jane—either way, they are always a big hit!

Personally Speaking



Featured Employee: Who's that guy taking my order?

Name: Rodd Heino

Position at LS: Order Desk & Direct Sales Coordinator

Also known as: Hurricane Heino

Favourite Cocoa Camino bar: Bittersweet



When I'm not eating chocolate:

I most definitely ride my bike. When I'm not riding my bike I'm fixing up found bikes for friends in the office (six bikes delivered so far). I am also an avid mountain biker (I raced elite for 7 years all over North America), cross country and alpine skier, snow shoer and dad!

Before I was a chocolate peddler:

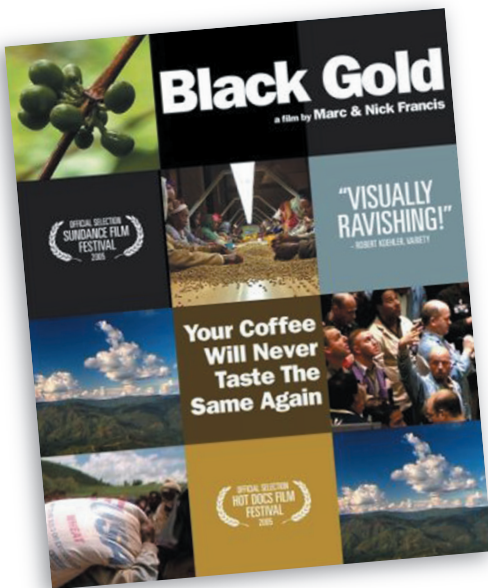
I've been involved in one way or another in various sales-related positions. I've sold skis, suits and bikes (of course). I've worked for the Department of National Defence in Defence Research, and I've been involved with a Network Integrations company.

Review: Black Gold

by Martin Van Den Borre

A very interesting and compelling film. One of Black Gold's strengths lies in the fact that it outlines the importance of farmers being organized and speaking with one voice. Unlike other documentaries around Fair Trade, this film not only reveals the issues behind the coffee industry but illustrates the pertinence of the co-operative model as a means of transforming people's lives.

Tadesse Meskela's journey around the world left me both saddened by what I saw of the current situation of Ethiopian coffee farmers and inspired to continue on the path of co-operation and Fair Trade. It pulled me out of



the "comfort zone" of our day-to-day business and brought me back to the core of what we are trying to do: create a movement that can transform the economy. I could not help but think of the words of Antonio Machados — "Traveller, there is no path; it is your footsteps that create the path".

What's On



We've been busy! La Siembra is committed to community-building and working in partnership with like-minded organizations. The following are just a few of the organizations and events we've been involved with since December 2006:

- Canadian World Wildlife Fund
- Artistic Environment, National Gallery of Canada, Ottawa
- ChocoMotive Official Launch, Montebello (Québec)
- Growing Up Organic Conference, Toronto
- Blueprints for Change Sustainability Festival, Montréal
- Six Nations, Grand River
- The Christmas Exchange, Ottawa
- Black Canadian Scholarship Fund, Ottawa
- Ontario Co-op Association Parliamentary Reception, Toronto
- Ottawa Folk Festival
- Rabble.ca
- Canadian Crossroads International
- Oxfam Hunger Banquet, Vancouver
- Salvaid
- Project Porchlight

Shining the spotlight on: Project Porchlight

La Siembra supports Project Porchlight and wants to congratulate them on the recent funding they've received from the Ontario government. Project Porchlight is a campaign of One Change, a not-for-profit organization based in Ottawa, Ontario. The campaign's goal is to bring together business, community groups and volunteers to deliver one free compact fluorescent light bulb (CFL) to every household in Canada. Suddenly, taking action on climate change and rising energy costs is as easy as changing a light bulb. Visit www.projectporchlight.com to learn more.



Thank you for being Fair Trade. Thank you for being organic! Thank you for remaining independent! I am more than willing to pay a few dollars more for my chocolate knowing that it has been created organically (which protects the farmers and myself) and under the fair-trade FLO umbrella. Thank you—I can't say enough how much I appreciate finding a company that still has integrity and a sense of community (and world) responsibility.

Sincerely, a very impressed customer,
Sarah

I just tried your hot chocolate, and I loved it. I wanted to say a big thank you to your company for providing a service that is missing in our society. The combination of Fair Trade and organic is sublime. Hoping to find more of your products at the Superstore in the future.
Thank you,
Sonía

I am so pleased to find out that, as well as producing organic and Fair Trade products, you are also a Canadian company! It's so inspiring to see a Canadian company that produces such an excellent product while maintaining such high ethical practices. It shows that it can be done! You have found yourselves a life-long fan!
All the best,
Andrea

Thanks to all our fans!
Send your letters to shannon_s@lasiembra.com. The author of our favourite letter receives Cocoa Camino treats. Congratulations to this issue's winner, Andrea, who also provided our featured recipe!

Stay tuned

Want to stay up to date on what's going on at La Siembra? Sign up online at www.lasiembra.coop to receive e-mail updates.

Investing opportunities

E-mail Martin Van Den Borre at martin@lasiembra.com or call 613 235-6122, ext. 235.



Wise Words

"There was something dangerous about the whole business, and the Oompa-Loompas knew it."

— Roald Dahl, *Charlie and the Chocolate Factory*



A WORKER CO-OPERATIVE

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