

BELIEVE IT OR NOT...

# (HOCOLATE CAN BE SCARY



Chocolate is made from the fruit of the cacao (ca-cow) tree.



Most **big chocolate companies** buy cacao that is grown by farmers in West Africa. Often, farmers don't earn enough to live on.



Sometimes **children** who have been separated from their families work on these farms and get paid very little or nothing at all.

THIS IS NOT FAIR. WE CAN CHANGE THAT...



# (CHOOSE FAIR TRADE (H)COOLATE



Fair Trade companies like Equal Exchange pay farmers a fair price for their cacao.

We visit them often to make sure they are able to support their families, make improvements in their communities, and help protect the environment.

WANT TO LEARN MORE?  
[equalexchange.coop/fairtradehallween](http://equalexchange.coop/fairtradehallween)



Try chocolate that's grown with care by small farmers!

## GET 10% OFF

your order of Equal Exchange chocolate,  
plus free shipping with your order of \$30 or more.



**TREAT16**

[shop.equalexchange.coop](http://shop.equalexchange.coop)

10% off all chocolate products. Free shipping on orders of \$30 or more with the code TREAT16; free shipping offer not valid in AK or HI. Valid Nov 1 - Dec 31, 2016, 11:59PM EST. Offer valid once per customer. May not be combined with any other offer.