

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 (HOCOLATE



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/fairtradehalloween



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

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your Equal Exchange chocolate order of \$30 or more.



TREAT17

shop.equalexchange.coop

10% off all chocolate products with the code TREAT17. Valid Nov 1 - Dec 31, 2017, 11:59PM EST. Offer valid once per customer. May not be combined with any other offer.