

always SMALL FARMER grown



ORGANIC and FAIRLY TRADED



# CHOCOLATE MINIS



- You will need:**
- 1 cup measure
- Optional:**
- Paper for funnel
  - Festive decorations

- Your kit should contain:**
- 35 bags
  - 35 stickers
  - Sign



*Thank you* for spreading the word about how fairly traded chocolate supports small farmers and their communities. We are proud to work with farmers in the Dominican Republic, Peru, Ecuador and Panama to bring you delicious, sustainably-grown chocolate, free of child slave labor.

## 1 Assemble your materials and volunteers

You might be surprised how many folks will volunteer if chocolate is involved!

## 2 Assemble your special packages

Each person should fill a bag with 1 cup (about 25) minis and then fold over the top of the bag and seal with the Equal Exchange sticker (included in your kit). To finish off the package, you can include a festive holiday sticker or a small bow.



*Tip:* If you are having trouble filling the bags, create a funnel out of a sheet of paper. Stiff paper works best. Just take the two bottom corners of a piece of paper and overlap them, being careful to leave a hole large enough for the minis to go through, and tape it securely.

## 3 Assemble your customers

Tell everyone about the special new item you have for sale! Personalize the included sign with your group's name and put it in a high-traffic area to let people know about the mini bags and how much they will cost. You can also use the sign on your sale table. Other ideas: make an announcement, put an item in your community bulletin or host an educational event to spread the word about how our everyday purchases affect small-scale farmers. Samples or tastings always get a crowd!



**Suggested Fundraising Price: \$8 - \$10**  
 For more resources, visit: [www.equalexchange.coop/mini-kit](http://www.equalexchange.coop/mini-kit)



*for all who love making a difference*

always

# SMALL FARMER GROWN



At Equal Exchange, our cacao (the main ingredient in chocolate) is grown with care by small-scale farmers in Peru, Panama, Ecuador, and the Dominican Republic.

Working as individuals, the farmers may struggle to access the international cocoa market and often receive below-market prices. But when they work together as a co-op, they become owners of a business. They have economic and political control over their lives. They have access to quality trainings and processing equipment. And, they can positively influence their communities by investing in school supplies, women's programs, clean drinking wells, or other social development projects.



**DOMINICAN  
REPUBLIC**

**CO-OP: CONACADO**

CONACADO was founded in 1988 to link small-scale cacao farmers facing major market challenges. The co-op, now 9,500 members, focuses on sustainable cacao production.

*Photo: Daniela Del Rosario Manzueta*



**PANAMA**

**CO-OP: COCABO**

Founded in 1952, COCABO was the first agricultural co-operative established in Panama. The co-op plays a crucial role in preserving the local Amistad Forest Reserve.

*Photo: Daniel Santo*



**ECUADOR**

**CO-OP: FORTALEZA DEL VALLE**

Founded in 2005, Fortaleza del Valle seeks to improve the livelihoods of cacao growers. The co-op invests in training, farm rehabilitation and quality development.

*Photo: César García Macías*



**PERU**

**CO-OP: CACVRA**

CACVRA was formed in 1969 by indigenous farmers. Originally a coffee co-op, CACVRA has diversified to also become a producer of high quality organic cacao.

*Photo: Julia Najarro La Rosa*

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