

# WELCOME!



 **Lutheran  
World Relief**  
To others, through others.





**Ninety percent  
of the world's  
cocoa is grown  
by families on  
small farms of  
12 acres or less.**



 **Lutheran  
World Relief**  
To others, through others.



**Did you know that most cocoa farmers have never tasted a chocolate bar?**



**In fact, most people who grow cocoa cannot afford even basic health care, nutrition, education, and sanitation.**

**Why?**



**While cocoa is one of the world's most traded commodities, most of its riches go to the middlemen, not the farmers.**



**That means cocoa farmers have difficulty covering their basic costs of production, let alone providing for their basic needs.**

**Is this the recipe for dignity?**



**But there is  
another way...  
through fair  
trade!**



 **Lutheran  
World Relief**  
To others, through others.



**Fair trade means that the farmers  
get a fair price for their crop.**

**It's kind of like a global  
minimum wage.**



**For example, take Ghana, a country in West Africa, where people are critically dependent on cocoa.**



**There, cocoa revenues account for more than 33 percent of the country's total export earnings.**



**Low cocoa prices have meant severe poverty and even child slavery for thousands of families in West Africa, tainting chocolate with the bitterness of social injustice.**



**But in Ghana, 40,000 cocoa farmers have united to form Kuapo Kokoo (“good cocoa farmer”)**





**In this democratic co-op, farmers pool together to sell their crop directly to the international market.**



**The co-op then reinvests profits to  
gain more dignified livelihoods for  
its members. . .**

**. . .think schools, wells,  
medical clinics, food,  
clothing. . .providing for  
community and family. . .  
what do you need to  
maintain dignity?**



 **Lutheran  
World Relief**  
To others, through others.



**The LWR Chocolate Project challenges chocolate lovers to put faith into action and give cocoa farmers a fair deal.**



**Lutheran  
World Relief**  
To others, through others.



**By choosing fair trade chocolate for fundraisers, gifts, or to enjoy personally, Lutherans ensure that cocoa farmers earn the income they need to feed their families, educate their children, seek medical care and improve their communities.**



# How can you participate in the LWR Chocolate Project?



 **Lutheran  
World Relief**  
To others, through others.



Teach your youth  
about justice and  
fair trade by  
using the LWR  
Chocolate Project  
as a fundraiser.



 **Lutheran  
World Relief**  
To others, through others.



# What a great idea!

## So....



**From now through  
Easter, fair trade  
chocolate will be  
available for  
purchase during  
coffee hour.**



**Lutheran  
World Relief**  
To others, through others.



**Your purchase will benefit the farmers  
in the fair trade co-ops and also our  
own Youth since our profits go to  
the 2010 Summer Mission Trip fund.**



 **Lutheran  
World Relief**  
To others, through others.



**Consider feeding  
your sweet tooth or  
filling your Easter  
basket with fair  
trade chocolate!**



**Lutheran  
World Relief**  
To others, through others.



**Thank you for supporting our  
Youth as they grow in their faith!**



 **Lutheran  
World Relief**  
To others, through others.

