

Fairtrade chocolate and Comic Relief

Comic Relief's Dubble bar and Divine Chocolate are produced by Divine Chocolate, which is jointly owned by Kuapa Kokoo and Twin Trading (a British Fairtrade company), and is supported by Christian Aid.

- 1. Divine Chocolate** buys cocoa for Divine and Dubble bars for a price which gives the farmers a fair return for their quality beans and a premium to be invested in activities and projects which benefit farmers and their communities. Kuapa Kokoo owns 45% of the shares in the company and has a direct say in how the company is run and a share of the profits.
- 2. Ethical shopping** is a growing trend in the UK. Consumers are learning more and more about how farmers at the beginning of the trading chain don't always get a fair deal, and that they can make a difference by choosing carefully. Companies like Cafédirect, the Co-op, Divine Chocolate, Equal Exchange, Oxfam trading, Liberation Nuts and Traidcraft, who all produce and sell fairly traded products, want to give people a chance to make a difference – so Fairtrade market products are competitively priced and widely available in the shops.
- 3. Since 1985 Comic Relief** has raised £750 million with every penny donated by the public going to projects in the UK and in some of the poorest countries in the world. School students have played a vital role, with 65% of UK schools taking part in Red Nose day. Comic relief has produced many TV programmes and educational materials to help explain the issues that lie 'behind the nose'.

As well as raising money, Comic Relief is constantly looking for long-term answers to the bigger problems that keep poor people poor. Ideas that may one day end the need for aid or charity altogether. Fair trade is one of these.

Comic Relief supports projects across Africa that look at ways of getting farmers and workers a better deal from trade. In Ghana Comic Relief has worked with Kuapa Kokoo, to help them organise themselves so they get a better price for what they grow and can become self-reliant. As part of its commitment to fairer trade, comic relief has its very own fair trade chocolate snack bar, Dubble, produced with Kuapa Kokoo and Divine chocolate.

Comic relief wants to show people throughout the UK that they have a part to play in this too and that through their shopping choices they have the power to help create a brighter, fairer future for everyone.

**Since Dubble was launched in 2000, more than 10 million
Dubble bars have been sold**