

Eat Chocolate, Save the World

Chocolate.

One of life's indisputable pleasures.

Which is why we need to take action and look after its growers.

Hana Stott

Monday 05 February 2024 11:38



It's been 28 years since the first Fairtrade chocolate bar was released for public consumption. And a wide range of Fairtrade bars have spawned from its success.

However, currently only 12% of chocolate sales in the UK are Fairtrade.

What is Fairtrade and why is it so important?

The Fairtrade movement helps regulate sustainability and ensures fair pay and respect for farmers and workers.

Paying an additional \$200 per tonne of cocoa beans to the workers. Securing them a respectable wage, and investing in local housing, farming and educational projects.

Enriching the lives of hard-working cocoa farmers, their families and communities. And making cocoa farming a more tempting career prospect for young people.

Read more: [The ethics of Fairtrade](#)

So, what can we do to help Fairtrade thrive?

Well, fortunately, it's very simple.

Here are 3 ways you can help the cause, just by eating chocolate!

1. Look For the Logo

Brands such as Divine, Green & Blacks and Tony's Chocolonely are displaying the fairtrade logo and can be found in most shops, supermarkets and cafes.

It's worth keeping your eyes peeled the next time you get a craving on the go.



The FAIRTRADE Mark is the symbol of the international Fairtrade system – and the most globally recognized ethical label.

2. Stock Up on Fairtrade



Fairtrade doesn't just come in slabs of chocolate.

Consider filling your cupboards with Fairtrade produce, for the next baking project or recipe.

How lovely to think your next cup of cocoa could benefit a community across the globe.

3. Give the Gift of Equity (and Chocolate!)



Easter, birthdays, saying thank you. There's always a reason to give someone chocolate.

Pair that with the gooey feeling of helping others and that's a lot of people benefiting from your simple act of kindness.

Looking for more delicious inspiration? We've rounded up the **best Fairtrade essentials and the **gifts****