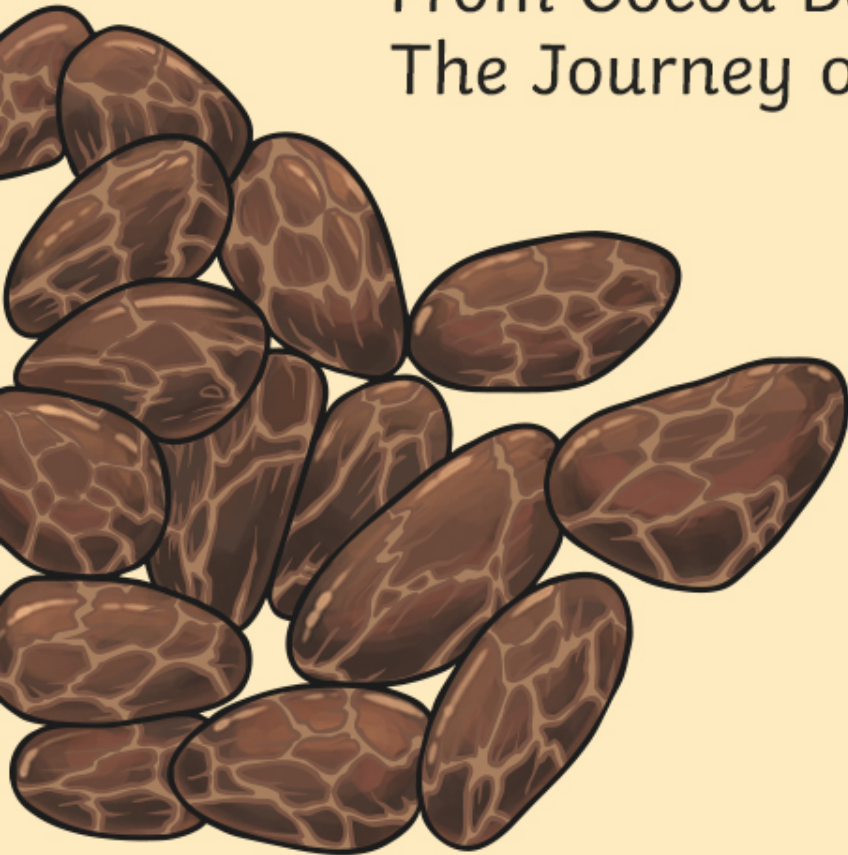


Bean to Bar

From Cocoa Bean to Chocolate Bar:
The Journey of Fairtrade Chocolate





Buying items with the Fairtrade mark means you are helping to support farmers and workers around the world, giving them a fair price for their products.



The People



Meet some of the farmers who produce the cocoa that makes your chocolate. They belong to a cooperative, which means they pool or gather their resources and work together.

Many cocoa farmers are from Ghana in West Africa.

Around 65,000 farmers belong to the Kuapa Kokoo cooperative. Together, they grow, farm and harvest cocoa before selling to the Fairtrade organisation for a guaranteed fair price. They even own shares in Fairtrade chocolate companies, giving them greater control over their own futures. They are proud of their work. The motto of Kuapa Kokoo is 'Pa Pa Paa', which means 'best of the best'.

The Trees



Cocoa trees grow to be five metres tall. They reach maturity in between three and five years, which is when they begin to produce the valuable cocoa pods.



Thousands of tiny white flowers appear on the cocoa tree.

Between 20 and 30 of these develop into pods.



Strangely, the pods can grow on the branches or the trunk.



The Pods



The cocoa pods are roughly 35cms in length and are shaped like rugby balls. The pods are cut open with a machete or long knife. Inside, protected by a white fleshy pulp, are 30-40 cocoa beans.

Cocoa pods can be harvested twice a year. They start off green and turn yellow as they ripen.



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The Beans



Watch this video clip of the Kuapa Kokoo farmers harvesting the cocoa beans.



The Trade



Once dried, the cocoa beans are packed and taken to the village.

The recorder is in charge of weighing and paying. Farmers are elected to this important position and are trusted to be fair. Before fair trade, many companies would cheat the farmers by giving a false weight and paying poorly.

Now, at cooperatives such as Kuapa Kokoo, fair trade means a **set price** and a **social premium**, which provides money for community projects such as clean water wells and schools.

Why do you think community projects are important?



The Factory



After weighing, the cocoa beans are loaded onto trucks and taken to the port where they travel on to European fair trade chocolate factories.

The cocoa beans are roasted, then winnowed to get rid of any shells before being turned into cocoa butter and cocoa liquor.

Cocoa liquor, cocoa butter, milk, sugar and vanilla are mixed for several days in large vats. After testing for consistency and flavour, more ingredients may be added before moulding, wrapping and packing.



The Shop



The journey from cocoa bean to chocolate bar is complete. Now it's down to you, the customer, to choose which type of chocolate to buy.



Task

Can you find any products in your house with the Fairtrade logo on them? Take pictures and post them on your blog.

Make a poster to promote Fairtrade. Why should people do this? Make sure to include the Fairtrade logo and make your poster bright and colourful.



