

# Cacaoyere Chocolate

## GOURMET CHOCOLATE = MARKET BASED POVERTY SOLUTIONS

We are working with Ecuatoriana de Chocolates (EDC) to alleviate poverty through a sustainable, market based project that increases the financial benefits to farmers growing the world's finest cacao. Chocolate makers around the world recognize the Fina Aroma or Cacao Nacional as the finest beans in the world for producing chocolate.

We are offering four single source chocolates for sale in the United States for the first time. The European market has already accepted these chocolate bars with enthusiasm and grand reviews at the ISM Fair in Cologne, Germany, January 2008. A 63%, 71%, 82% and 91% bar are currently offered with new products on the way. Ecuatoriana can also custom make bars to your specifications and labeling requirements.

EDC's modern factory represents a major investment in the philosophy of adding value to Ecuador's natural resources before they leave the country, which creates local jobs and an increased tax base at home. Maternity and family leave, wholesome lunches and state of the art health and safety equipment and training are all part of the Ecuatoriana de Chocolates business model.

These high standards are applied to the effort to create sustainable, market based solutions to poverty reduction for the farmers of Ecuador. Each of EDC's bars comes from a single source and additional bars will represent more farmers associations as they are certified organic and their institutional capacity meets the requirements of a demanding world market.

Our work with FONMSOEAM in Esmeraldas Province is the latest example of our effort to strengthen the organizational capacity of a farmers association and link them to international markets. We are coordinating our efforts with EDC, national and international non-profits and are currently seeking markets for cacao beans as well as chocolate bars in the US for both organic and conventional products.