

Fairtrade chocolate and Comic Relief

1. Comic Relief's Dubble bar and Divine Milk Chocolate are produced by the Day Chocolate Company, which is jointly owned by Kuapa Kokoo, Twin Trading (a British Fairtrade company) and the Body Shop and which is supported by Christian Aid.
2. The Day Chocolate Company buys cocoa for Divine and Dubble bars for a price which gives the farmers a fair return for their high quality beans and a premium to be invested in activities and projects which benefit farmers and their communities. Kuapa Kokoo owns a third of the shares in the company and has a direct say in how the company is run and a share of the profits.
3. Ethical shopping is a growing trend in the UK. Consumers are learning more and more about how the 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 The Body Shop, Cafédirect, The Co-op, The Day Chocolate Company, Equal Exchange, Oxfam Trading and Traidcraft, who all produce and sell fairly traded products, want to give people a chance to make a difference – so Fairtrade Marked products are competitively priced and widely available in the shops.
4. Since 1985 Comic Relief has raised nearly £400 million with every penny donated by the public going to projects in 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 also 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 the Day Chocolate Company.

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
7 million Dubble bars have been sold**