

#NOCHILDFORSALE | WWW.NOCHILDFORSALE.CA/ETHICAL_CHOCOLATE

World Vision

NO CHILD FOR SALE

LET'S

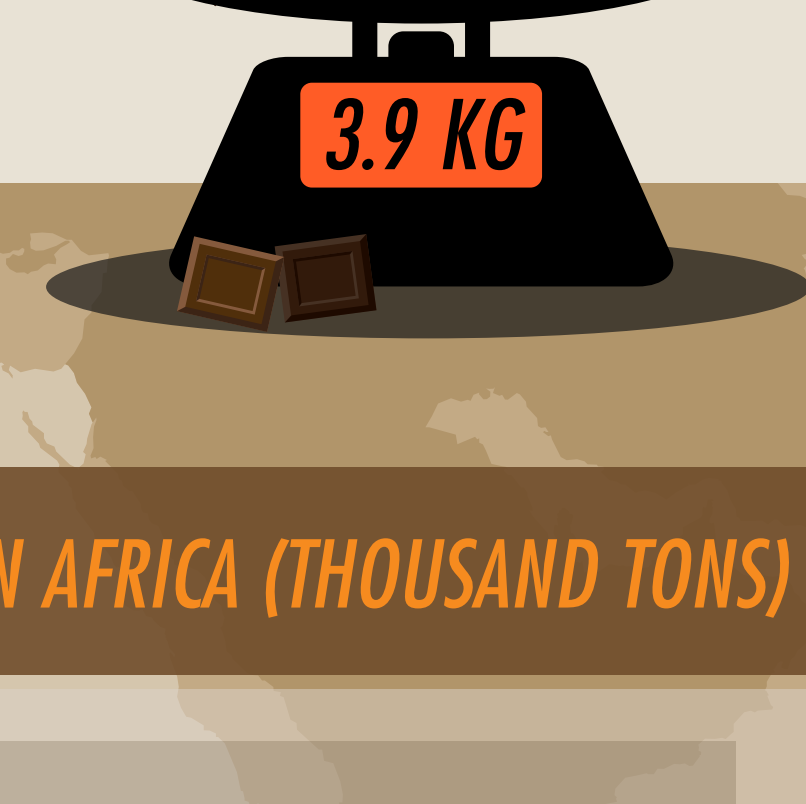
RAISE THE BAR

ON CHOCOLATE

THE LIGHTER SIDE OF CHOCOLATE


DID YOU KNOW?

CANADIANS HAVE QUITE A SWEET TOOTH. THEY CONSUME AN AVERAGE OF 3.9 KG OF CHOCOLATE EACH YEAR, OR THE EQUIVALENT OF EATING NEARLY 1,857 M&M'S.



2010/2011 PRODUCTION OF COCOA BEANS IN AFRICA (THOUSAND TONS)

CAMEROON	229	
CÔTE D'IVOIRE	1,511	
GHANA	1,025	
NIGERIA	240	
OTHERS	20	
TOTAL	3,224	74.8% WORLD PERCENTAGE




ANOTHER NAME FOR CHOCOLATE IS **THEOBROMA CACAO**, WHICH MEANS "DIVINE FOOD". THIS ILLUSTRATES THE HIGH PLACE THAT CHOCOLATE HOLDS IN OUR HEARTS AND MINDS.

LET'S KEEP CHOCOLATE AT THIS HIGH PLACE BY RAISING THE BAR ON HOW IT IS PRODUCED AND SOURCED.


THE BITTER TRUTH BEHIND CHOCOLATE

THE ISSUE:



APPROXIMATELY 95 PERCENT OF THE CHOCOLATE SOLD TODAY IS NOT CERTIFIED TO BE FREE FROM THE USE OF FORCED, CHILD OR TRAFFICKED LABOUR.

MUCH OF THE WORLD'S COCOA IS HARVESTED IN **WEST AFRICA** (APPROX. 2.6 MILLION TONS ANNUALLY). IN COTE D'IVOIRE AND GHANA, AN ESTIMATED 1.8 MILLION CHILDREN WORK ON COCOA-RELATED ACTIVITIES – SOME IN THE **WORST FORMS OF CHILD LABOUR**.




ABOUT 10,000 **CHILD LABOURERS** ARE TRAFFICKED FROM NEIGHBOURING COUNTRIES LIKE MALI AND BURKINA FASO AND **SOLD INTO SLAVE LABOUR** FOR LITTLE OR NO WAGES.

WHY?

AS THE CHOCOLATE INDUSTRY HAS GROWN, SO HAS THE DEMAND FOR CHEAP COCOA. COCOA FARMERS CAN BARELY MAKE A LIVING SELLING THEIR BEANS SO THEY RESORT TO CHILD LABOUR TO KEEP THEIR PRICES COMPETITIVE.


CHILDREN AS YOUNG AS **FIVE YEARS OLD** WORK ON COCOA FARMS UNDER EXTREMELY HAZARDOUS CONDITIONS.




CHILD WORK

VS.

CHILD LABOUR




CHILD WORK: WHEN A CHILD HELPS OUT WITH SAFE, AGE-APPROPRIATE TASKS AT HOME OR ON A FARM FOR A COUPLE OF HOURS A DAY AND IS GIVEN TIME TO GO TO SCHOOL, PLAY AND REST.




CHILD LABOUR OR 3D JOBS (DANGEROUS, DIRTY & DEGRADING): WHEN A CHILD'S WORK IS HAZARDOUS AND INTERFERES WITH THEIR EDUCATION, HEALTH AND/OR PHYSICAL, MENTAL, SPIRITUAL, MORAL OR SOCIAL DEVELOPMENT. THIS TYPE OF WORK IS A FORM OF CHILD SLAVERY.


A CHILD SLAVE'S DAILY EXISTENCE:




WORKS IN EXTREME HEAT FOR VERY LONG WORKING HOURS WITH LITTLE PAY




HARVESTS COCOA PODS AND SLICES THEM OPEN USING DANGEROUS IMPLEMENTS



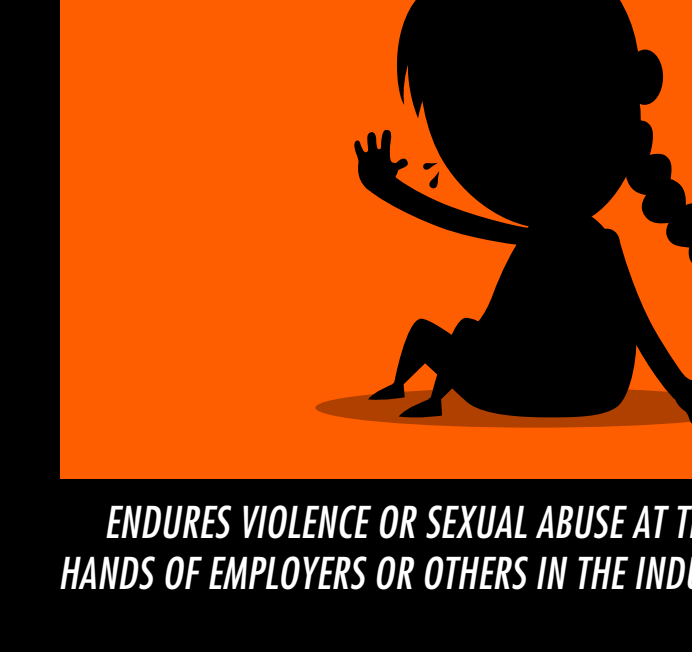
LIFTS AND CARRIES HEAVY SACKS OF COCOA BEANS



MIXES AND APPLIES HARMFUL PESTICIDES WITHOUT PROTECTIVE GLOVES OR MASKS



RECEIVES VERY POOR NUTRITION AND NO OR LIMITED ACCESS TO HEALTH CARE




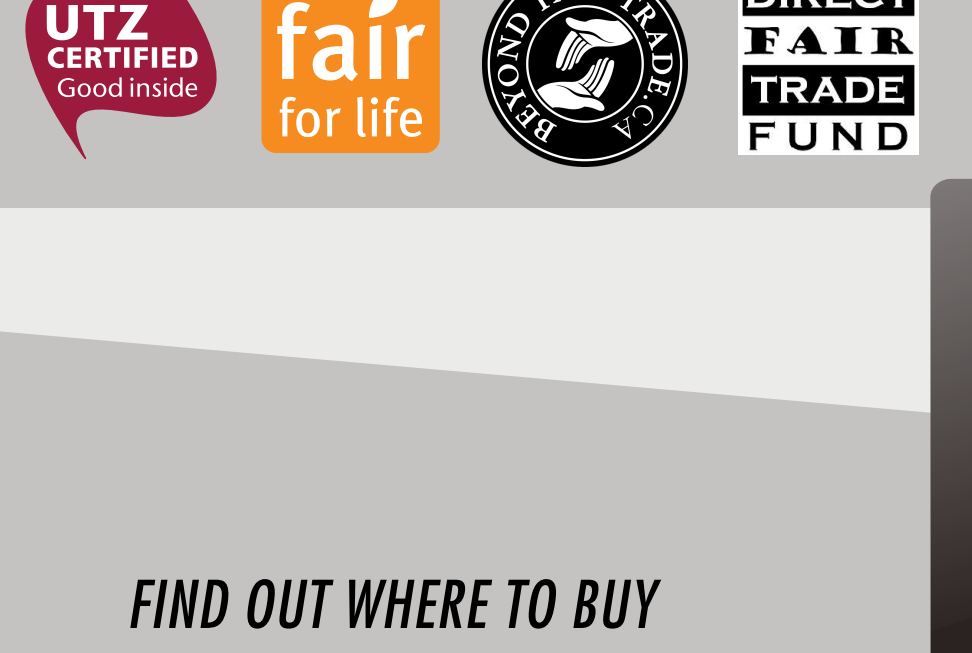
ENDURES VIOLENCE OR SEXUAL ABUSE AT THE HANDS OF EMPLOYERS OR OTHERS IN THE INDUSTRY

SWEET SOLUTIONS

HERE'S WHAT YOU CAN DO TO HELP RAISE THE BAR ON CHOCOLATE:


1. PETITION CHOCOLATE COMPANIES AND PUT POSITIVE PRESSURE ON THEM TO REACH THE GOAL FOR SOURCING 100% ETHICAL COCOA IN ALL OF THEIR PRODUCTS BY 2020.






2. IDENTIFY ETHICAL CHOCOLATE. FOR A CHOCOLATE COMPANY TO USE ANY OF THESE CERTIFICATIONS, THEY MUST ENSURE THAT THEIR PRODUCTS DO NOT INVOLVE CHILD LABOUR.

3. FIND OUT WHERE TO BUY ETHICAL CHOCOLATE ONLINE OR IN STORES BY VISITING WWW.GOODCHOCOLATEGUIDE.CA



4. SPREAD THE WORD.




HERE'S WHAT WORLD VISION IS DOING TO HELP RAISE THE BAR ON CHOCOLATE:

1. CONTINUALLY CREATING AWARENESS CAMPAIGNS AND ENCOURAGING ACTION AROUND THIS IMPORTANT ISSUE.

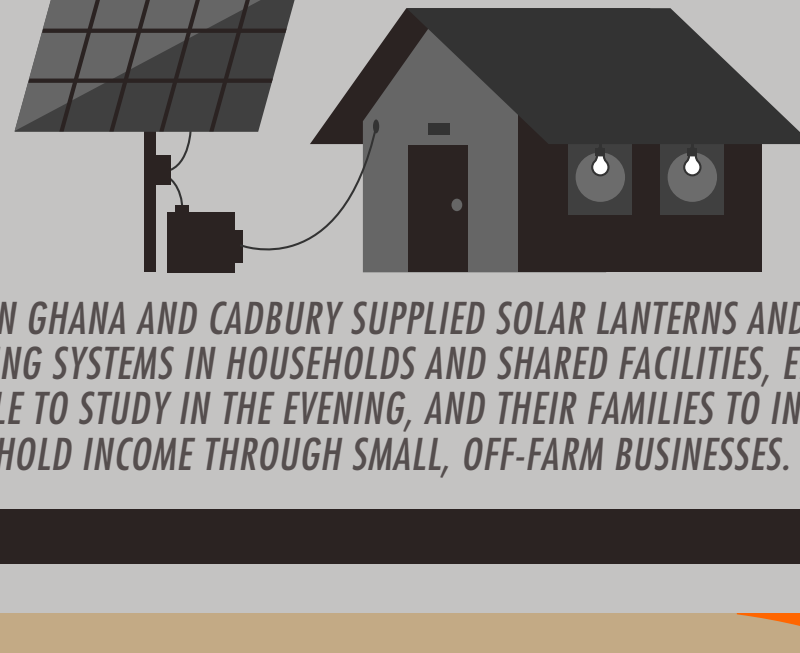
2. CREATING SUSTAINABLE SUPPORT INITIATIVES IN COCOA GROWING REGIONS WHERE THE WORST FORMS OF CHILD LABOUR EXIST.

WORLD VISION GHANA/CADBURY COCOA PARTNERSHIP PROJECT



BICYCLE DISTRIBUTION

WORLD VISION GHANA AND CADBURY DISTRIBUTED 1,285 BICYCLES TO CHILDREN FROM COCOA FARMING COMMUNITIES IN ORDER TO ALLEVIATE THEIR LONG WALKS TO COCOA FARMS AND FACILITATE MORE QUALITY TIME AT SCHOOL.




SOLAR LIGHTING PROJECT

WORLD VISION GHANA AND CADBURY SUPPLIED SOLAR LANTERNS AND INSTALLED SOLAR LIGHTING SYSTEMS IN HOUSEHOLDS AND SHARED FACILITIES, ENABLING YOUNG PEOPLE TO STUDY IN THE EVENING, AND THEIR FAMILIES TO INCREASE THEIR HOUSEHOLD INCOME THROUGH SMALL, OFF-FARM BUSINESSES.

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LET'S TELL THE WORLD

NO CHILD SHOULD EVER BE FOR SALE



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