

Press Release

FOR IMMEDIATE RELEASE

La Siembra Co-operative Receives Special Distinction

Ottawa, May 25, 2006 – Ottawa-Gatineau-based La Siembra Co-operative has elicited further recognition for their innovative business model. On May 10th the Québec Association of Manufacturers held a business symposium where La Siembra Co-operative received the “coup de cœur du jury,” a special distinction awarded by the jury of the Desjardins EDC International Commerce Prize. Jury members noted, “The jury was astonished by the strength and international reach of [the] co-operative.”

Better known for their importation and manufacture of Fair Trade and organic cocoa and sugar products marketed in Canada under the Cocoa Camino label, with this prize La Siembra is now recognized for its successes in the export field. As an example of this success, La Siembra’s Canadian-made hot chocolate mixes are now sold in the United States, New Zealand and Japan under various brand names.

“We are truly honoured to be awarded this distinction that recognizes our mission to promote Fair Trade outside our national borders,” said Colin McDougall, La Siembra’s Finance Director. “Receiving a prize from the traditional business sector also underlines the viability and sustainability of our worker co-operative business model.”

In his acceptance speech, La Siembra’s Sales Director, Martin Van Den Borre, thanked the Desjardins network in Ontario for their long-standing support. He shared the prize with the producer co-operatives in Latin America and the Caribbean who have partnered with La Siembra and play an essential role in La Siembra’s success.

La Siembra Co-operative is based in the Ottawa-Gatineau region. La Siembra is the pioneer of fair trade certified cocoa and sugar products in North America. It is a worker co-operative, which means that employees are also member-owners of the co-op and participate democratically in the operation of the company. The co-op has chosen to identify with its producer partners by adopting the same democratic, participatory and transparent model that they follow.

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