

Press Release

FOR IMMEDIATE RELEASE

Fair Trade Chocolate Bar Proves a Hit at Top Food Awards

Ottawa, September 13, 2006 – La Siembra Co-operative's organic Fair Trade chocolate bars were honoured at September's Canadian Health Food Conference (CHFA) in Toronto on September 9th, 2006. The Cocoa Camino Mint Chocolate bar was recognized for its high quality and received the silver Alive Award in the Natural Foods product category.

La Siembra, founded in 1999 and based in Ottawa-Gatineau, imports its ingredients from farmer co-operatives in South America and the Caribbean. Under Fair Trade regulations, these producer co-ops are guaranteed fair prices for their products and receive premiums destined to improve social conditions in their communities. Therefore, consumers can enjoy Cocoa Camino's decadent organic products while supporting and empowering Fair Trade producers.

"For the past seven years we have successfully sought to bring more equity to the global cocoa trading system", says La Siembra's Co-Executive Director Jeff de Jong. "And as our products also consistently win awards for their flavour and value, we can guarantee that consumers get a product that is 'good' all around."

La Siembra has been a winner at the Alive Awards for the past four years running, including two gold medals, two silver and one bronze for their cocoa-based products. With projected sales of almost \$6 million this year, La Siembra is showing the chocolate world that the 'camino', or path, to good chocolate can be both fair and delicious.

For further information visit www.cocoacamino.com.

- 30 -

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Notes for Editors

1. La Siembra Co-operative is the largest producer of Fair Trade certified organic cocoa and sugar products in Canada and the pioneer of Fair Trade chocolate products in North America.
2. La Siembra sells Cocoa Camino premium products. This results in a sustainable production chain and a family of premium quality products including chocolate bars, sugar, hot chocolate, cocoa, chocolate chips and couverture.
3. La Siembra is a worker co-operative within the Fair Trade co-operative movement. The co-op has chosen to identify with its producer partners by adopting the same democratic, participatory and transparent model that they follow. Employees are member-owners of the co-op and participate democratically in the operation of the company.
4. All of La Siembra's Cocoa Camino products are certified Fair Trade by TransFair Canada and have undergone the Fairtrade Labelling Organizations International (FLO) monitoring process. The Fair Trade logo ensures guaranteed fair prices and premiums paid to improve social conditions in producer communities, support for democratic participation in farmer-owned co-operatives, support for sustainable production methods and no forced or child labour used in production.
5. The Alive Awards are sponsored by Alive Magazine and exist to promote and recognize excellence in product innovation and to enhance the credibility of natural health products. Since 1994 these prestigious gold, silver, and bronze awards have been presented to manufacturers of the best products in a variety of categories during a special ceremony at the Canadian Health Food Association annual convention in Toronto.

Creators of **Cocoa Camino**[®]
Fair Trade & Organic Products

www.cocoacamino.com

Artisans des produits équitables
et biologiques **Cocoa Camino**[™]



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