



## Comment on Cadbury

Traidcraft welcomes Cadbury's commitment to convert its Dairy Milk chocolate bar and its hot chocolate beverages to Fairtrade.

4 March 2009

This conversion has the potential to introduce Fairtrade to a new and wider consumer audience and, most importantly, will have a strong positive impact on the lives of small-scale cocoa and sugar farmers.

Supporters who have long gone the extra mile to support dedicated fair trade organisations, like Traidcraft and Divine Chocolate, will appreciate all of the pioneering work that has enabled Cadbury's to make this commitment – from supporters buying the early Fairtrade cocoa products to establish a market, to the cocoa farmers working together to achieve Fairtrade certification.

Paul Chandler, Traidcraft Chief Executive, said: "This is good news for Fairtrade cocoa farmers Kuapa Kokoo – suppliers of cocoa to Traidcraft and part owners of Divine Chocolate – who, through their hard work and in partnership with Divine, are well placed to meet the demands of the growing market.

"The adoption of Fairtrade by the mainstream has been a goal of Traidcraft's for a long time. We recognise that this increases competition but we remain confident that consumers will continue to value and support the pioneering work of dedicated fair trade organisations."