



Traidcraft launches blueberry Geobar

Traidcraft, the UK's leading fair trade organisation, is pleased to announce the launch of its newest flavour of Geobar - blueberry.

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Geobars are the most popular Fairtrade cereal bar and continue to grow, with supermarket sales up almost 20% year-on-year. The new blueberry Geobar joins the existing apricot, cranberry and chocolate Geobar varieties.

Blueberries are one of the latest 'must-eat' foods to be singled out by many leading nutritionists for their healthy attributes. These berries boast the highest antioxidant content of any fruit or vegetable - essential when trying to reduce the risk of some cancers.

Traidcraft works with producers from around the developing world. For example, the raisins in the Geobar come from South Africa and the honey is from Apicoop in Chile. The distinctive packaging features a personal producer story from honey producer and single parent Celia Gonzalez, who uses the money she earns to support her five children.

"Since I began working with bees, the most important thing that I have achieved has been my independence and my dignity," Celia said. "Today, I don't need to beg to anyone and am not under a lot of pressure because of debts. I have the security that every month, I will have enough money so that our family can live in a simple way, but happy."

Jenny File, Traidcraft's Product and Brand Manager, said: "With the growth of the cereal bar category and the consumer trend towards super foods, developing a Fairtrade blueberry Geobar was a logical extension of Traidcraft's popular Geobar brand."

For more information, please contact [the Traidcraft press office](#).