

Want to buy chocolate ?  
Choose well and make a difference  
Join the Chocolate Revolution !

Choco-Revo campaigns to promote real change in the world through chocolate.

The "Choco-Revo Ghana Project" captures the spirit of Choco-Revo. Become part of the Chocolate-Revolution and make a difference !

What can YOU do?

1

#### Buy chocolate that is "People and Earth friendly"

You can make a difference to the lives of cocoa growers and their families simply by choosing to buy "People and Earth friendly" chocolate. If you buy chocolate such as Organic or Fairtrade you not only get to enjoy the taste of mouth-watering chocolate but also are helping to enhance lives and the environment at the same time.

2

#### Make it part of your CSR solution

We welcome support from industry people across the board to promote the Choco-Revo initiative. Even if you are not in the chocolate industry, there are many ways in which your company can get involved. If you would like to lend your support or find out more about our initiative, we would be happy to hear from you. Your support can make a real difference.

3

#### Become a Choco-Revo volunteer

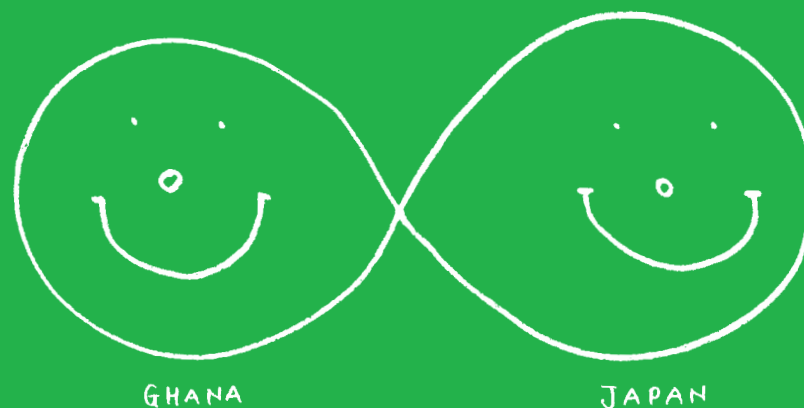
Choco-Revo is a movement. We need you to spread the word so tell your friends and families about Choco-Revo. And if you want to get more involved with Choco-Revo, we are always looking for people who can help out at our events, with our website, etc. So please do get in touch !



Team Choco-Revo!!  
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## Making a difference with chocolate

The Choco-Revo Ghana Project



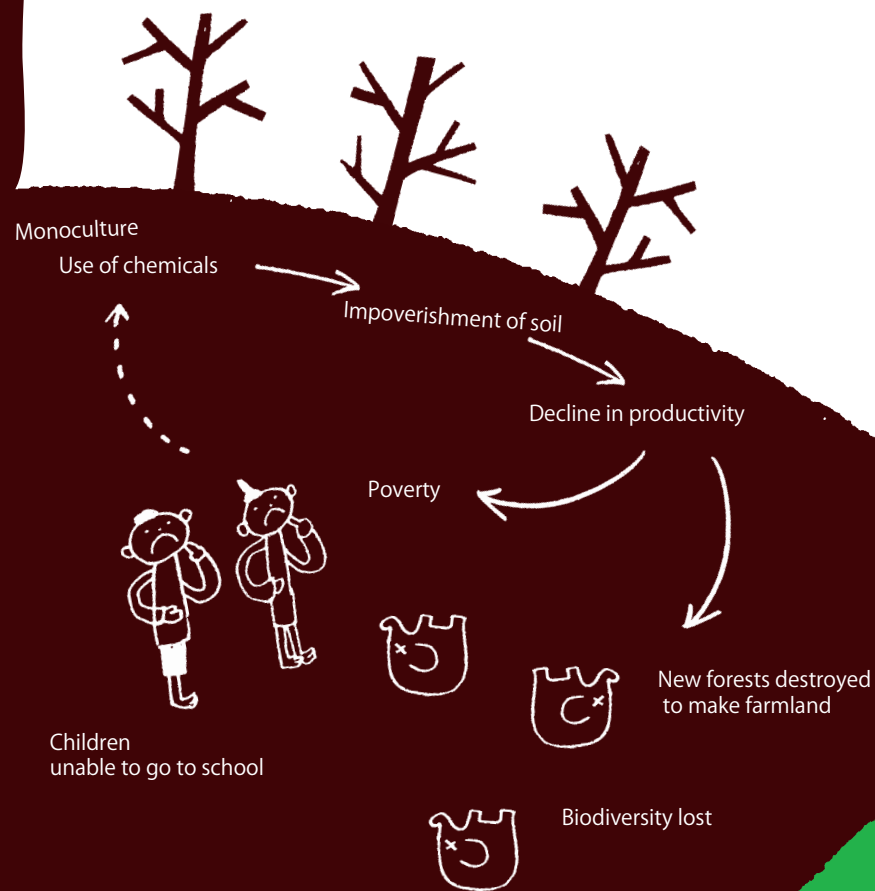
We all love chocolate.

Where does the cocoa for chocolate come from ?



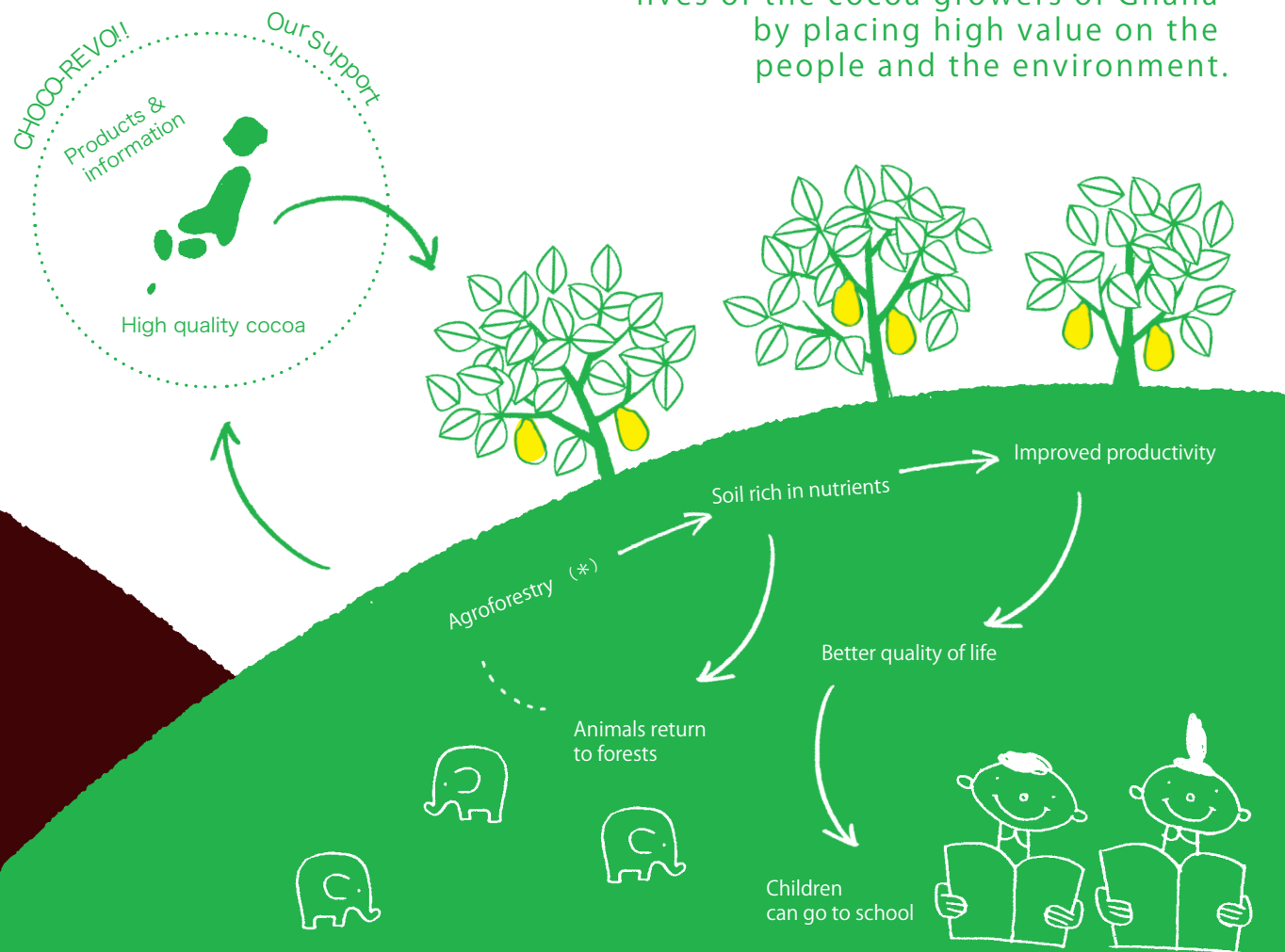
West African countries produce the most cocoa. Today, in West Africa, forests and animals are in danger of becoming extinct, and chocolate, unfortunately, is a factor in this situation.

\* Around 70% of cocoa imported into Japan is from Ghana.



In West Africa, the shifting cultivation and monoculture of cocoa are destroying forests and its rich ecosystem. Such non-viable, Earth-unfriendly production systems are also driving the cocoa growers into poverty. Many children in the cocoa producing communities cannot go to school because they are too poor.

Chocolate consumers in Japan can make real changes to the lives of the cocoa growers of Ghana by placing high value on the people and the environment.



At present, the agricultural practices in cocoa cultivation, which can avoid destroying forests in a rich ecosystem, are gradually gaining ground in Ghana. In communities where such methods are being implemented, the cocoa harvest has been greater than before. As a result, not only have the growers' lives been stabilized but more children are now going to school.

The "Choco-Revo Ghana Project" hopes to be able very soon to provide consumers in Japan with delicious chocolate made from cocoa grown in Ghana in ways which are both "People and Earth friendly". The simple act of choosing which chocolate you buy will make a big difference to the lives of the people in Ghana and to the preservation of its forests.

\* Agroforestry = An ecological method of farming on forest land, resulting in the conservation of forests.