

# FAIRTRADE'S RESPONSE TO THE CHOCOLATE CASE FILM

*The Chocolate Case* is a humorous take on serious issues within the cocoa industry. The filming took place as far back as 2003, and Fairtrade America wants to reply to the elements that have changed in the period between filming and screening.

- Other brands are portrayed in the film in both positive and negative lights. It's important to note that since the footage was taken a much has changed at these organizations. It could be that staff representing a brand are no longer employed. It could be that the way the brand sources their ingredients and their relationship with Fairtrade has changed. We suggest viewers contact Fairtrade America or the brands directly if they have any questions or concerns.
- Tony's Chokolonely had been a fantastic Fairtrade partner over the years. They continuously challenge and move forward the mission of Fairtrade. We welcome brands like Tony's Chokolonely that question the status quo and independently go beyond it.
- Fairtrade continues to work with brands to improve conditions for farmers and producers in the Global South. While Fairtrade isn't a panacea for the issues affecting producing communities, we address part of them with input from brands, key industry experts, and most importantly, Fairtrade producers themselves. We cannot do this alone and appreciate the work of others in this area to drive change.
- Fairtrade America works with many certified brands to spread the word about ethical purchasing across the US. After participating in a screening of *The Chocolate Case* in early 2018, we were impressed at how noticeably it affected the audience. Many viewers remarked that they would permanently change their chocolate buying behavior as a result. With reactions this strong, Fairtrade America felt that working with Tony's Chokolonely to spread word about the issues with as well as the solutions to child and forced labor in the cocoa industry would go beyond promotion of just one brand. This rising tide of awareness will lift all ships.

For any other questions, please contact [Mary Linnell-Simmons](#).