



worker co-op  
coop de travail

creators of camino  
créateurs de camino

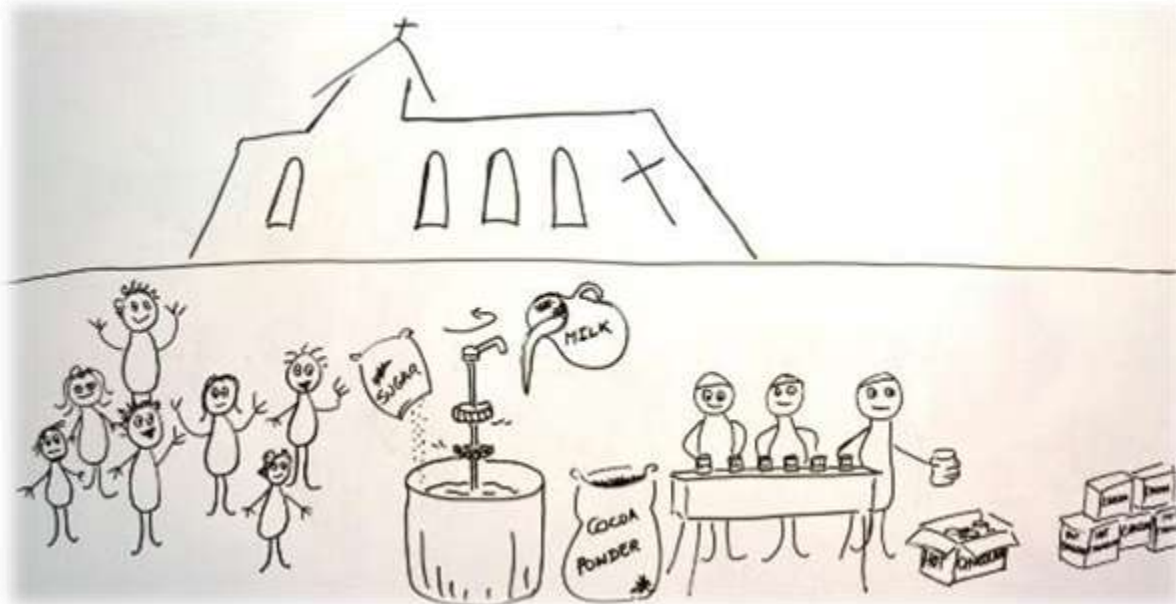
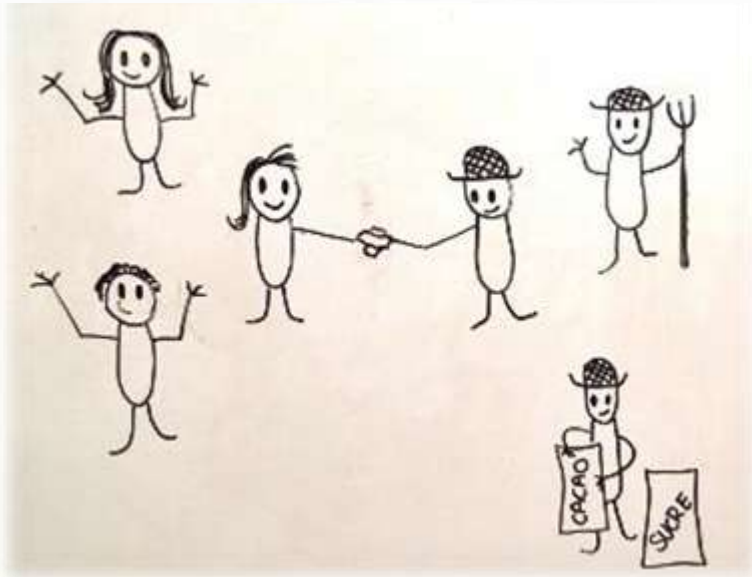


Who we are, what we do  
WHY we do it

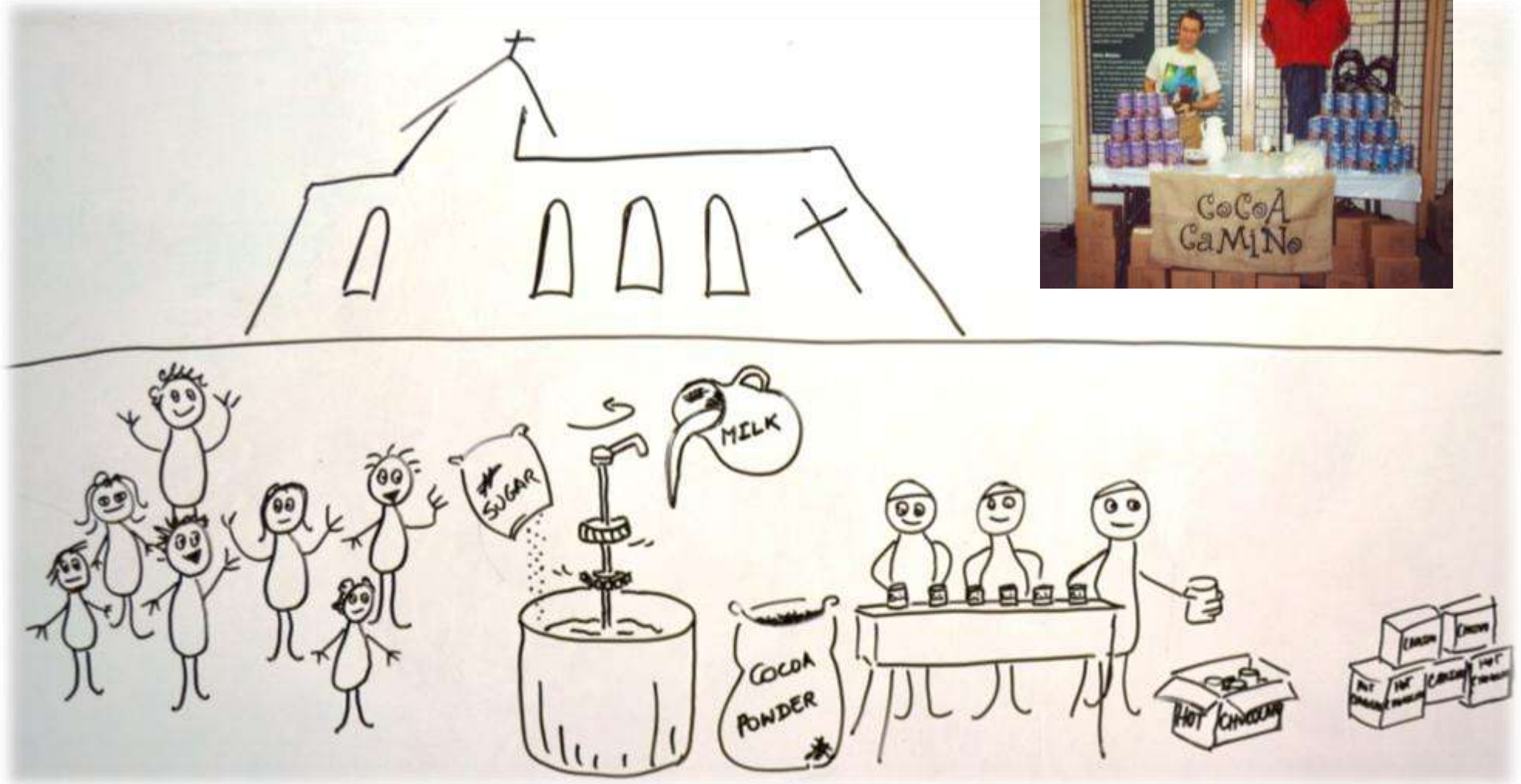


## Who we are - history

- 1999 - 3 founders
- Observed farmer exploitation
- Wanted to offer an alternative in the Canadian market



# Who we are - history



## Who we are - today



**10 worker owners**  
**Values driven**

*democracy, social justice, food transparency, sustainability*

# What we do – consumer products



Fair trade and organic  
65 products  
8.6M in Revenue

Over 3,000 retail locations across Canada



# What we do – fair trade

**9 countries**  
**18 producer co-ops**  
**36,000 family farmers**



## What we do – AUTHENTIC fair trade



Cocoa producer from Co-op CONACADO, Dominican Republic

# social solidarity economy





## A better option



### Mars Bar ingredients

Sugar  
Glucose Syrup (includes Wheat),  
Milk Solids  
Vegetable Fat  
Cocoa Butter  
Cocoa Mass  
Barley Malt Extract  
Cocoa Powder  
Emulsifier (Soy Lecithin)  
Salt  
Egg White  
Natural Flavour (Vanilla Extract).



### Organic & fair trade ingredients

*Cacao mass*  
*golden cane sugar*  
*cocoa butter*  
*whole cane sugar*  
*ground vanilla beans*



- Camino baking chocolate - Grown, produced, packaged in Peru
- 90% of world cocoa production comes from small family farms
- Only 10% are certified fair trade
- Fair trade = above market pricing & social premium

## A fair trade success story



- Manduvira Co-op, Paraguay
- Unfair pricing
- Fair trade premiums
- Build their own sugar mill
- Camino golden cane sugar
- 100 people employed
- 1750 sugar farmer-owners



## Staying with Oralía and Osvaldo



- Brown sugar and coffee producers
- Modest home
- Clean & comfortable
- Hard working
- Their food portion always smaller than mine



- 3 hectares of coffee + 3 hectares of sugar cane
- Sacrifice for their children to go to University
- Son Christian studying agronomy because farming is too hard

## A day in the sugar cane fields



- Roberto works every step of the process
- Boiling, raking, cooling and bagging the brown sugar
- Paid by finished bag of sugar - 45 kg
- Organic premium

- Competitive market & multinationals
- Raising consumer awareness & appreciation for Fairtrade and Organic certified products
- Low profit margins



- long supply chain – buy now, get paid in 3 months
- Need to carry close to \$2M inventory
- difficult to access financing
- under capacity





# How we operate



Finance

Sales & Marketing

Purchasing & Logistics

# How we govern



## How we govern



# Celebrating 15 years....more great work to do



- committed to mission driven work
- focus on raising consumer awareness
- challenge the status quo – food systems, trading
- be leaders, authentic, alternative trade
- social solidarity

**Thank you for your support!**

