

Pioneering role in Fair Trade with cocoa beans



With Easter now approaching, reports abound concerning the darker side of chocolate Easter bunnies in the context of child labour in West Africa. We are aware of this situation and wish to distance ourselves clearly from such practices. Our cocoa is not sourced in West Africa. Instead, it comes either from our own Fair Trade projects or from our close, direct collaboration with cooperatives – mainly in the Dominican Republic and Peru – where no children are exploited. Transparency in the production chain linking the smallholder farmer with the customer guarantees the traceability of every stage in the process.

Our AMARRÚ® range of organic chocolate includes nine varieties. AMARRÚ was the rainbow god of the Incas. The ingredients of our chocolate still come from the actual countries of origin of the cocoa bean. The rainbow stands as a symbol of variety and the exchange between cocoa farmers and customers, producers and consumers. You will find our AMARRÚ® chocolate exclusively in health food shops and organic stores.

Linking social and economic aims

We deal fairly with our customers, our producers and the environment: this approach forms the backbone of PRONATEC. Farmers in the cocoa-growing regions in the South receive a binding guarantee that their harvest will be bought, and they are paid straight away. They also benefit from knowledge transfer with regard to agriculture, certification, quality assurance and logistics.



The Fairtrade Certification Mark is your independent guarantee that this product is certified in accordance with international Fairtrade Standards. These are mainly Trinitario cocoa beans. The modern processing centre YACAO SA (www.yacao.com), a project of PRONATEC AG in the Dominican Republic, was able to be built due to socially responsible investors. For the extensive cocoa plantations of our small scale farmers no forest has to give way, on the contrary YACAO contributes to regeneration and reforestation. In addition, YACAO educates all farmers permanently and helps them to keep their plantations in harmony with nature. Internal controllers and several days lasting external controls by independent organic inspectors grant for the consequential adherence to all standards of the organic agriculture. In addition, our subsidiary company Yacao actively supports the Swiss Roveredo Association and, with it, the educational activities of a school opened in 2008 in the Dominican Republic (www.scualavillaltagrancia.ch).

No bitter aftertaste from our cocoa

We are convinced that consumers in the 21st century want not only delicious, high quality chocolate but are also increasingly basing their purchase decisions on issues of social responsibility. Around 4550 smallholder families are among the beneficiaries, supplying cocoa, sugar, nuts, vanilla, cinnamon and cloves. They place their trust in PRONATEC, as it gives them access to the international market and prospects for the future.