

## WHAT HAPPENS WHEN THERE IS NO FAIR TRADE?

Without Fair Trade, cacao bean farmers would not get paid fairly for their work. Farmers would end up living in poverty because it is too expensive to continue farming and harvesting cacao beans. Additionally, without Fair Trade there is not as much money to give back to and improve farmers' communities.

## HOW DOES FAIR TRADE BENEFIT LCC FARMERS?

One way LCC supports their farmers is by paying them a price premium. With this premium the farmers can keep their farms sustainable. They can also use the money to help improve schooling for their kids, and empower their communities by providing water sources, and electricity.



## WHY WRISTBANDS?

By wearing an LCC Fair Trade wristband, you can help spread awareness about Fair Trade. Here at LCC, our chocolate is made from 100% Fair Trade cocoa. By purchasing your chocolate from LCC, you are helping to improve the lives of farmers and communities across the world!