

**FOR IMMEDIATE RELEASE**

**NEWS RELEASE**

**Camino Receives Award for Excellence in Corporate Sustainability**

*CEO Jennifer Williams accepted the award at the inaugural Green Living ECR Awards Ceremony at Toronto's TIFF Bell Lightbox on October 26<sup>th</sup> 2011*

**Ottawa, November 8, 2011** – La Siembra Co-operative, owner of the Camino brand of fair trade and organic food products, has achieved a new milestone: receiving one of the prestigious Excellence in Corporate Sustainability Awards from Green Living Enterprises. CEO Jennifer Williams accepted the award at the inaugural Green Living Awards Ceremony in Toronto on October 26<sup>th</sup> 2011.



*(Jennifer Williams, CEO at La Siembra proudly displays Camino's Award for Excellence in Corporate Sustainability)*

The Excellence in Corporate Responsibility (ECR) Awards program honours and celebrates corporate Canadians for outstanding work and dedication in creating sustainable and ethical practices within business. La Siembra won the award as a result of their innovation, socially-conscious business framework, and ability to achieve first mover status for their fair trade and organic products in the Canadian marketplace, particularly for their line of cocoa and sugar based products, and more recently for their line of fruit juices which was launched just this spring.

In 2009, La Siembra incorporated a purchasing strategy which enables direct purchasing and value-added transformation by partner co-operatives in Central and South America. In Peru, this approach has resulted in a 483% increase in income for rural farm families and a 400% increase in the number of hectares used to harvest organic cane sugar. The new centres where raw products are transformed and

packaged have also resulted in a dramatic decline in alcoholism, since there is higher value in converting sugar cane to whole brown sugar for export, in place of rum for local consumption.

“In the early years of our business, we were able to support well-being in rural communities through paying fair trade prices and premiums,” says CEO Jennifer Williams. “Over time, as these communities developed their economies, they began to seek greater opportunities to increase social development in their communities. By supporting value-added processing in rural communities through our partner co-operatives, we get closer every day to our vision of a world where people collaboratively build vibrant local and global communities, fostering diverse and sustainable economies through equitable trade and environmental stewardship.”



*(From Left: Jennifer Williams, CEO at La Siembra; Henk van der Molen, COO at La Siembra; Kelly Hawk Baxter, Executive Director at The Natural Step)*

### **About Camino**

Camino, great tasting and high quality organic and fair trade food products, is owned by La Siembra Co-operative located in the Ottawa-Gatineau region of Canada. La Siembra means “sowing” or “planting time” in Spanish, a symbol for the seeds of change it sows through its commitment to organic agriculture and its fair trade and cooperative business models.

### **For more information or interviews please contact:**

Nicole Lulham  
613.235.6122 x 270  
nicole@lasiembra.com