

**FOR IMMEDIATE RELEASE**

**NEWS RELEASE**

**1<sup>st</sup> organic and fair trade chocolate snack bars in the confectionery category on the Canadian Market**  
***Canadian brand Camino develops organic and fair trade alternatives in new food categories***

**Ottawa, December 10, 2010** – Canadian brand, Camino, based in the Ottawa-Gatineau region, leads the way in the development of organic and fair trade alternatives in new food categories, more specifically, in the Chocolate snack bar category. Consumers can now feel good about their purchase and choose the organic and fair trade option newly available among traditional chocolate snack bars since mid-November.

The Camino brand is owned by La Siembra co-operative. A little over ten years ago, La Siembra co-operative was the first North American company to import organic and fair traded cocoa and sugar products. La Siembra is renowned for its signature line of high quality organic and fair trade chocolate bars as well as its organic and fair trade hot chocolates. Now, in 2010, La Siembra is newly making waves by returning to its days of being a pioneer through launching new alternatives in categories where organic and fair trade options are thus far nonexistent.

Throughout the past ten years, La Siembra has developed the capability, knowledge and supply network of co-operatives of family farmers in Southern countries to bring to Canadians high quality organic and fair trade food products. In its product development process, La Siembra considers which products are a fit with the Canadian market but also, where possible, which products contribute to higher value remaining in Southern countries, further impacting the development of vibrant sustainable communities. La Siembra's new Camino Chocolate snack bars are transformed from bean to bar in Peru. Many products found within its Cuisine Camino Line of baking ingredients are produced and packaged by partner co-operatives of family farmers in Southern countries.

**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 organic practices and its fair trade and co-operative business models.

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

Jennifer Larocque  
613.235.6122 x 270  
[jlarcque@tastofcamino.com](mailto:jlarcque@tastofcamino.com)