

Press Release

FOR IMMEDIATE RELEASE

Fair Trade, organic and intensely dark: Cocoa Camino launches new Los Intensos line

Ottawa, March 29, 2007 – Get ready chocolate lovers. La Siembra Co-operative, creator of Cocoa Camino products, today announces the launch of its new Los Intensos line of 40 g chocolate bars. Fair Trade Certified and certified organic, these premium dark bars will soon be flying off shelves in natural health food and grocery stores across Canada.

High in pure organic cocoa and rich in restorative flavanoids, these decadent chocolate bars are available in four tantalizing flavours including Matcha Green Tea (71% cocoa), Chili & Spice (71% cocoa), Cranberries & Almonds (71% cocoa) and Panama Extra Dark (85% single origin cocoa) for dark chocolate lovers.

La Siembra, founded in 1999 and based in Ottawa-Gatineau, imports its ingredients from producer co-operatives in Central America, South America and the Caribbean. For its new Los Intensos line, La Siembra is sourcing its single origin cocoa (Panama Extra Dark bar) from COCABO, a Panamanian producer co-operative listed with the FLO (Fairtrade Labelling Organizations International) registry. Under Fair Trade regulations, producer co-ops such as COCABO are guaranteed fair prices, Fair Trade premiums, access to advance credit and ethical working conditions. Consumers can therefore enjoy Cocoa Camino's delicious organic chocolate, cocoa and sugar products while supporting the livelihoods of producers.

"People choose our brand because they want premium quality coupled with Fair Trade and organic certification", says La Siembra's Co-Executive Director, Jeff de Jong. "The Los Intensos collection is a response to consumer demand for Cocoa Camino bars that are smaller in size and high in cocoa content. Our sales have increased by approximately 50% every year since we started in 1999, and we'll continue to add new products to the Cocoa Camino line as we grow. In doing so we satisfy our main mission of opening up markets for producer partners while providing consumers with high-quality products".

Cocoa Camino products consistently win awards attesting to their superior taste; La Siembra has been a winner at the Alive Awards for the past four years running including two gold medals, two silver and one bronze for its cocoa-based products. With projected sales of almost \$5.5 million this year, La Siembra is showing the chocolate world that the 'camino', or path, to good chocolate can be both fair and delicious.

For further information visit www.cocoacamino.com.

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Further press information: Please contact Shannon Sutton, Communications Manager at 613 235-6122 ext. 305 or e-mail shannon_s@lasiembra.com.

Notes for Editors

1. La Siembra Co-operative is the largest producer of Fair Trade certified organic cocoa and sugar products in Canada and the pioneer of Fair Trade chocolate products in North America.
2. Cocoa Camino is a line of premium Fair Trade Certified and certified organic chocolate, cocoa and sugar products produced by La Siembra Co-operative. These products include chocolate bars, sugar, hot chocolate, cocoa, chocolate chips, syrup and couverture.
3. All of La Siembra's Cocoa Camino products are certified Fair Trade by TransFair Canada and have undergone the Fairtrade Labelling Organizations International (FLO) monitoring process. The Fair Trade logo ensures guaranteed fair prices and premiums paid to improve social conditions and organizational capacity building in producer communities, support for democratic participation in farmer-owned co-operatives, support for sustainable production methods and no forced or child labour used in production.

Creators of **Cocoa Camino**[®]
Fair Trade & Organic Products

www.cocoacamino.com

Artisans des produits équitables
et biologiques **Cocoa Camino**[™]

4. Cocoa Camino products are available in natural health food stores, pharmacies and grocery stores across Canada including, but not limited to, Loblaws, Provigo, A&P/Dominion, Shoppers Drug Mart, Thrifty's, Overwaitea, IGA, Metro and Whole Foods.
5. La Siembra is a worker co-operative within the Fair Trade movement. The co-op has chosen to identify with its producer partners by adopting the same democratic, participatory and transparent model that they follow. Employees are member-owners of the co-op and participate democratically in the operation of the company.