

Press Release

FOR IMMEDIATE RELEASE

Fair Employment for All!

Ottawa Fair Trade Company Wins Worldwide Democratic Workplace Award... Again!

April 14, 2009 – Ottawa-Gatineau's La Siembra Co-operative is thrilled to announce that it is once again among the winners of the WorldBlu "Worldwide Award for the Most Democratic Workplaces".

WorldBlu, Inc., based in Austin, Texas, specializes in organizational democracy and awards companies such as La Siembra a spot on the List of Most Democratic Workplaces after a rigorous survey process. WorldBlu developed the survey tool based on a decade of research into what makes a world-class democratic organization.

"The WorldBlu List seeks to shine a spotlight on the companies pioneering the next generation of business," says WorldBlu Founder and CEO, Traci Fenton. "The organizations that practice democracy in the workplace are creating the businesses of the future and will ultimately build a more sustainable and democratic world."

La Siembra Co-operative is the largest producer of Fair Trade Certified organic cocoa and sugar products in Canada and a pioneer of fair trade cocoa and sugar products in North America. The company, a worker co-operative, is owned by its workers, who invest in the co-op financially and participate in its democratic governance. Worker-owners each have a vote in key organizational decisions, including the election of Directors to the Board, which is composed uniquely of worker-owners. La Siembra is led by a top management team of two Co-Executive Directors, ensuring consensus building at all levels of the organization. Worker-owners invest 5% of their gross salaries in the co-operative every pay period.

According to La Siembra's Co-Executive Director Jennifer Williams, "We are a mission-based fair trade business and we extend the same principles of co-operation and transparency to ourselves as the international fair trade standards do with producer groups in the global South. Our business has been built on this integrity throughout our chain, and we are thrilled to be recognized for this distinction in our model."

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For further information: Please contact Jennifer Williams at 613 235-6122, ext. 310; jennifer@lasiembra.coop, or Barry Ésau at 613 235-6122, ext. 240; barry@lasiembra.coop.

Notes for Editors

1. All of La Siembra's Cocoa Camino products are Fair Trade Certified by TransFair Canada and have undergone the Fairtrade Labelling Organizations International (FLO) monitoring process. The Fair Trade mark ensures the payment of guaranteed fair prices as well as the payment of fair trade premiums that are used 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.
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 and couverture. Cocoa Camino products are available in natural health food stores and grocery stores across Canada including, but not limited to, Choices, Capers, Planet Organic, Loblaws, Provigo, Metro, Rachele-Béry, Thrifty's, Overwaitea, IGA and Wholefoods.
3. La Siembra's Seven Co-operative Guiding Principles are: fair trade, healthy communities, inter co-operation, open membership, democratic control, economic participation and independence. Further detail is available at www.cocoacamino.com.
4. Founded in 2003, WorldBlu works with CEOs and executive teams to design, develop, and lead the most successful democratic companies in the world. For more information, visit the WorldBlu website at www.worldblu.com.

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

www.cocoacamino.com

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