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NEWS RELEASE

Camino partners with Cuban organic and fair trade co-operatives of family farmers

The Canadian brand's growth leads to an increased number of supply chain partners

Ottawa, December 10, 2010 – Canadian brand Camino, based in the Ottawa-Gatineau region, adds an eighth Country to its list of Southern partners as it has begun purchasing from organic and fair trade certified co-operatives of family farmers in Cuba. Last year, Camino saw growth levels for its organic and fair trade sugar and hot chocolate products that, combined with the higher global demand for cane sugar used for bio diesel production, exceeded the available cane sugar supply of its long-term partner, Manduvira, a co-operative of family farmers in Paraguay. As Camino's need for golden cane sugar has increased through new product development, it is now able to add to its number of partner co-operatives, augmenting the number of communities of family farmers it reaches through fair trade premiums without restraining its levels of demand for golden cane sugar products from Manduvira.

The addition of new Cuban partners to Camino's supply chain network means an increase in the number of partners with which it maintains a direct relationship: a differentiating pillar of Camino's co-operative business model. It also represents a decrease in Camino's carbon footprint through shorter transportation distances, staying true to its environmental values.

Four organic and fair trade certified co-operatives of family farmers located in the Villa Clara province of Cuba will now supply golden cane sugar to Camino, in addition to Manduvira in Paraguay, for the production of its sugar and hot chocolate products. Each of these co-operatives has close to, or over 100 members. This means that Camino will expand its reach to almost 400 additional family farmers, contributing to the development of vibrant sustainable communities in Cuba through organic agricultural practices and fair trade. The history of Cuban sugar in the past century has been a story of significant hardship. "By working with co-operatives of family farmers in Cuba, we will be building capacity within the sector and we will be providing an increased marketplace for Cuban producers. At the same time, this means growth for us, and growth is good," says Henk van der Molen, COO at La Siembra co-operative, creators of the Camino brand of organic and fair trade products.

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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