



FAIR PAY



Meet Marisol Villar

- **Cocoa farmer**
- **Member of a Fairtrade co-operative**
- **Farmer and leader**



Marisol Villar, cocoa farmer,
Dominican Republic

Marisol's journey

- “I inherited this farm”
- Came back to farm after studying
- Learned new skills

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“I inherited this farm...
passed down from
generation to generation.”

Marisol Villar, Cocoa farmer, Dominican Republic

Marisol Villar, cocoa farmer,
Dominican Republic



Challenges Farmers Face

Farming can be difficult:

- Weather is unpredictable
- Climate change affects crops
- Income is not always secure



Marisol Villar, cocoa farmer,
Dominican Republic

Why Fair Pay Matters

Fair pay means farmers can:

- ✓ Plan their future
- ✓ Support their families
- ✓ Keep farming



Fairtrade in Action

Fairtrade makes a difference



Farmers earn more

**Supports projects in
communities**

**Encourages better
farming**

Fair pay strengthens communities

- **Communities invest in what matters to them**
- **Improvements like roads and electricity**
- **Decisions are made together**



“I am proud that my cooperative has Fairtrade certification, since we make a significant impact ... It has improved the lives of many producers in our cooperative and the entire community in each district, such as improving local roads and electricity. Each district contributes to ... decision making”

- *Marisol Villar, cocoa farmer, Dominican Republic*

The Story Behind Chocolate

Chocolate has a story

- Grown by farmers like Marisol
- Skilled work behind every bar
- Fair pay makes this work possible



Marisol's message



Marisol Villar, cocoa farmer,
Dominican Republic

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I urge those who consume chocolate with Fairtrade certification to eat with pleasure, as they are supporting the sweet outcome of the hard work we producers put in to achieve the best benefits with Fairtrade certification.

- Marisol Villar, cocoa farmer, Dominican Republic

Your Role

Be part of fair pay

- Look for the Fairtrade label
- Share what you've learned
- Choose Fairtrade when you can

Everyone deserves fair pay

