



RAISING THE BAR!

We are proud to announce that **Theo Chocolate** is now **Fair for Life** certified by IMO! **Fair for Life** is a new Fair Trade certification that not only certifies the farmer groups we work with, but our entire supply chain including Theo's factory and our overall business practices. This ground breaking program ensures, through third party verification, that all of our farmer relationships, business and trading practices are equitable, responsible and truly Fair Trade.

Theo has not altered the way we do business, but believes it is of the utmost importance that an independent third party verifies we "walk our talk". Theo is excited to be the first **Fair for Life** certified chocolate maker in North America.

Theo will remain supportive of our former certifier, Transfair and their mission and will work with Transfair and their international partner the Fair Trade Labeling Organization (FLO) to support Fair Trade efforts globally. Theo will now carry the IMO **Fair for Life** certification because we believe that IMO standards and practices are more consistent with our goals, and provide consumers greater assurance that Theo's entire supply chain is being managed to the highest possible socially responsible standards.

A core difference between Transfair and IMO **Fair for Life** is that IMO's certification cost to Theo is an annual "fee for service". By contrast, Transfair charges Theo licensing fees equal to 1% of the wholesale cost of the products that we sell. Rather than paying Transfair a licensing fee for their logo use on our packaging, Theo is now actively redirecting that money and investing directly in technical assistance for cocoa farmers.

Over the next few months consumers will begin to see the IMO **Fair for Life** seal replace the Transfair seal on our packaging. To learn much more about IMO **Fair for Life** and Theo Chocolate you can download our FAQ's from our website www.theochocolate.com and/or visit www.fairforlife.net

Theo Chocolate's mission is to enrich the lives of all involved with our business, from our customers to our farmer partners and that is why we are raising the bar. Join us as we celebrate our new **Fair for Life** certification!