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## **Wholesome Sweeteners Fair Trade Certified™ Sugar Makes the World a Sweeter Place**

*Wholesome Sweeteners introduces first sugar to carry U.S. Fair Trade certification label at Natural Products Expo West*

**Sugar Land, Texas**, March 11, 2005 – Visitors to the Natural Products Expo West will be the first to savor the sweetness of Wholesome Sweeteners’ new Fair Trade Certified Sugar. The sugar is being launched in partnership with TransFair USA and Wholesome Sweeteners is the first to carry the U.S. Fair Trade certification label. The product will be officially launched at the Natural Products Expo West held March 17 through 20 in Anaheim, Calif. – **Wholesome Sweeteners Booth #3915**.

TransFair is a non-profit organization that is the only independent, third party certifier of Fair Trade products in the United States. The Fair Trade label guarantees consumers that farmers directly receive a fair price for their produce, allowing them to enjoy a higher living standard, which leads to thriving communities and protection of their sustainable farming practices. By receiving a fair price, Fair Trade producers avoid cost-cutting practices that sacrifice quality.

“Wholesome Sweeteners is proud to work with TransFair USA, which ensures that an equitable price is paid to farmers for this product,” said Nigel Willerton, CEO for Wholesome Sweeteners. “Offering Fair Trade Certified sugar is further evidence of our company’s commitment to provide a safe, flavorful and natural sugar that enables us all to make a powerful difference with every spoonful.”

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The amazing growth of the Fair Trade market reaffirms that Fair Trade certification is a win-win for farmers, businesses and consumers alike. This growth confirms what market research has been indicating for some time now - consumers are increasingly concerned about where their products come from, as well as the social and environmental impact of those products.

“Most Fair Trade Certified products in the U.S., including coffee, tea, chocolate, bananas and now sugar, are certified organic,” said Paul Rice, president and CEO of TransFair USA. “Wholesome Sweeteners is a leading supplier of organic and natural sugars in North America and we are thrilled the company has chosen to introduce a Fair Trade Certified sugar to meet the growing public demand for products with a social conscience.”

The Fair Trade Certified Sugar is a washed, raw cane sugar made from sugar cane grown in Malawi, located in Southern Africa. This high-quality Demerara style sugar is perfect in hot and cold beverages and makes a sparkling topping on desserts. No animal bi-products, colorings or chemicals are used in the production of this sugar making it suitable for Vegan, Halal and Kosher diets.

Marcus Samuelsson, well-known executive chef and co-owner of Restaurant Aquavit in New York and ambassador for UNICEF, agreed to be featured back-of-pack with one of his favorite recipes – Ginger Citrus Cookies – in order to raise awareness for the benefits that Fair Trade Certified foods provide farmers in developing countries.

“By choosing this Fair Trade Certified sugar you will have a direct positive impact on the lives of the African-cane farmers and enjoy one of the highest quality natural sugars in the world,” said Chef Marcus Samuelsson.

The Fair Trade sugar will be available in most leading grocery store chains and specialty gourmet food stores and will retail for \$3.59 – \$3.99.

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### **About Wholesome Sweeteners**

Houston-based Wholesome Sweeteners supplies only the finest organic and natural products from socially and environmentally responsible manufacturers. Wholesome Sweeteners’ range of 100 percent organic sugars, produced from 100% certified organic sugar cane, are the best selling range of organic sugars in the USA and Canada. More information can be obtained at [www.OrganicSugars.biz](http://www.OrganicSugars.biz), or by calling 1-800-680-1896.

## **About TransFair USA**

TransFair USA, a 501 (c) 3 nonprofit, is the sole Fair Trade certification organization in the U.S. Its rigorous audit system, which tracks products from farm to market, verifies industry and farmer compliance with Fair Trade criteria. TransFair authorizes companies to display the Fair Trade Certified label on products that meet this high standard. TransFair USA is part of a global certification network with a 15-year history of success in over 60 countries. In addition to coffee, TransFair also certifies Fair Trade tea, chocolate, bananas and other fresh fruit. To learn more, visit: [www.transfairusa.org](http://www.transfairusa.org).