



STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD

CADBURY GOES TRAFFIK FREE

Let's celebrate the amazing news that by the end of summer 2009, Cadbury's Dairy Milk bars can be part of our diet again!

We congratulate Cadbury on their commitment to justice and now look to their policy being adopted across their entire product range.

Cadbury's decision demonstrates the power of ordinary consumers in bringing change and freedom. Two years ago, STOP THE TRAFFIK met with Cadbury and was told that a Fair Trade Cadbury's bar was impossible and impracticable.

This is a victory for every person who has complained, campaigned and spread the message. But most of all, it is a victory for every child held in exploitative labour on West African cocoa farms. It is important to remember though that all exploited children will not be free until Mars, Nestle, Lindt, Hershey and all the others have put human rights before profit and make similar announcements. [Click here](#) to find out more about the trafficking of children to work on cocoa farms.

STOP THE TRAFFIK has been calling for individual companies to take responsibility for the chocolate they sell and asking for it to be traffik free. This is a very significant step in our campaign.

If you've been part of this, e-mail it to your local press and tell them of the campaigning you did.

Together we will STOP THE TRAFFIK