A close-up photograph of a person's hand holding a large quantity of light-colored coffee beans. The hand is positioned in the lower half of the frame, with the fingers slightly curled. The background is a soft, out-of-focus yellowish-green. The entire image is framed by a solid green border.

**De  
Hobbit**  
food for freedom

**FAIRTRADE**

## HOW CAN WE DO OUR BIT?

In a world full of changes, a world where consumption continues to increase and nature is sacrificed as a result. A world with obvious climate change, we are more often asking ourselves the question, "how can we do our bit?"

De Hobbit is here to help you live in an even more sustainable and fair way. Recently, the fair trade logo has adorned our organic tofu.

We are proud to announce that our tofu is completely FAIRTRADE.



*The Fairtrade logo  
on our Tofu*



From the organic perspective it is also logical that a fair collaboration is taken into consideration. This is easier to follow up on this with local ingredients. With ingredients that come from further afield, we rely on people that are there on site to follow up on it.



It all started in 1994. A large number of “movimiento sin terra” farmers lost their land to large soya processors and large-scale landowners. In order to fight this, these landless Brazilian farmers joined forces. In a respectful way, they tried to build a decent life for themselves again. Security for the livelihood of their family was their main goal but then equally in harmony with nature!

They managed to do this thanks to an organised and structural collaboration with Biorganica. Biorganica supports independent farming families from the Parana region. They offer help in various areas, from technical assistance to an explanation of various legislations.

In addition, they help them to exchange mutual information and to manage their farms well. Applying a minimum price policy ensures that the 120 families involved have a good life.

Biorganica connects the various links in the chain: farmers, workers and customers. In doing so, it supports the social and environmental management of productive and diversified processes.

## OUR COMMON FUTURE

### TOGETHER FOR A BETTER AND FAIRER WORLD

To illustrate, the following cases in the Parana region (Brazil) were already handled as follows:

- The sanitary conditions on the farm were improved: the farmers were encouraged to collect the household waste in an organised manner. In addition, a septic tank was installed.
- Deforested and damaged areas were planted on again. The soil conditions were dealt with. After a soil analysis, the soil was improved thanks to the use of organic fertilisers when necessary.
- The right tools and equipment were purchased in order to cultivate organic produce.

One of the biggest challenges for governments and companies worldwide is influencing consumer behaviour with more sustainable purchasing habits and lifestyles.

Companies must assume their responsibility and promote this movement. The sustainability of the chain is guaranteed through a special control organisation: the Proterra Foundation. Because sustainable production is also high on our agenda and we would like to guarantee this to our customers.



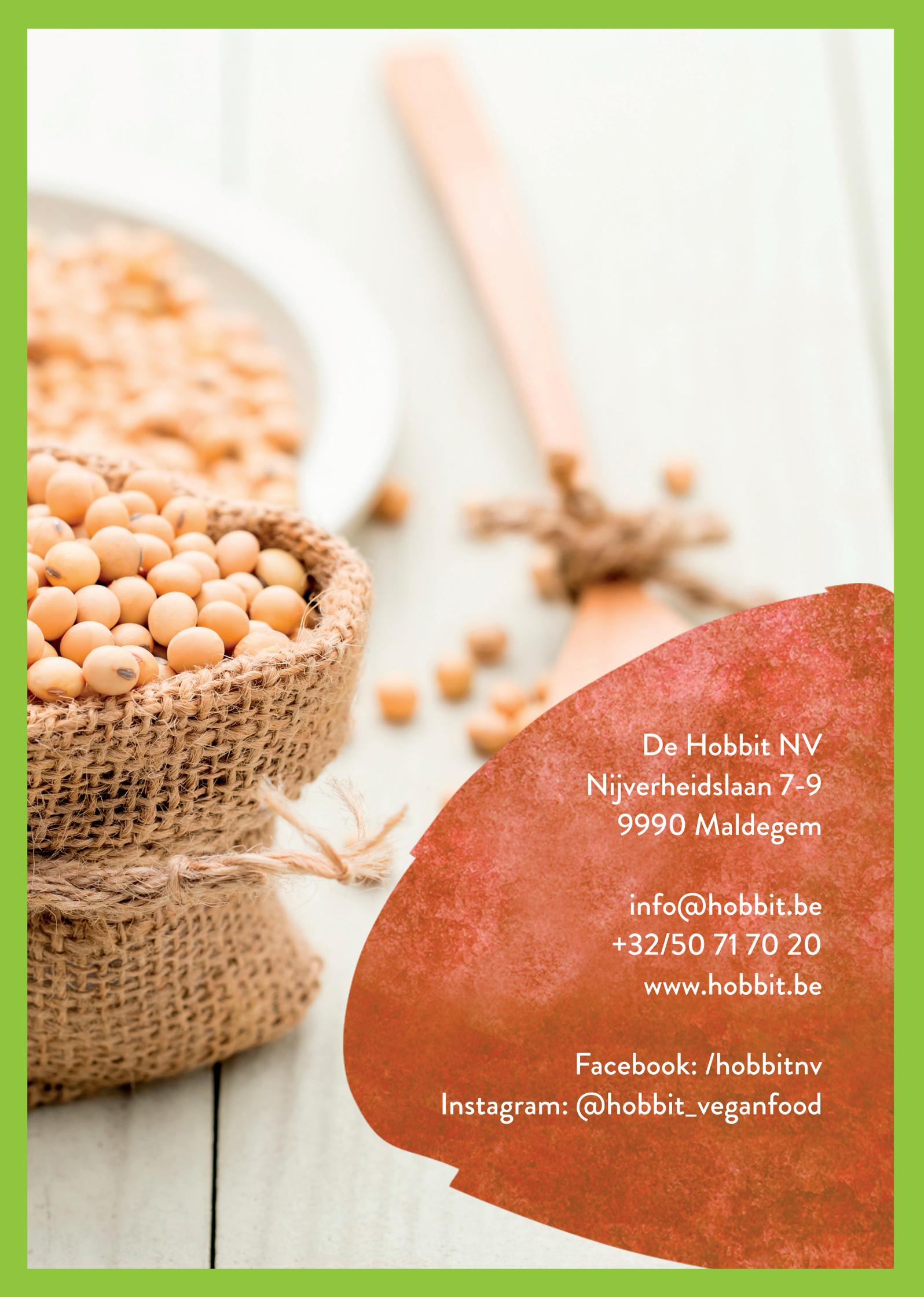
Proterra stands for :

- soya beans - 100% GMO free
- good working conditions, including safety in the workplace, equal opportunities, children protection and no forced labour
- protecting the rights of communities, indigenous peoples and small farmers



**“PEOPLE SHOULD KNOW BETTER;  
NATURE KNOWS BEST.”**

Natural resources are becoming scarcer. Despite this, the food requirements of a growing population continue to increase. The modern consumer is more aware of the role retailers and food producers play when it comes to foods which do not have a negative impact on the environment, the people and the farmer; on their journey from farm to fork.



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