

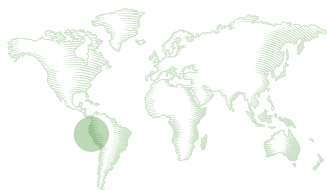


The Valrhona Clean Water Project

LOS RANCHOS, PERU

A charity project to help improve the living conditions and
public health for the cocoa producing community
of Los Ranchos, Peru.

#valrhonacleanwater



ABOUT LOS RANCHOS AND VALRHONA:

In 2013, Valrhona partnered with the Norandino Cooperative, an organization working to restore a nearly lost variety of cocoa called “Gran Blanco,” native to the Bigote River Valley in Northwest Peru. This rare cocoa grows on trees that are up to 150 years old. Working together, Valrhona, the Norandino Cooperative and local farmers successfully brought back this nearly extinct cocoa.

In the Spring of 2015, Valrhona launched **ILLANKA 63% Grand Cru**, a superb dark chocolate made from the Gran Blanco beans harvested in this area. This success of this chocolate resulted in a boom for the surrounding cocoa producing communities, creating much needed jobs and improving the local economy.

We are thrilled to announce that Valrhona is going one-step further by launching the **Valrhona Clean Water Project** to **improve the livelihood and public health in the village of Los Ranchos and the Bigote River Valley.**

SITUATION: The village of **Los Ranchos** overlooks the Bigote River Valley in Northern Peru. **The unfiltered natural springs serve as the main source of water for this community, however the water is often polluted due to wastewater, drought and livestock contamination.** Parasite infection including cysticercosis, tape worm and colibacillosis plague the health of both children and adults.

GOAL OF THE VALRHONA CLEAN WATER PROJECT:

- **To raise \$10,000 USD by July 2017** with all proceeds going toward the **purchase and installation of water filters** in the community of Los Ranchos.
- **Valrhona will donate \$2.00 USD for every 3kg bag of ILLANKA 63% sold in North America.**
- **A fundraising platform via Generosity.com encourages independent donations to support the project.** Valrhona also encourages independent initiatives and will provide marketing and communications support to interested businesses.

For more information or if you would like to get involved, please visit www.valrhonaprofessionals.com or www.generosity.com

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