



PASSOVER SEDER SUPPLEMENT:

Next Year, an End to Forced Labor in the Cocoa Fields

Instructions for host of Passover seder:

1. *Make one copy of this supplement for each participant in the seder*
2. *Have pens and scissors ready at the seder table, so participants can sign the letter. If you follow a tradition that prohibits writing on Pesach, please ask guests to sign and return the letters to you or send them directly to Hershey within one week, to ensure that Hershey receives all your guests' letters.*
3. *After the seder, place the letters in an envelope and mail them to Hershey*

OPTIONAL: Place some Fair Trade Certified chocolate or a photo of cocoa beans on your seder plate

If Fair Trade Certified chocolate or a photo of cocoa beans is on your seder plate: At the beginning of the Haggadah, when the leader lifts the ceremonial seder plate and tells the assembled the name of each of the items on the plate, the leader also points to the Fair Trade Certified chocolate and says:

Leader: This is Fair Trade Certified chocolate. It is grown under standards that prohibit the use of forced labor. It is on our seder plate to remind us that forced labor is still with us today.

After the Maggid (telling of the Pesach story) and before blessing the matzah, bitter herb, and charosets, read this passage:

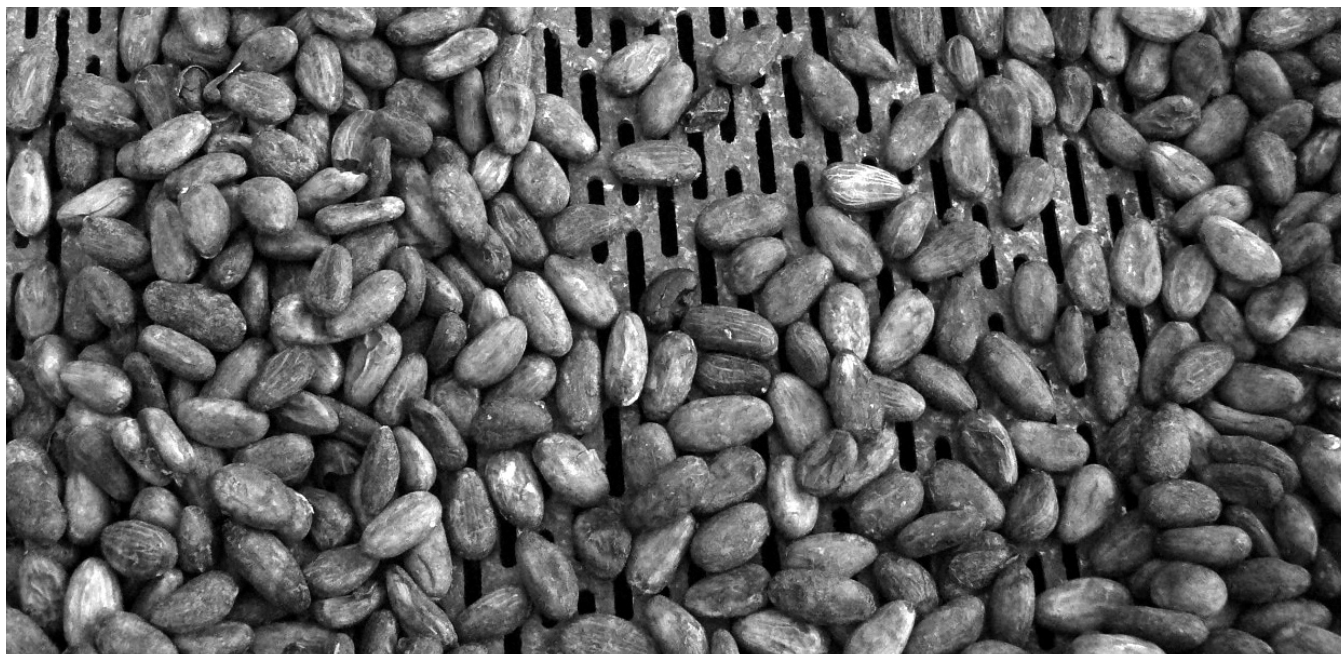
Leader: Once, we were slaves in Egypt.

Assembled: *Today, young children are toiling in the West African cocoa fields.*

Leader: Just as Moses grew up in the house of the Pharaoh, we have influence over those who exploit children in the cocoa fields.

Assembled: *We can walk in Moses' footsteps. We can have the courage to ask the Pharaohs of today to let the children go.*

continued on back



Fair Trade Certified cocoa beans.



Leader: We feel our lives are busy. That we do not have the time. But where would we be if Moses did not take the time to lead us to freedom?

Assembled: *Where will those children be next year, if we do not take a little time to support their quest for freedom?*

Leader: Each year we say: “next year in Jerusalem.” This year, let us also say: “next year, an end to forced labor in the cocoa fields.”

Assembled: *Passover is not the only week in the year to think of forced labor and to dream of freedom for all. We can take action between this Passover and the next.*

Leader: Let us commit ourselves, as Moses did, to take action to end forced labor.

Assembled: *Let us commit ourselves to looking for the Fair Trade Certified label whenever we enjoy chocolate, to help end the cycle of poverty and exploitation.*

Leader: Please sign the letter below now and keep the top half of this sheet to take home; we will send all the letters together.

If Fair Trade Certified chocolate is on your seder plate: At a time of your choice, such as after the bitter herbs and maror or, after dinner, when the Afikomen and dessert are being eaten.

Leader: Let us partake of the taste of Fair Trade chocolate. It is chocolate that tastes not of exploitation, but of sweetness and freedom.

For more information on what you can do this year to bring an end to child labor, trafficking and forced labor in the cocoa fields, visit www.raisebarbershey.org



*Send this letter to: David West, Chief Executive Officer; The Hershey Company;
100 Crystal A Drive; Hershey, PA 17033*



Dear Mr. West:

I have participated in a Passover Seder tonight, during which we remembered how we, as Jews, were once in slavery in Egypt. Today, on the other side of Africa, child and forced labor is widespread in the West African cocoa fields.

I am writing to ask Hershey to end child and forced labor and trafficking in its chocolate products by tracing the sources of its cocoa and shifting toward Fair Trade Certified cocoa. We urge Hershey to achieve Fair Trade Certification for at least one of company’s five top-selling bars by 2012.

Sincerely,

Name _____

Address _____

