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OZO BRANDS

BEST OF DAILY LIFE



THURSDAY JUL 30

FOOD

The Original

World-Changing Cacao

Save the world, one cacao bean at a time. That's the idea behind Original Beans, the dreamchild of a gourmet cook, small-farm developer, and nature conservationist. For every chocolate bar Original Beans sells, it plants one cacao tree. Plants integrated into the forests of Bolivia provide crop for both Original Beans and wild-cacao harvesters (abundant in the area). Fields in Congo provide the locals with income and an alternative to the region's dangerous charcoal trade. And efforts in Ecuador aid reforestation. Each cacao tree planted is also step one in the Original Beans' chocolate-making process. Twenty labor-of-love steps later (one of them being up to 60 hours of stirring), a rich, silky, and what the folks at Original Beans like to call "sexy" chocolate bar is created. Saving the world never looked or tasted so good.

Find out more about what goes on behind-the-scenes at originalbeans.com.