

The Brief

Write a better headline and improve the body copy, explaining what Famer's Direct do and why they have changed their name.

Original Farmers Direct Webcopy

You may have heard us say that we reinvest up to 60% of our profits into the cocoa grower communities we buy from. And you may know that this is on top of the Fairtrade social premiums we pay for our crops. But what does it mean, really?

THE SHORT AND SWEET OF IT IS: WE BELIEVE IN THE BIG PICTURE. AND WE BELIEVE IN OUR GROWERS.

Our growers are experts in their field and that means they are best placed to decide how to allocate funds for improving their communities. Because our business has grown steadily from those early beginnings, the Cocoa Growers' Co-op (CGC) was created in 2005 to manage these relations.

This year marks an exciting year for CGC as they become known as Farmers Direct. It is still a registered charity that's led by growers with exactly one beneficiary: the growers themselves. And as a non-profit organisation, Farmers Direct can raise additional funding on top of our contributions to support the farmers. Ranging from international development donors, to philanthropists and even big companies like MasterCard, Farmers Direct has grown into a powerful force for good.

The main objective is to improve livelihoods. In order to achieve this, they start from the bottom: by organising training, education and information services by farmers for farmers, the growers are able to continually improve their crops. They're supported in diversifying crops as well, in response to climate change in some areas. They receive advice on bookkeeping and other financial matters, ensuring their business is sustainable and prepared for the future.

New webcopy re-written by  olicopy

Headline: Buying from us helps improve farmers' livelihoods – and our chocolate

Here at farmer's direct we're big believers that you reap what you sow.

We give over 60% of our profits back to the growers we buy from. Why? Because our growers are experts in their field (pardon the pun) and that means they're best placed to decide how to allocate funds for improving their communities.

This money helps them organise training and education, so they can keep improving their crops – providing us, and you, with better chocolate. We even have our own charity, Farmers Direct, led by growers for the benefit of growers.

With the support of international development donors, philanthropists and sponsors like MasterCard, we help run workshops for farmers. They also receive advice on bookkeeping and other financial matters, as well as support in diversifying crops in response to climate change, ensuring their businesses are sustainable and prepared for the future.

So if you want to improve farmer's lives and your chocolate, then buy Farmer's Direct.