

Green & Black's Maya Gold organic dark chocolate : 70% cocoa solids with the authentic Maya taste of rain forest spices and oranges : 100g, 3.5 oz / Green & Black.

Contributors

Green & Black's (Firm)

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**GREEN &
BLACK'S**

MAYA GOLD
ORGANIC DARK CHOCOLATE

MAYA GOLD

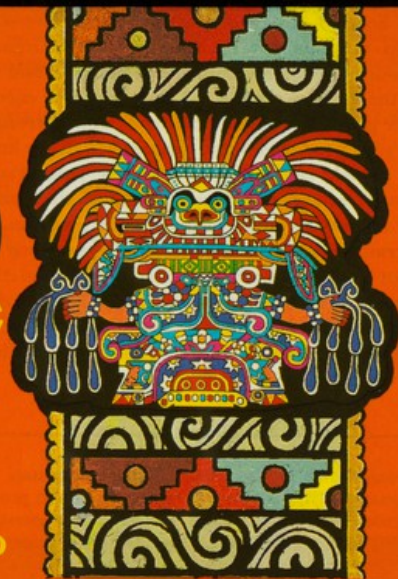
MAYA GOLD



70% COCOA SOLIDS WITH
THE AUTHENTIC MAYA TASTE OF
RAIN FOREST SPICES AND ORANGES

100g 3.5 oz

GREEN & BLACK'S MAYA GOLD





GREEN & BLACK'S MAYA GOLD

Cocoa beans were until recently the money of the Maya civilization of Central America. The Maya used gold for decorative purposes, but reserved cocoa beans for trading activities. When the Spanish invaded 400 years ago they stole the gold and left the Maya to farm in harmony with nature, planting cocoa trees in shady groves among the tall trees of the rain forest. Modern cocoa plantations clear the forest, then plant close rows of pesticide-dependent cocoa trees. The Maya have lived in harmony with nature for too long to make such mistakes. MAYA GOLD contains cocoa beans which are grown under controlled organic conditions by the indigenous Maya of the Maya Mountains of Belize. We buy all their output on long-term contracts at a fairer price, and blend them with organic cocoa beans from Togo in Africa. Originally the Maya flavoured their cocoa with allspice, vanilla and orange. We recapture this sweet and spicy flavour in MAYA GOLD, with the low sugar content you'd expect from Green & Black's. For the Maya, cocoa beans are once again "Maya Gold". For you, we promise an experience that no other chocolate can match - a rich, dark exotic flavour that echoes thousands of years of rain forest culture.

Green & Black's PO Box 1937, London W11 1ZU ENGLAND.

village, a different family will invite you to breakfast, lunch, and an evening meal where you will see the Maya culture first hand. You will be shown around the farms, the forests, the groves where cocoa beans for Maya Gold are grown, the rivers and waterfalls, or the ancient Mayan ruins that are special to the village you are visiting. The TEA help make sure that tourism doesn't spoil the very thing that attracts it - the Maya way of life.

For more details write to us at Green & Black's, PO Box 1937, London W11 1ZU, or to the Toledo Ecotourism Association, Punta Gorda, Toledo District, Belize, C.A.

(n.b. The Fairtrade Foundation endorsement applies only to Maya Gold and does not cover the Toledo Ecotourism Association or other products).

INGREDIENTS: COCOA BEANS* (70%), SUGAR* (29%), NATURAL SPICE AND FRUIT EXTRACTS, EMULSIFIER: SOYA LECITHIN, VANILLA* (0.1%)

* = ORGANICALLY PRODUCED

ORGANIC INGREDIENTS: 99.1% MIN. COCOA SOLIDS 70%

Analysis per 100g bar	
Energy Value	2450kJ/586Kcal
Protein	9g
Carbohydrate	40g
Fats	39g

Best before end:

Green & Black's Maya Gold is produced in accordance with standards of Mention Nature et Progrès. Controlled by ECOCERT -31076 Toulouse. Certified by the Soil Association. Made by Kaoka S.A.84000 Avignon for Green and Black's.



STORE IN A COOL DRY PLACE

employed in making Green & Black's Organic Dark Chocolate are also applied to the production of Maya Gold. That means 70% of cocoa solids for a rich, full-flavoured chocolate, further enhanced with a blend of orange oil and spices - the traditional Mayan way.

Try our other delicious chocolate products:

Green & Black's Dark Chocolate: the deeply flavourful 70% solids chocolate made exclusively with organic 'Forastero' cocoa beans from the jungle high-lands of Togo, West Africa.

Green & Black's Milk Chocolate: with 34% organic cocoa beans and 27% organic milk this bar has a richer, fuller flavour than typical milk chocolate.

17-5-94 = SCL/DHS, Lewisham, GfC

FROM THE MAYA MOUNTAINS TO YOU - A GIFT FROM THE PAST - FOR A BETTER FUTURE

Green & Black's and Fair Trade

We are proud to display the Fairtrade Mark on our label as an independent assurance that the indigenous Maya of Belize, in Central America, have been given a better deal in growing and selling us their cocoa beans. At Green & Black's we believe that growing organically helps make an ideal basis for fair trade. Organic farming protects the biodiversity of the natural environment and at the same time protects the growers' health. That's why we encourage and support organic growers: for their financial and environmental well being, and for your good health and conscience. They know that we will buy their organic cocoa beans year after year at a price that gives them security as well as a decent return on their investment of time and land in growing cocoa beans. In the long run, we believe that trading arrangements such as ours, which have been certified by the independent standards body, the Fairtrade Foundation, will be the new blueprint for trade, avoiding social and environmental damage. Thank you for showing your commitment to a better world by choosing Fairtrade Marked products like Green & Black's 'Maya Gold' Organic Chocolate.

You are a welcome guest in the Toledo district of Belize. The Toledo Ecotourism Association (TEA) is operated by the Maya and provides village guest house accommodation in the Maya villages. As a guest in a Maya village, a different family will invite you to breakfast, lunch, and an evening meal where you will see the Maya culture first hand. You will be shown around the farms, the forests, the groves where cocoa beans for Maya Gold are grown, the rivers and waterfalls, or the ancient Mayan ruins that are special to the village you are visiting. The TEA help make sure that tourism doesn't spoil the very thing that attracts it - the Maya way of life. For more details write to us at Green & Black's, PO Box 1937, London W11 1ZU, or to the Toledo Ecotourism Association, Punta Gorda, Toledo District, Belize, C.A.

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The Maya Gold Story

The Maya civilization of Southern Belize was built around one great ceremonial centre - Lubaantun, which flourished deep in the rain forest over a thousand years ago. In the trading economy of the Mayan world, the universal measure of value was the cocoa bean. Because Lubaantun was located in the Maya Mountains, and cocoa trees thrived in the wild there, it became the centre of the cocoa bean economy - the stock exchange of the Maya world. In the 1920s excavations revealed the importance of Lubaantun as the main cocoa trade centre and also unearthed the fabulous Crystal Skull that has fascinated and bemused archaeologists for decades.

The Maya were driven out of the Maya Mountains in the 1850s by colonists, who took over their land, logging the forest and establishing plantations. In the end, they failed, and place names like "Go to Hell Creek" and "Hellgate" testify to the colonists' despair at trying to conquer the rugged environment of the region. The Maya moved back and re-established the villages in their old homeland, farming in harmony with the seasonal rhythms of soil and climate.

Throughout this time the Maya have practiced subsistence farming, trading surplus cocoa beans for cash. In the early 1990s, the growers faced ruin when the price promised fell dramatically just before harvest time. Enter Green & Black's. We guarantee a fair price with 3 year contracts and agree to buy their entire output of organic cocoa beans. The Soil Association inspects the cocoa groves every year and advises on the best organic practices. The same high quality standards that are employed in making Green & Black's Organic Dark Chocolate are also applied to the production of Maya Gold. That means 70% of cocoa solids for a rich, full-flavoured chocolate, further enhanced with a blend of orange oil and spices - the traditional Mayan way.

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