

# Giddy Yo Takes a Stand Against Food Fraud with Organic, Third-Party Verified Cacao

*Giddy Yo stands firm in its commitment to quality and ethical sourcing*

ORANGEVILLE, ONTARIO, CANADA, March 13, 2025 /EINPresswire.com/ -- As fraud and deceptive labeling become rampant in the food industry, Giddy Yo, a leading Canadian craft chocolate maker, is standing firm in its commitment to transparency, quality, and ethical sourcing.

Using only certified organic, fairly traded, 'ceremonial' grade cacao that undergoes rigorous third-party verification, Giddy Yo is ensuring that consumers receive authentic, clean, and ethically produced dark chocolate and cacao derivatives.

"We believe consumers deserve to know exactly what they're eating," says [Bridgitte Longshore, President & Founder of Giddy Yo](#). "Food fraud is a growing problem, and we're committed to radical transparency. Every batch of our chocolate is made using only the highest quality certified organic Fair Trade cacao that undergoes independent third-party verification to confirm its purity and safety. In addition, every ingredient is and will always be listed on the ingredient list."

# giddy·yo

Giddy Yo Logo



Pile of Giddy Yo wrapped Dark Chocolate Bars



Giddy Yo Crunchy Dark Chocolate Bars

## Giddy Yo - [Combating Food Fraud with Verified Ingredients](#)

The global cacao market is facing unprecedented challenges, including record-high prices, shortages, and fraudulent practices that compromise product integrity. Food fraud in chocolate commonly includes:

- Adulteration: Mixing cacao derivatives with inferior ingredients.
- Mislabeling: Falsely claiming conventional cacao is organic or fair trade.
- Fat Substitution: Using non-cacao fats to replace authentic cocoa butter.
- Dilution: Blending in undeclared ingredients like carob, peanut flour, cacao shells and more.

By insisting on certified organic cacao, independent third-party testing, allergen-free ingredients, and additional food safety certifications, Giddy Yo strives to create dark chocolate that is safe for everyone to enjoy- a distinction that sets it apart in an industry riddled with misleading claims.

### The Global Cacao Industry: A Multi-Billion Dollar Market

The Chocolate Market grew from USD \$114.46 billion in 2023 to USD \$119.71 billion in 2024. It is expected to continue growing at a CAGR of 4.54%, reaching USD \$156.21 billion by 2030.

The market continues to expand due to increasing consumer demand for high-quality, ethically sourced chocolate. However, rising cacao prices, which reached \$12.65 per kilogram in early 2025, have heightened concerns about fraud, as some manufacturers cut corners with inferior ingredients to maintain profit margins.

### Giddy Yo Dark Chocolate - Certified Organic, Vegan, and Allergen-Free Chocolate

- Certified Organic and Non-Hybrid Cacao– Free from synthetic pesticides and fertilizers, utilizing only the rare and precious criollo cacao bean.
- Third-Party Verified – Independently tested for purity and safety.
- Vegan & Allergen-Free – Crafted to meet a variety of dietary needs without compromising taste or quality.
- Sustainably Sourced – Partnering with small-scale farmers who use regenerative agricultural practices ensuring fair wages and environmental responsibility.

### Giddy Yo - A Firm Stance Against Lab-Grown Cacao

As lab-grown (cellular) cacao gains traction in the market, Giddy Yo remains dedicated to real, earth-grown cacao, emphasizing that synthetic alternatives cannot fully replicate the nutritional benefits or rich complexity of authentic cacao.

"Lab-grown cacao may be trendy, but it can't replace the God-created real thing," says Longshore. "We're committed to honouring traditional farming methods and supporting the communities that have cultivated cacao for generations."

### Join the Movement for Authentic Chocolate

With growing consumer demand for clean labels and traceable ingredients, Giddy Yo invites conscious consumers to choose chocolate and cacao that prioritizes purity, transparency, ethical sourcing, and tastes amazing!

For more information about Giddy Yo visit [GiddyYoyo.com](https://GiddyYoyo.com)

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