



FAIR TRADE CERTIFIED™



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What is Fair Trade Certified?

- Mechanism for third world rural community investment
- Direct access between producers and traders
- Sustainable (not always organic) farming practices
- Small farmer safety net during cyclical downturns
- Ensures supply chain traceability of inputs back to farms
- Tool for farmer empowerment
- Consumer trust mark / shopping choice
- Focus on artisan quality of crop production





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Some Analogs





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US Fair Trade Cocoa Market

- 75% Growth in Volume (2006)
- 45 Licensees
- High Consumer Interest



Our Fair Trade flavors!



Coming soon - Fair Trade
Chocolate & Vanilla!



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“High-end chocolate production spurs chocolate revolution”

“Organic chocolate sales in the U.S. are growing by nearly 70 percent a year”

“Sales continue to grow, as does consumer interest”

“Almost 15% of the US market and growing at a double digit rate”

“The introduction of organics and 'single origin chocolates' are having a major impact on this industry”





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CONACADO, Dominican Republic

(National Confederation of Dominican Cocoa Producers)



- 15,000 small farmers
- “High end” customers, 20% of DR production
- Cocoa accounts for 90 percent of its members’ cash income





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CONACADO, Dominican Republic

(National Confederation of Dominican Cocoa Producers)



- Direct /shortened trading relationships
- Greater focus on organic/quality/ technical assistance
 - Fermentation
 - Organic production
 - Interest-free loans and access to credit
- Export assistance through storage and transportation of members' crops





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CONACADO, Dominican Republic

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- Assistance with development project grant writing
- Encourage shade canopy of fruit-producing trees that provide food security for the farmers
- Nursery that supplies low-cost plants to farmers





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Ivory Coast Opportunity



- Relatively low percent of crop sold as Fair Trade
- Growing demand for high quality West African cocoa.
Example: Cocoa used in single origin bar – emphasizing terroir.
- Growing demand for organic





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Ivory Coast

Challenges/Focus of Fair Trade



- Central cooperatives often faces cash shortages due to lack of pre-harvest finance
 - this impacts cooperatives performance.
- Aging trees / land use practices are causing production declines
- Lack of knowledge of how on-farm and post-harvest management impact quality





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Ivory Coast

Challenges/Focus of Fair Trade



- Farm level lack of knowledge about international grading systems and farm techniques that can improve quality (moisture/fermenting/visual inspection)
- Cooperative level quality assessment tools are weak
- Quality control takes place too far from individual farmers to catch and reject poor quality deliveries
- No strong market signals to reinforce quality systems



**If you light a lamp for somebody, it
will also brighten your path.**