THE BIG BUSINESS OF CHOCOLATE



FACT: GLOBAL ANNUAL CHOCOLATE SALES EXCEED

FACT: COCOA FARMERS LIVE IN POVERTY SO WHERE DOES ALL THE MONEY GO?



CONSUMERS



In one year, Americans consume

11 **POUNDS PER PERSON**

21% of the global supply

Paying an average of

PER POUND

SOLUTION!

DIRECT AND FAIR TRADE By choosing direct and fair trade chocolate you are supporting better working conditions and more of the money you spend will go to the people that grow the cocoa.



RETAILERS

\$18 BILLION

2010 U.S. chocolate sales at supermarkets,

convenience stores, restaurants



Annual revenue and CEO pay

NESTLE \$99.4 billion CEO: \$9.7 million

MONDELEZ \$35.3 billion Previously Cadbury and Kraft CEO: \$14 million

\$33 billion MARS CEO: \$ unknown

FERRERO \$9.7 billion CEO: \$ unknown

HERSHEY \$7.15 billion CEO: \$13.8 million



GLOBAL TRADERS & PROCESSORS

Annual revenue and CEO pay \$136.7 billion CARGILL CEO: S unknown

BARRY CALLEBAUT

\$5.2 billion CEO: \$6.9 million

>\$4 billion CEO: 5 unknown **ECOM**

\$16 billion CEO valued at \$200 million

FARM LABORERS



Insufficient cocoa income & shortage of workers forces farmers to rely on low/unpaid workers.



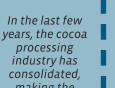
depend on cocoa for their income



CHILDREN in West Africa are estimated to work in cocoa production

Ghana and Cote D'Ivoire grow

60% of the world's cocoa



processing industry has consolidated, making the biggest players even bigger.



market price for cocoa beans on Oct 10, 2014



Cargill to acquire ADM

> ECOM acquired Armajaro

> > 2013

Barry Callebaut acquired Petra

Most cocoa growing families live in absolute poverty.

90%

of cocoa farms are smaller than 5 hectares. Each farmer supports

> 3-6 **DEPENDENTS**

> > **COCOA FARMERS**



SMALLHOLDERS FARMERS

cooperatives and independent farmers



Price set by state boards for middlemen to pay to farmers

PER POUND

MIDDLEMEN

60%

MARKETING BOARDS



STATE-RUN