THE BIG BUSINESS OF CHOCOLATE



FACT: GLOBAL ANNUAL CHOCOLATE SALES EXCEED

3 billion

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.

\$18 BILLION

RETAILERS

2010 U.S. chocolate sales at supermarkets, convenience stores,

restaurants



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

\$5.2 billion CEO: \$6.9 million

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

\$16 billion CEO valued at OLAM \$200 million

FARM LABORERS



PER POUND

Most cocoa growing families live in

absolute poverty.

90%

of cocoa farms are smaller

than 5 hectares.

Each farmer supports

3-6

DEPENDENTS

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



WORKERS

depend on cocoa for their income

60%



in West Africa are estimated to work in cocoa production

Ghana and Cote D'Ivoire grow

60% of the world's cocoa





market price for cocoa beans on Oct 10, 2014



Cargill to acquire ADM

ECOM acquired Armajaro

2013

Barry Callebaut acquired Petra



FARMERS

cooperatives and independent farmers



Price set by state boards for middlemen to pay to farmers

PER POUND

COCOA FARMERS

MIDDLEMEN

STATE-RUN MARKETING BOARDS

