

# **A sustainable fine chocolate market**

**Creating a virtuous circle of quality, flavour,  
sustainability and fair prices for farmers**

# DIRECT CACAO

## FOUNDER MEMBERS

Åkesson's Organic, Switzerland

Amano, USA

Bonnat Chocolatier, France

Susana Cárdenas, Seventy%, UK

Chocolaterie A. Morin, France

Martin Christy, Seventy%, UK

Friis-Holm Chokolade, Denmark

Grenada Chocolate Company

Guittard Chocolate Company, USA

Itzel Chocolate, Guatemala

Kate Johns, Chocolate Week, UK

Monica Meschini, Italy

Original Beans, Netherlands

Pacari, Ecuador

Paul A Young Fine Chocolates, UK

Maricel Presilla, Gran Cacao, USA

Alexander Rast, UK

Red Star Chocolate, UK

Xoco Fine Cocoa Company, Honduras



# Chocolate too cheap?



- Consumers want low prices
- Chocolate makers choose cheaper cacao
- Impossible to pay farmers sustainable price
- Low or no fine premium
- Danger of losing fine cacao supplies
- What's the alternative?

# Certification

DIRECT  
CACAO

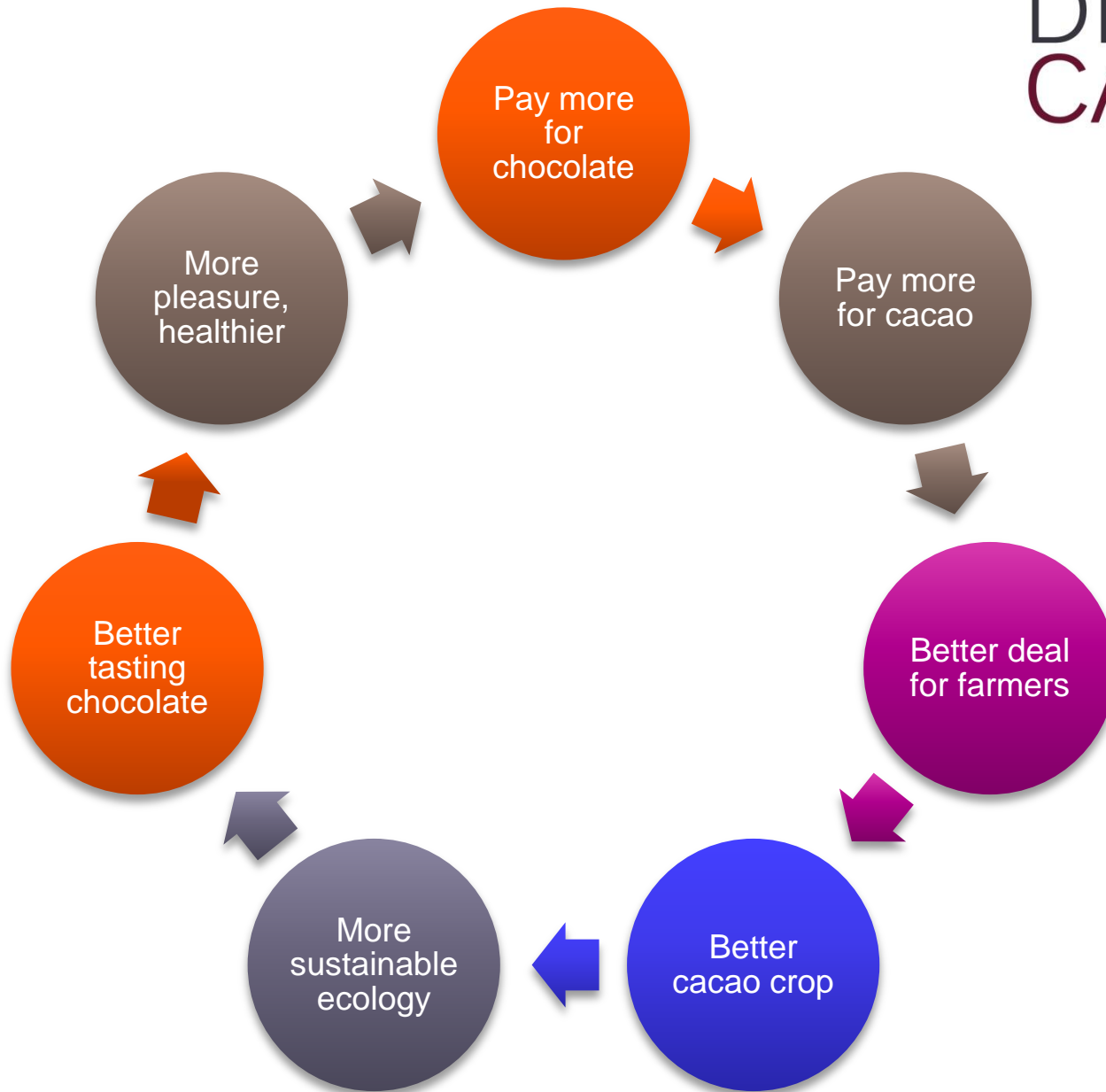
- Outside of industry
- Marketing benefit
- Small %
- Mass balance
- Consumer disillusion
- Diverting sales from small players

# Create a virtuous circle ...

An alternative pricing model



# DIRECT CACAO



# Flavour

... the secret weapon



# Actions



- Convince opinion forming consumers to pay more
- Support chocolate makers sourcing Directly Traded Cacao
- Support chocolatiers, chefs, companies using Direct Cacao chocolate
- Support farmers growing well-farmed and well-processed fine cacao
- Promote good models and good examples
- Deliver a coherent consumer message