

# TONY'S CHOCOLONELY CHOCOLATEGUIDE

Hi there!

You're going to do a Talk on Tony's Chocolonely and want to know more about who we are and what we do. Is that right?

Well, than you've come to the right place! Because in this Tony's Chocolateguide you'll find everything you need to know about where chocolate comes from, how you make a chocolate bar and what our mission to make the chocolate industry 100% slave free is all about.

Enjoy reading the guide!

## WHERE DOES CHOCOLATE COME FROM

### Round the equator

Chocolate is made from cocoabeans. Cocoabeans are seeds from the fruit of the cocoa tree. It's a tropical tree that prefers in warm and humid climates, so it grows in countries round the equator. Most of the cocoa beans come from West-Africa.

In Ghana and Ivory Coast there are some 2,5 million farms where cocoa is being farmed!



**Did you know** that West-African countries where a lot of cocoa beans are farmed are hidden in a Tony's bar?



From left to right: Iveroy Coast, Ghana, Toto & Benin, Nigeria and Cameroon

# ON THE COCOA PLANTATION

Nice story, about the trees and the beans, but ehh what do they look like?

## Cocoa trees

Cocoa trees love warmth and humidity. They grow best in the shadow of other trees, such as mango- and bananatrees. That way, the soil does not dry out because of the sun.

A cocoa tree needs quite a lot of time to grow to adulthood. 3-4 years minimum. That's when the first pink and white flowers start to grow. When the flowers have bloomed they become the cocoa fruit.

A cocoa tree can reach a height of up to 15 meters! That is not comfortable for picking beans, so cocoa trees are being kept at around 4 meters. The farmers can reach them better this way.



←  
Cocoa fruit

## The cocoa fruit

A cocoa fruit needs about 5 to 6 months to grow. They start out green and become yellow or red when ripe. Then it's time for harvest.

The most important harvest is the one between september and march, this is the primary harvest.

De shape of a ripe cocoa fruit looks a little bit like a rugby ball.

Every cocoa tree bears 20 to 30 fruits a year. It's important to harvest the fruit right on time, otherwise the quality will be poor.

## The cocoa beans

The cocoa farmer cuts the fruits from the tree. After that, the fruit is cut open with a big knife. Tiring and dangerous work. IN the fruit there are round and about 40 white seeds, packed in pulp. These are the cocoa beans.

The pulp of the cocoa tree is soft. It tastes a little sweet & sour. Not like cocoa at all!



↑  
Cocoabeans in the white pulp



## Fermentation

The beans are packed in bananaleaves with the pulp.

Packed inside the leaves, they get really warm in the sun, up to 50 degrees Celsius!

Because of the warmth, the pulp rots away. This process is called *fermentation*.

Fermenting the beans takes about 7 days..

During this process the beans get their signature smell, colour and flavour.



The beans are folded into bananaleaves



After fermentation, the beans are brown and have that signature cocoa smell

## Drying and cleaning

After the fermentation, the beans are laid out in the sun to dry. Drying the beans takes about 7 days. This step is very important, because the farmer can't sell the beans when they're not dry.



Cocoa beans drying in the sun

## Sieving and bagging!

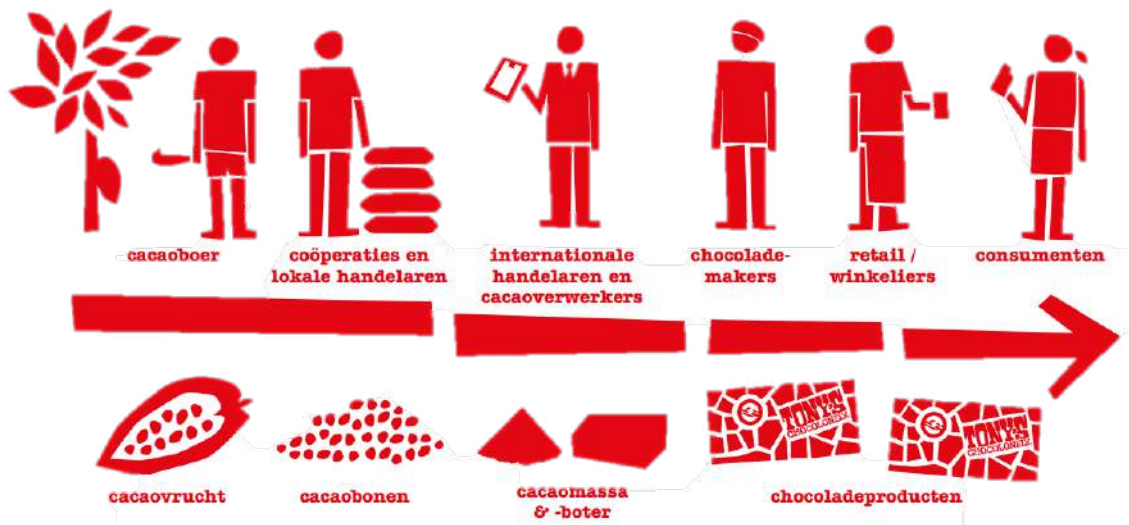
Finally, the beans are sieved, so there are no more rocks and sand between the beans. They are then ready to bag and ship.



The beans undergo rigorous control, all twigs and rocks are removed

# THE COCOA VALUE CHAIN

Before you can enjoy your bar of chocolate, the cocoa bean has quite a journey ahead. Let us tell you about the cocoa chain, from bean to bar!



## Local cocoa traders

When the cocoa farmer has a bag full of cocoa beans, he or she can sell it. The farmer sells the beans to a trader. The trader sells the beans to companies in Europe.

Most cocoa farmers in West-Africa only have a small farm and work alone. They don't have a big harvest. Negotiating with traders about price is difficult because of that. What price can they ask? What is fair?

Because of this, they sell their beans for a price that is often too low, and they don't make a lot of money. Cocoa farmers can be so poor that they don't earn enough money to send their kids to school. Then they have no choice but to let their children help them on the farm.

The standard price of cocoa is determined by the governments, who are in their turn dependant on the international price that is set by the market. This price is almost always too low to earn a living income.

## Cooperatives

To have a stronger position for negotiations with traders, farmers can work together in a cooperative. A cooperative is a group of cocoa farmers that founded an organisation together.

Together, they can manage things like transport, buying equipment, chemicals and fertilizer. It's cheaper than doing it all alone.

They can also negotiate better prices with traders.



The cocoa farmer sells their beans to the cooperative

# THE COCOA VALUE CHAIN

## Fairtrade

Some cooperatives work together with a special certification mark, like Fairtrade. This means that companies who buy cocoa beans from farmers who work together with Fairtrade pay a better price. This way, the farmer earns more money for his or her family and can send their children to school.

The cooperative working together with Fairtrade also gets the Fairtrade premium. This is extra money on top of the price for the cocoa. The cooperative can use the money to help farmers by:

- Providing training on improving the farm
- Buying new cocotrees and fertilizer
- Organising healthcare and schools.

The farmers have to stick to a lot of rules when they're working with such a certification mark. They need to be mindful of the environment and their children can't work on the farm.

**They have to be actively working to reduce child labour on cocoafarms.**

Children are allowed to help their parents after schooltime, just like children in the western world also help their parents around the house. But dangerous work is not allowed and they have to go school.

The cooperative or local trader brings the beans to the ports and buyers.



## Exporters en cocoa processors

The cooperative of farmers or local traders transport the beans to the ports. Here you will find the exporters. They are companies that sell and transport beans to other parts of the world.

Beans are brought to cocoa processors, who make the cocoa beans into liquid chocolate.

Not a lot of companies can do this. There are only a few processors.

More than 70% of all liquid chocolate is made by just 2 companies: Barry Callebaut and Cargill.



®



Fairtrade chocolate bars have this mark on the wrapper

The cocoa chain is unequally divided

A lot of farmers earn very little money. And a few cocoa processors and chocolate producers earn a whole lot of money!



Cocoa processors and chocolate producers make chocolate from the cocoa beans

## Cocoa processors & Chocolate producers

To create a delicious chocolate bar from the beans that came from West-Africa takes some work in the chocolate factory. This is what the processors and chocolate producers do.

We'll tell you exactly what has to happen to go from a bean to a bar.

### 1. Roasting

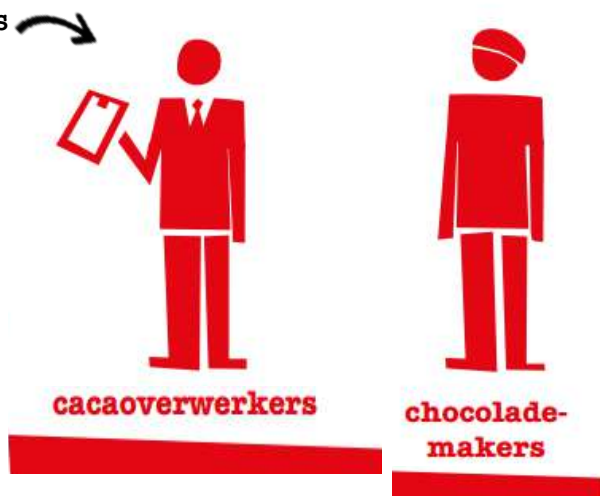
First the beans are roasted. They get their beautiful brown colour and proper flavour this way. The beans are roasted at a temperature between 100 and 150 degrees Celsius



### 4. Add sugar, press again

To a part of the cocoa mass, sugar and milk powder is added. This makes the chocolate sweet and creamy.

The cocoa mass with sugar and milk powder is then pressed again, so you don't get any chunks in your chocolate.



### 2. Breaking

In the chocolate factory, the beans are grinded into very small pieces. The little peel comes off and the inside of the bean, the cocoa nib, is revealed. The peels are thrown away.

### 3. Pressing

The grinded up beans are pressed to a big hard dough.

This is called cocoa mass. This gives chocolate its flavour and brown colour.



## 5. Pressing

The other part of the mass goes in a machine that presses out the fat. The result is cocoa butter. The cocoa butter is what makes your bar nice and creamy.

What remains is cocoa powder. This does not go in your chocolate bar, but we don't throw it away. You can do lots of things with it, make chocolate milk for example.



## 7. Temper

To give chocolate its shine and signature breaking sound the mixture is heated, cooled and slightly reheated again.

This is called tempering. If this is not done correctly the chocolate can become grainy or have a white film. A very important step!

## 8. Into the mold it goes.

After the tempering the chocolate can finally be poured into the mold that gives it its final shape. A Tony's bar, for example.

After the mold is filled, it is shaken about a little bit, so the chocolate spreads evenly.



Next, the chocolate is cooled down. When it's solidified it can be wrapped, shipped and sold!

## The stores and the consumer

When the bar is wrapped it can be shipped off the stores. There, all chocolate fans can buy the bar.



# DIFFERENT FLAVOURS

There are different flavours of chocolate. The most well known flavours are milk, dark and white. You've just read how you create a milk chocolate bar. But what's in a dark bar, or a white one?

## DARK

A dark bar contains:

- Cocoa mass
- Cacao butter
- Sugar



Dark chocolate contains the most cocoa. In the Netherlands, there has to be at least 43% cocoa mass in the bar for it to be called dark chocolate.

## MILK

A milk bar contains:

- Cocoa mass
- Cocoa butter
- Milk butter
- Sugar



The milk chocolate bar is the most eaten bar. This bar has less cocoa mass than dark chocolate, and a little more milk powder. This gives the delicious creamy taste.

## WIT

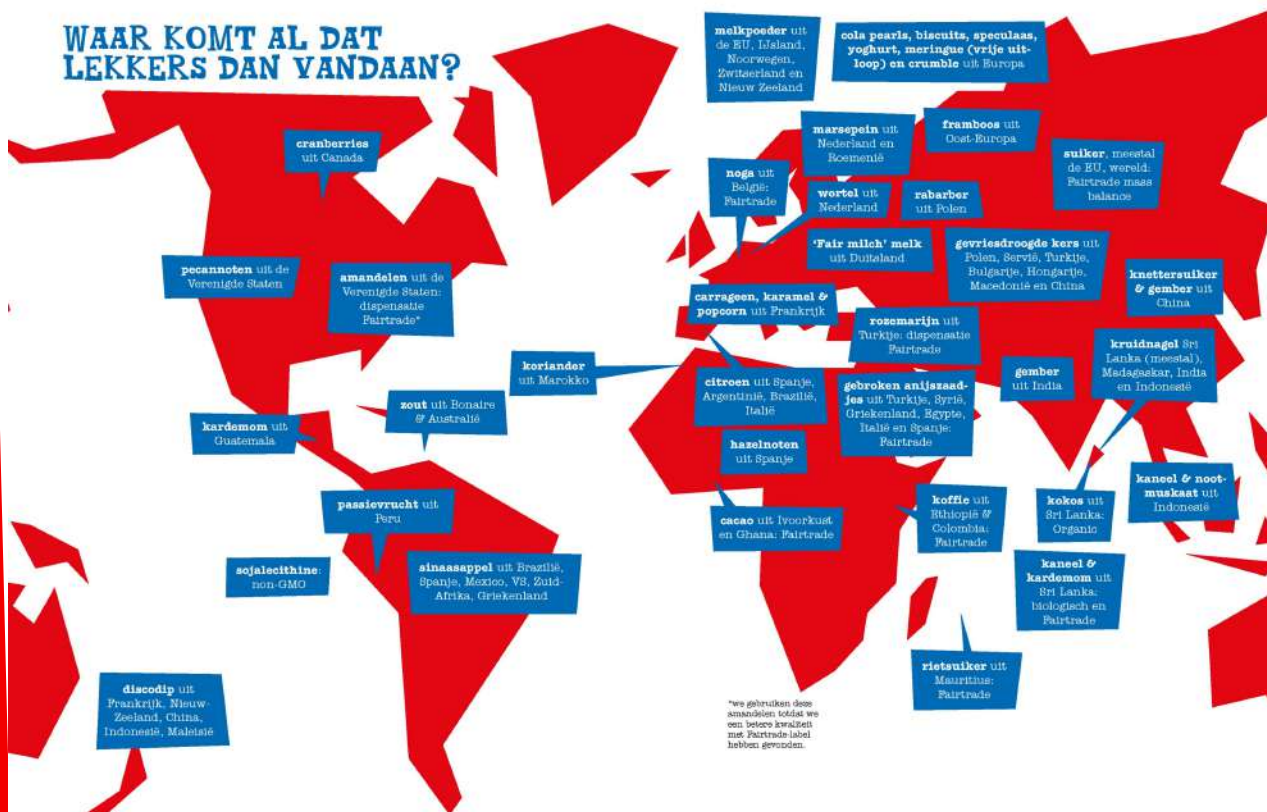
A white bar contains:

- Cocoa butter
- Milk powder
- Sugar



In a white bar there is no cocoa mass but only cocoa butter. That's why it is white, not brown!

## WAAR KOMT AL DAT LEKKERS DAN VANDAAN?





# TONY'S MISSION 100% SLAVE FREE CHOCOLATE

Tony's Chocolonely is not just a chocolate company. We have a mission. The mission is to make 100% slave free the norm in chocolate. Not just our own chocolate, but ALL chocolate worldwide. What do we mean by this?

## What is slavery

Tony's definition of slavery is: every form of forced labour (modern slavery) and/or labour that is not paid. Every form of illegal child labour is included in this definition.

## Child labour

In Ghana and Ivory Coast, there are just about 2,5 million farms where cocoa is being farmed. About 2,26 million children work on these farms. That is as many children as ALL the children between 1 and 12 in the Netherlands!

In some cases, these children only help out after school and they don't do dangerous work. This is not illegal. IN the Netherlands, kids have to do chores sometimes as well. This is not slavery.

But, of all those 2,26 million kids, about 90% have to do illegal and dangerous labour. That's 2 million children!

These children have carry heavy loads, or work with dangerous chemicals or tools like machetes.

In a lot of cases, they don't go to school and work all day on the farm. Up to 9 hours a day, 7 days per week.

## Forced labour

It is estimated that right now, about 30.000 children and adults are victims of human trafficking, being forced to work in the worst form of modern slavery in West-Africa. They have to do dangerous and hard work without getting paid. Children are sometimes stolen away from their parents and set to work. They do not go to school.

## Why child labour?

There are different reasons why children are set to work.

- When the parents are very poor the children have to work so the family can earn enough money to be able to eat.
- There are children who don't have any parents anymore. They have to work for themselves so they can eat.
- Sometimes, the parents have debts with their boss. The boss then forces their children to work as well until the debt is paid.

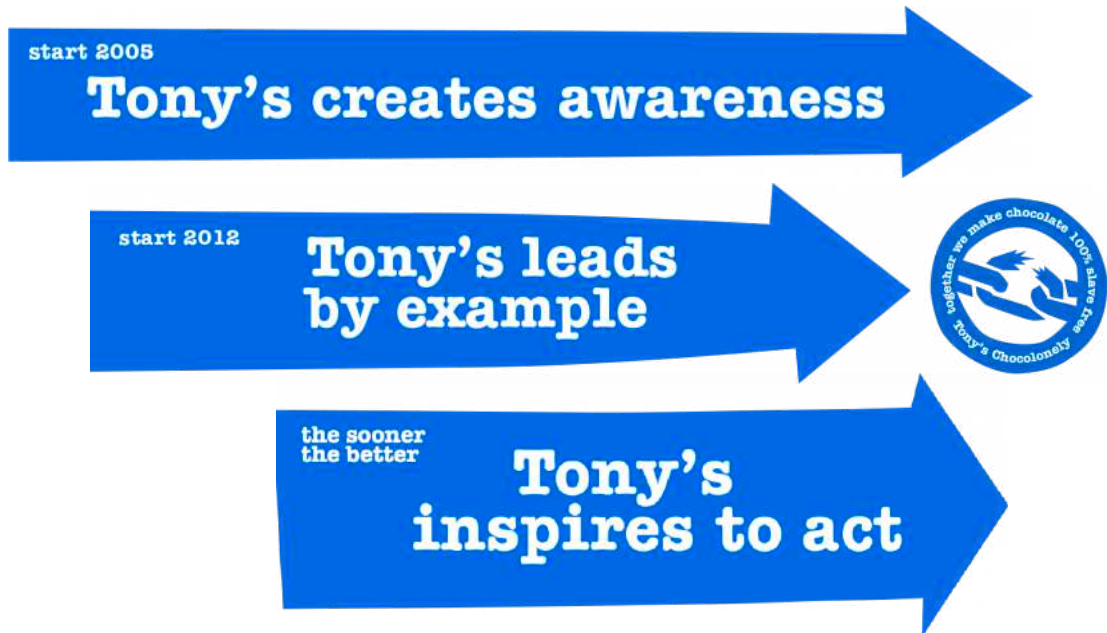
2,26 miljoen kinderen werken,  
legaal en illegaal



hiervan zijn ruim 2 miljoen kinderen slachtoffer van  
gevaarlijk werk en illegale kinderarbeid

# TONY'S ROADMAP TO 100% SLAVE FREE CHOCOLATE

To make chocolate 100% slave free, we have a roadmap. This is it:



## Tony's creates awareness

We want to let all chocolate lovers know that there is a problem in the cocoa industry. When more people know there is a problem, we can help more people solving it. We consumers also have a responsibility. Together we can put pressure on the industry to make better and more fair choices.

For example: our bar is unequally divided. This is our way of making chocolate fans aware of how unequally divided the cocoa industry is.

## Tony's leads by example

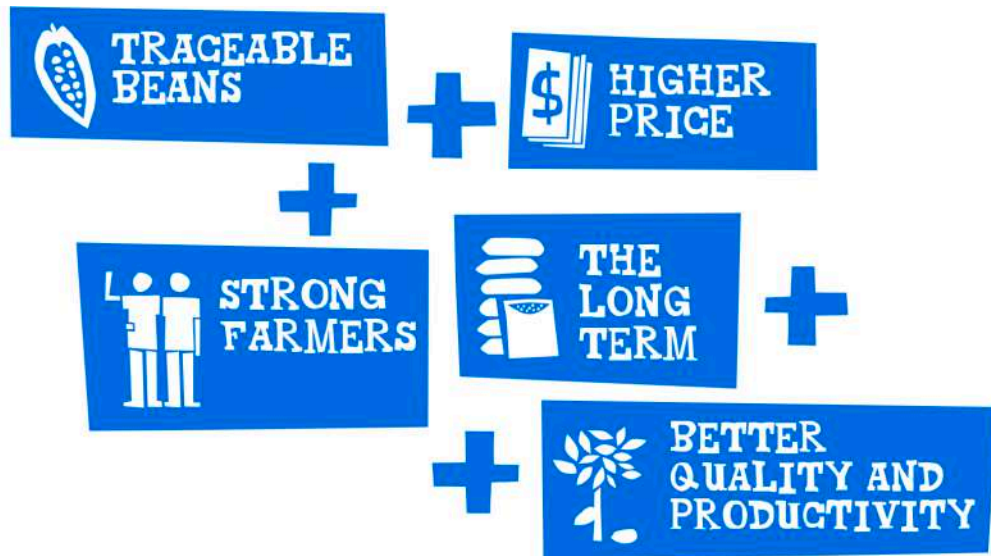
With our chocolate we show that we can do business another way. Without slavery. We follow five principles for this. More on that on the next page.

## Tony's inspires to act

We want to inspire others to also take action. We look for chocolate producers who want to follow us and use our principles. Only that way we can make 100% slave free chocolate the norm!

# TONY'S RULES

We want to lead by example at Tony's Chocolonely. To provide a proper example, we created 5 rules, or principles, guiding how we do business.



## 1. Traceable beans

All cocoa beans used by Tony's Chocolonely are traceable. That means we know exactly where they come from. Sounds logical right? It isn't, it's quite special. Most chocolate brands have no idea where their beans come from. They just buy from a trader and they don't know the farmers.

Tony's works directly together with farmers from several cooperative. In Ivory Coast they are Kapatchiva, Ecojad and Ecam. In Ghana we work with ABOCFA



Our value chain specialist Arjen visiting the Kapatchiva cooperative in Ivory Coast.

## 2. Strong farmers

We try to help cooperatives where we can, in order to become that much more stronger. Think training and schooling, in leadership, governance or English.



# TONY'S RULES



Tony's Arjen & Femke pay Tony's premium to a Kapatchiva farmer in Ivory Coast

## 4. Beter quality and productivity

We help the farmer to get more and better quality cocoa beans. A lot of cocoa farmers produce less beans than they could, missing income. Through the extra premium we can bring these farmers in contact with experts that help them maximise their harvests and earnings.



Tony's Arjen gives a new cocoa plant. This little plant will grow into a fine new cocoa tree

## 3. A higher price

We pay farmers extra money, an extra premium for our cocoa beans. So the farmers get from the cooperative:

1. The money for the cocoabeans
2. The Fairtrade premium
3. Tony's Chocolonely added premium

With this money the farmer can earn a living wage and provide for his family. The children don't have to help and can go to school!

## 5. Long term commitment

We work together with farmers for a minimum of 5 years. That way, the farmers are sure they can sell their harvest to Tony's for at least 5 years.

This is very helpful, because it creates room for investments in important stuff like new tools, or trainingsgen.

We try to get to know our partners in West-Africa, and visit a couple of times each year.



A Tony's cocoa farmer with his whole family in Ghana.

# WORKING AT TONY'S



This is Femke our chain director

## What do you do at Tony's

I am responsible for our relationships with cocoa farmers in Ghana and Ivory coast. I buy the beans and strengthen our ties with partner cooperatives.

## Do you have to travel a lot?

Yes! I travel to West-Africa about 6 times a year.

## What language do you speak with the farmers

In Ghana they speak English and in Ivory coast we speak French.

## What bar is your favorite?

Especially milk bars, but to be honest I love them all.

## What do you like most about your job?

I love working together with a lot of different people, travel a lot and contribute to a better world.

# CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE

Tony's slogan.



And? Did we make good on our promise? We hope so! We hope you know all about chocolate now; where it comes from, how the cocoa chain works and what we do at Tony's Chocolonely.

Now it is up to you, to make a wonderful talk from all this information. When it's done, will you share it with us? We like that!

Good luck!