

HI THERE!

We're Tony's Choclonely, a chocolate company on a mission to change the chocolate industry from within. Right now, exploitation is all too common in the chocolate industry, and farmers earn well below a living wage. This creates a desperate situation for farmers and forces them to resort to illegal forms of labor. Today there are more than 1.56 million cases of illegal child labor and 30,000 cases of modern slavery in the cocoa industry. We exist to change that, with chocolate that is as tasty as it is impactful.

How are we going to achieve that? Well, it won't be easy. But we'll get there with the help of Tony's roadmap. Our roadmap has 3 pillars and shows us the way to a sweeter chocolate industry.



1. CREATE AWARENESS

You can't solve a problem if you don't know it exists. That's why the first step in our roadmap is to create awareness! The more people that know what's going on and choose to join us in our mission to change the industry, the sooner it'll become the norm.

2. LEAD BY EXAMPLE

We lead by example to prove that chocolate can be made free from exploitation.

We've accomplished this with a simple, but not easy, recipe for responsibly sourced cocoa that we call our 5 Sourcing Principles:



TRACE THOSE BEANS



PAY A HIGHER PRICE



SUPPORT STRONG FARMERS



GO FOR THE LONG TERM



FOCUS ON QUALITY AND DIVERSIFICATION

3. INSPIRE TO ACT

We want to end exploitation in the entire chocolate industry, not just in our supply chain. And that means getting every other chocolate company to join in. Together with governments, retailers and choco fans like you we can put pressure on the industry to change for the better!

Ultimately, we can't achieve our mission alone. We need everyone's help to get there. And our friends at Fairtrade and B Corp are a big help for us. Not only do they signal that we care about fair pay for fair work and use the power of the market for good, but they also encourage us to raise the bar with their certification assessments.

**We need your help to achieve our mission too.
So, are you in?**

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learn more on our website here

