TOWARDS A SUSTAINABLE CHOCOLATE VALUE CHAIN

What benefits from origin local processing?
CÉMOI, A UNIQUE MODEL

A sector method to produce quality chocolate

MASTERY OF COCOA BEANS
- Plantations
- Program
- Agronomy
- Certification
- Quality & Expertise

Transforming the bean into liquor
- Independance
- Taste
- Traceability

Transforming the cocoa bean into chocolate
- Technological expertise
- Industrial performance
- Différentiation

From chocolate to products for general consumptions
- Expertise seller and consumer’s market

COUNTRY THAT PRODUCES COCOA

COUNTRY THAT PRODUCES CHOCOLATE
SHARE IN THE VALUE CHAIN OF CHOCOLATE

*how to increased added value at origin?*

**Globally**

Farmers capture just 6-7 percent of the cost of a chocolate bar

**Peru**

Source: Cocoa Barometer, 2015 – Technoserve, Building a Sustainable and Competitive Value Chain in Peru, 2015
CHOCOFUN, A LOCAL IVORIAN BRAND

Chocofun c'est:
Du choco (sous toutes ses formes) et du fun pour toute la famille et pour tous les jours...

Un thème de campagne ancré dans la culture urbaine locale...
CEMOI - Overview

3 Generations
An independent family owned Company, Heirs of a tradition dating back to 1814

260,000 Tons
Product sales
- 51% Business to Consumer
- 49% Business to Business

22 Sites
with 14 in France

3400 employees
with 2350 in France

145,000 Tons
Of cocoa beans purchased yearly, represents 3% of global harvest

€820 Millions
Turnover
- 54% France
- 37% Europe
- 9% outside Europe

1st French Chocolatier

€150 Millions
Invested over 10 years