



TOWARDS A SUSTAINABLE CHOCOLATE VALUE CHAIN

What benefits from origin local processing ?

L'engagement



La passion



Le partage



L'innovation





A sector method to produce quality chocolate



COUNTRY THAT PRODUCES COCOA

COUNTRY THAT PRODUCES 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

- Techological expertise
- Industrial performance
- Différentiation

From chocolate to products for general consumptions

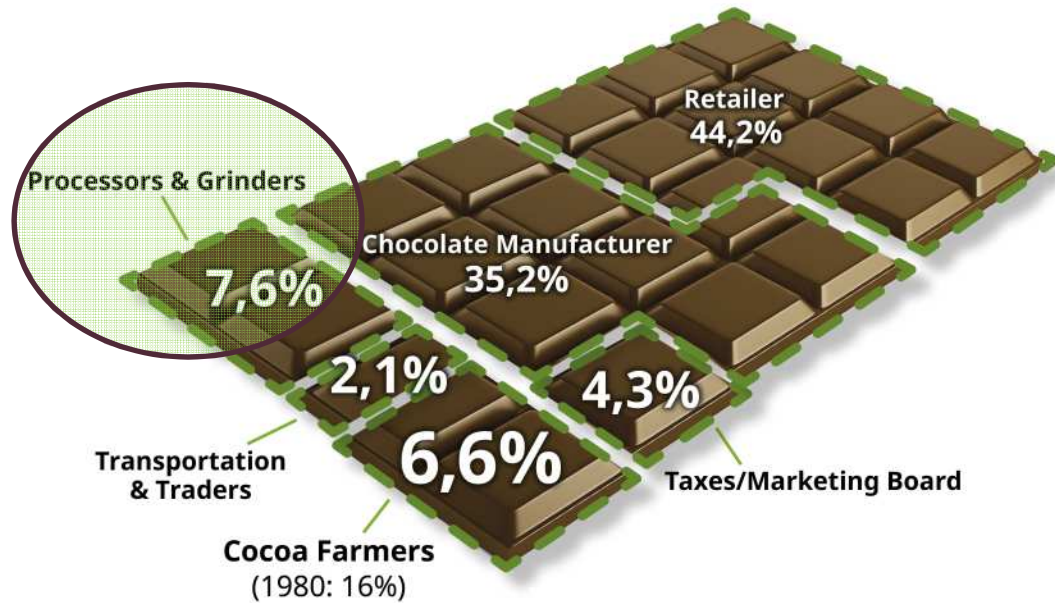
- Expertise seller and consumer's market



SHARE IN THE VALUE CHAIN OF CHOCOLATE

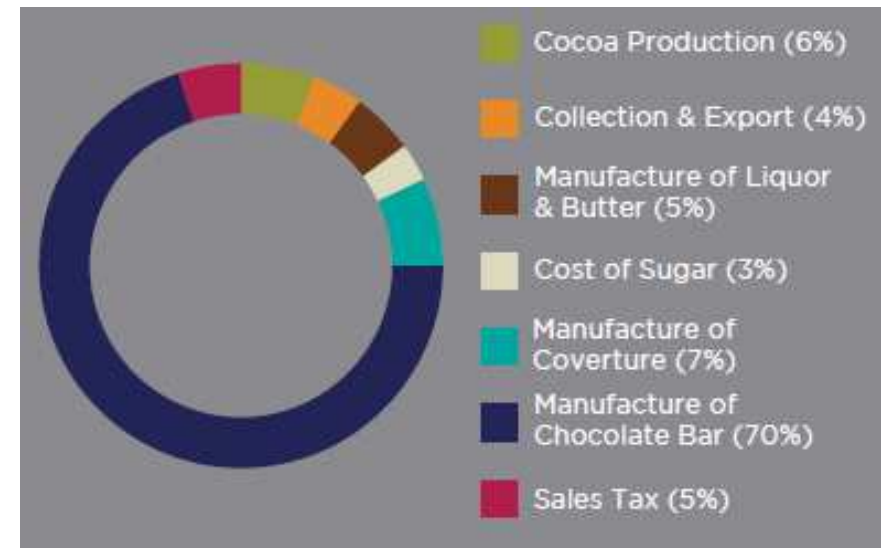
how to increased added value at origin ?

Globally



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

Peru





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 independant 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



€820 Millions



Turnover

- 54 % France
- 37 % Europe
- 9 % outside Europe



3400 employees

with 2350 in France

145 000 Tons

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



€150 Millions

Invested over 10 years



1st French Chocolatier

