



UNLOCKING THE POTENTIAL OF CHOCOLATE



Delicious chocolate! But fair for everyone?

Global chocolate sales

\$150+ billion

Existing value gap

75% of the world's cocoa comes from West Africa

1% of the world's chocolate is produced in West Africa

Poverty

Number of cocoa farmers in poverty: 90%

Deforestation

Loss of primary forest due to conventional cocoa farming: 25%

Child labour

Children working on the farms: 1,500,000

Use business to end poverty

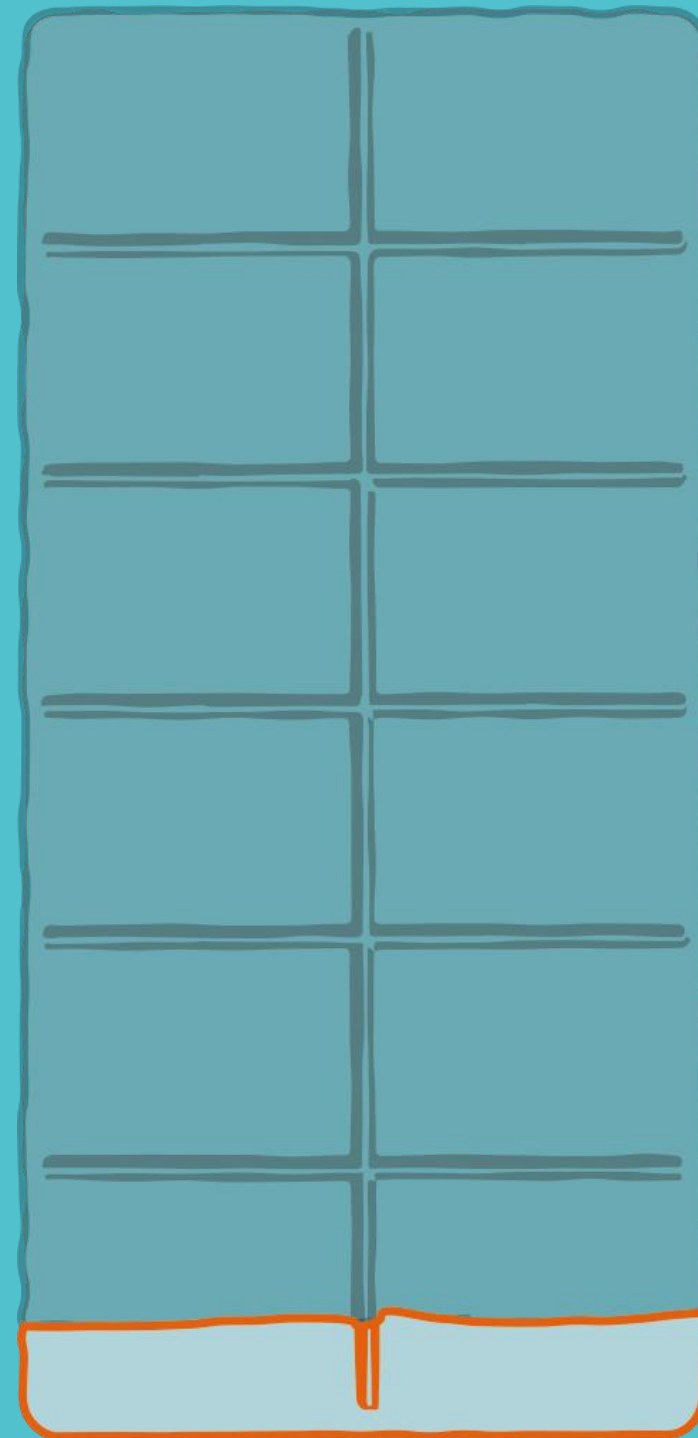
Chocolate
Made in Ghana

=

400% more
local income
at comparable
gross margin

US\$ 0.13

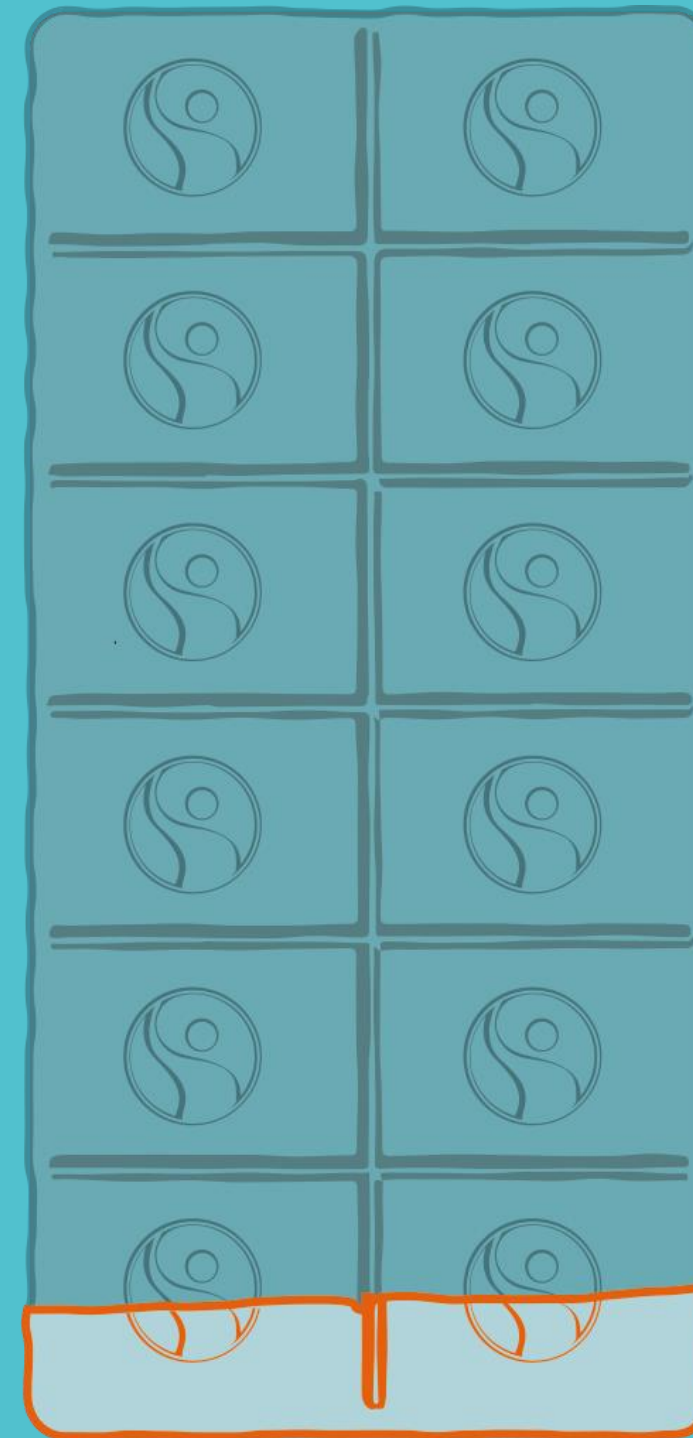
income staying in country
of origin per chocolate bar



**Conventional
chocolate**

US\$ 0.16

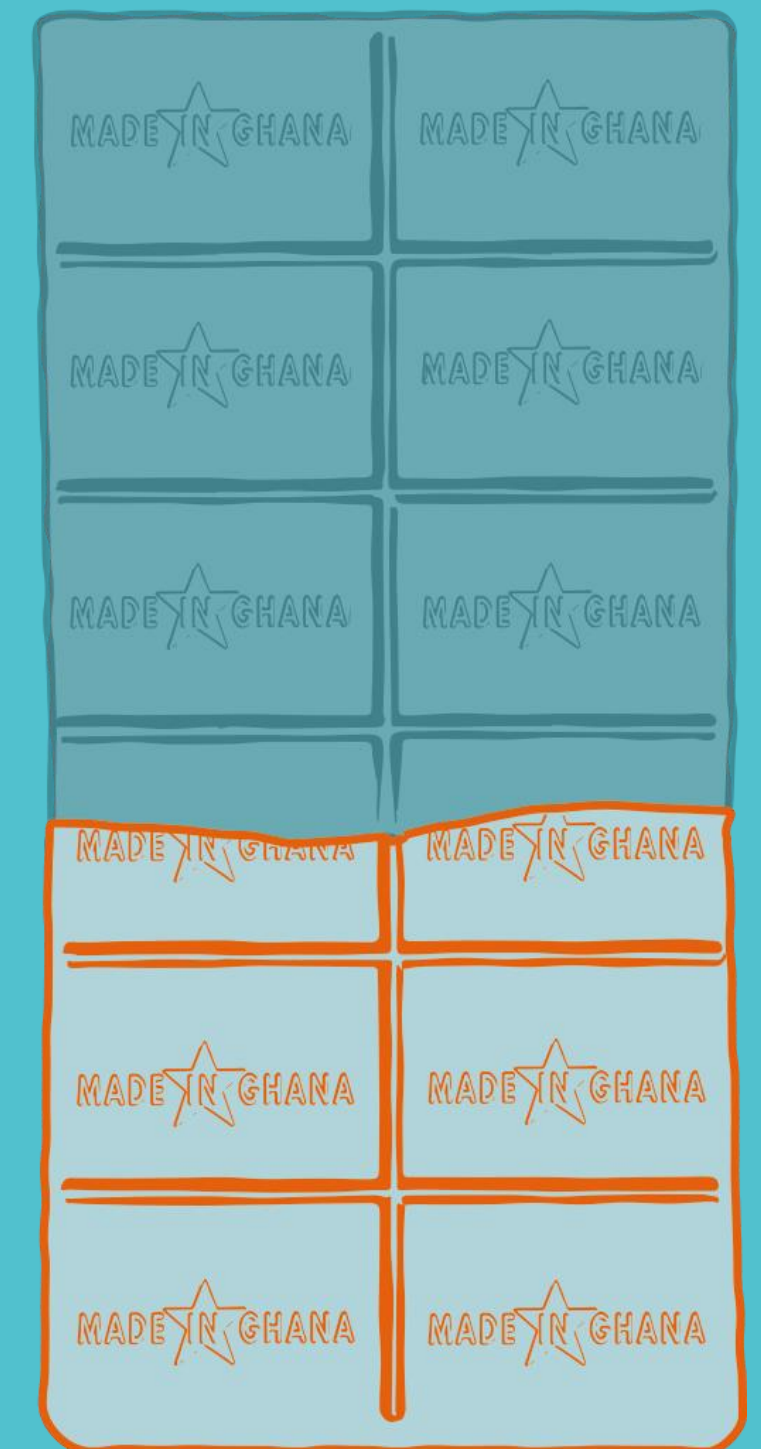
income staying in country
of origin per chocolate bar



Fairtrade

US\$ 0.74

income staying in Ghana
per chocolate bar



fairafric

The fairafric flywheel effect



Establishing new industries

The economic engine fairafric is building combined with rising local incomes, will lead to the growth of new industries.

Dynamic Agroforestry

Increasing biodiversity
Highest organic premium for farmers in West Africa
Income diversification for farmers
Captures up to 4x CO2 emissions



Create a local supply chain ecosystem

fairafric sources as much as possible locally to build an ecosystem. This creates more indirect jobs.

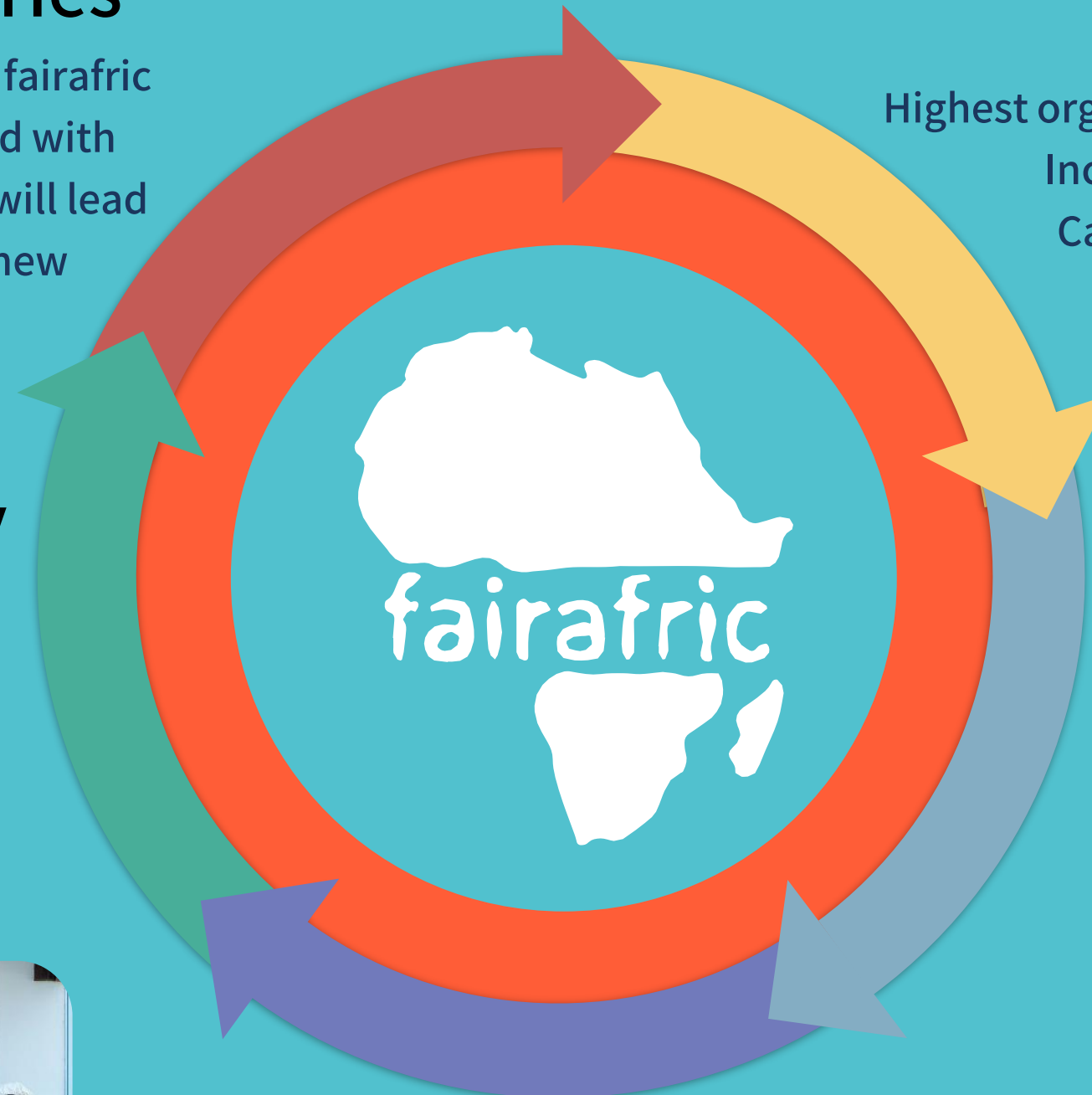


Job creation & education

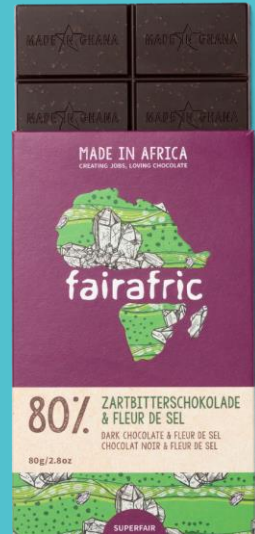
Creation of 206 direct jobs
40% women in management
Ghana's first chocolate school
Salary 4x local minimum wage
Free healthcare + pension plans

World's first solar powered organic chocolate factory

50 M bars per year capacity
100% biodegradable packaging
578 solar panels



On everybody's lips



fairafric brand

Markets: Europe & Ghana

Products: Handmade products + chocolate bars



Contract manufacturing

Markets: USA, Australia, Europe, China

Products: Handmade products + chocolate bars



Semi-finished/Drops

Markets: Europe, Ghana

Products: Drops + sticks + couverture



Our mission



**10.000 jobs
US\$ 100 M
revenue**



Challenges to scale-up

1. Logistics infrastructure
2. Inter-African tariffs
3. Digitalization & high bureaucracy
4. Trade barriers
5. Trade finance

Logistics Infrastructure

1. Lead times & availability
2. Road/harbor infrastructure

Real life example: Mozambique

Lead time to EU: 45 days

Lead time to Ghana: 60 days



Inter-African tariffs

Despite the efforts of AfCFTA, Ghanaian businesses are affected by:

An average 12% tariff on all exports

Real life example: South Africa

Chocolate from EU: 0% tariffs

Chocolate from Ghana: 10%/25% tariffs





Digitalization & high bureaucracy

1. Individual import/export regulations per country
 2. Complex & individual customs procedures
 3. Low level of digitalization
- => Inconsistent standards

Real life example: Burkina Faso & Ghana
Waiting time at border: 1 week due to documentation

Trade barriers: No Ghanaian Milk chocolate in EU

fairafric used to sell milk chocolate in the EU
made from European milk powder.

Change of regulation:

Now even the **re-import of Ghanaian milk
chocolate into the EU is banned.**

fairafric lost 2 containers of product,
including a **financial loss of over €250,000**
due to the immediate change in regulations.





Trade finance

1. Terms of local banking partners
commercial catastrophe
2. Collateral/guarantee challenge
=> foreign funds can't use machines/
assets
3. Focus on **ticket sizes** of 5M\$+

Real life example: Working Capital:
Collateral: 150% sum loan amount
Interest: 17% in USD

It is possible

In less than 5 years and despite all challenges fairafric has managed to:

- Produce **climate-friendly** & **world-class** chocolate **made in Ghana**
- Create over **215 direct jobs**
- Sell its products on **5 continents**

To unlock the full potential of local value addition, we need one thing:

Your support!





Please reach out!

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**LET'S USE
BUSINESS TO
END POVERTY!**

