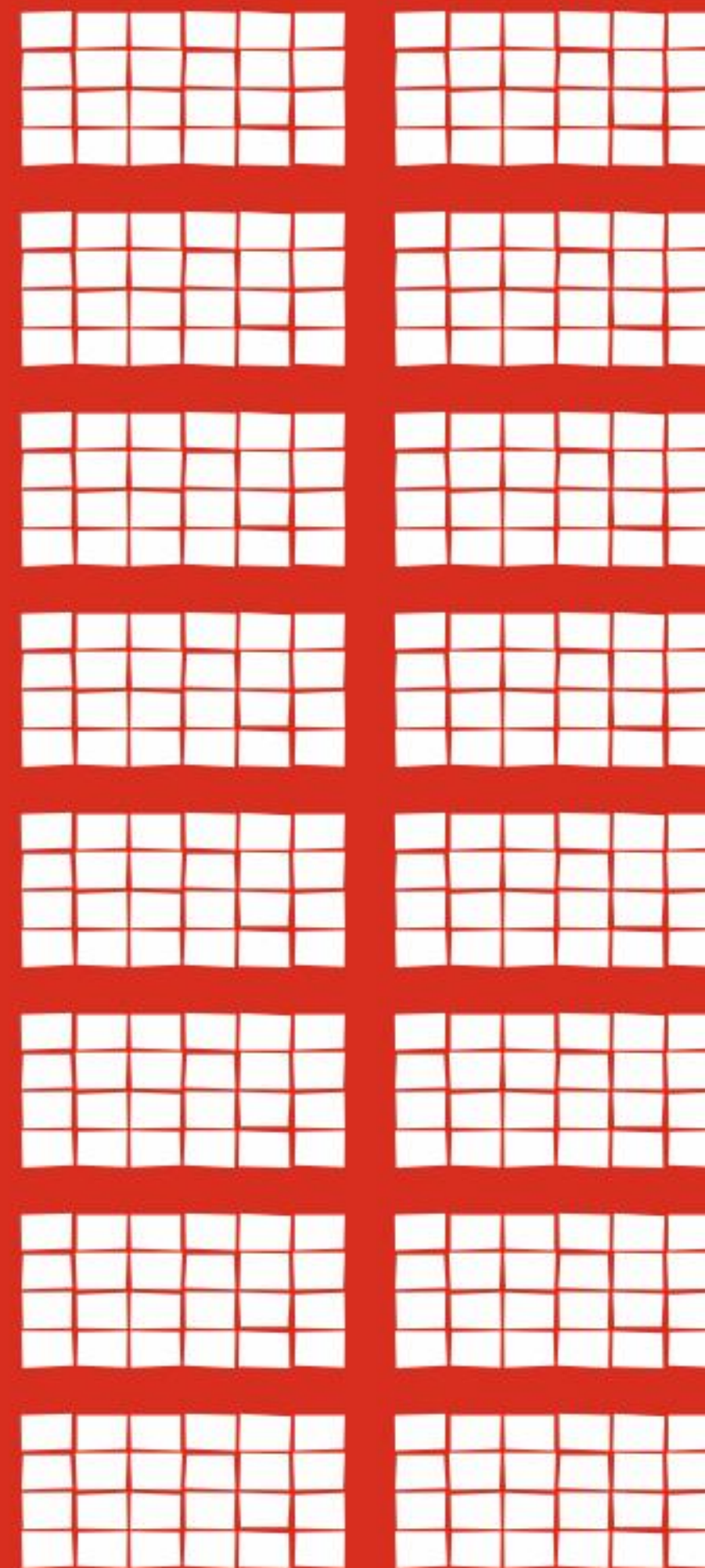


TONY'S CHOCOLONELY®

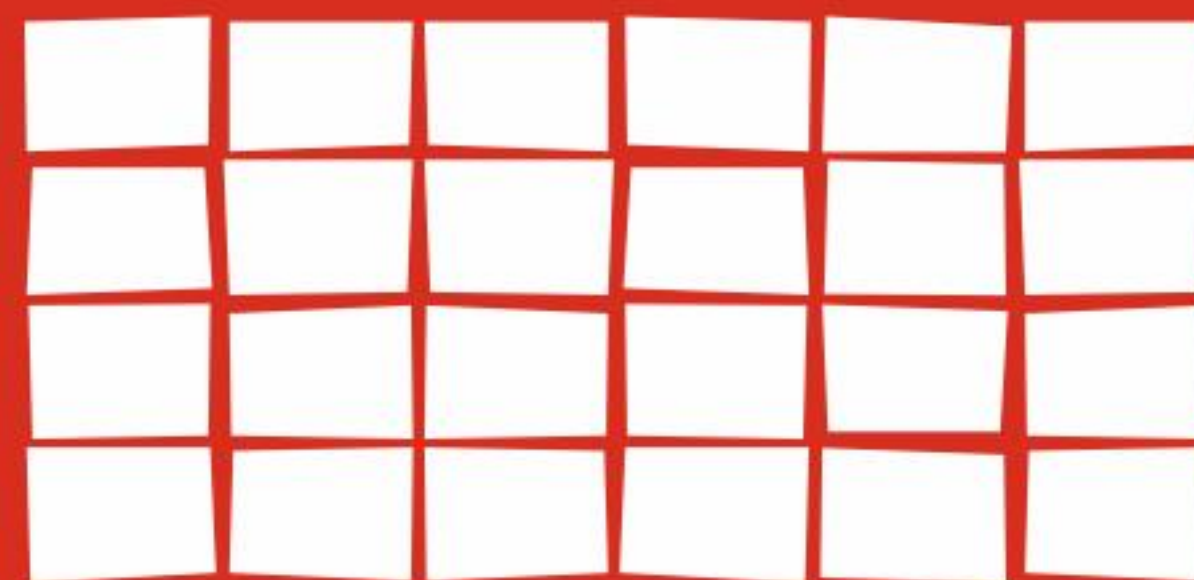
Ynzo van Zanten

Choco Evangelist



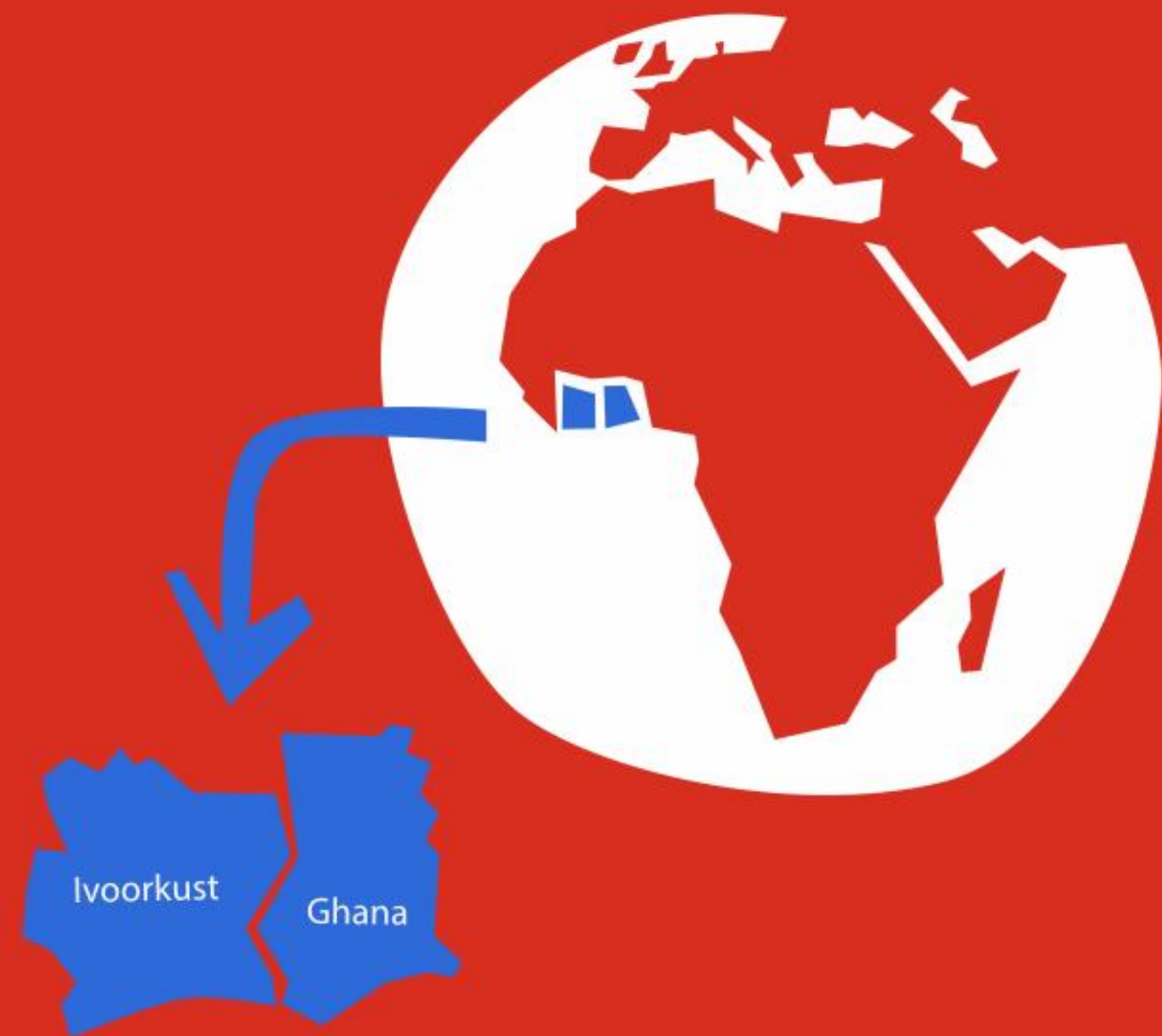


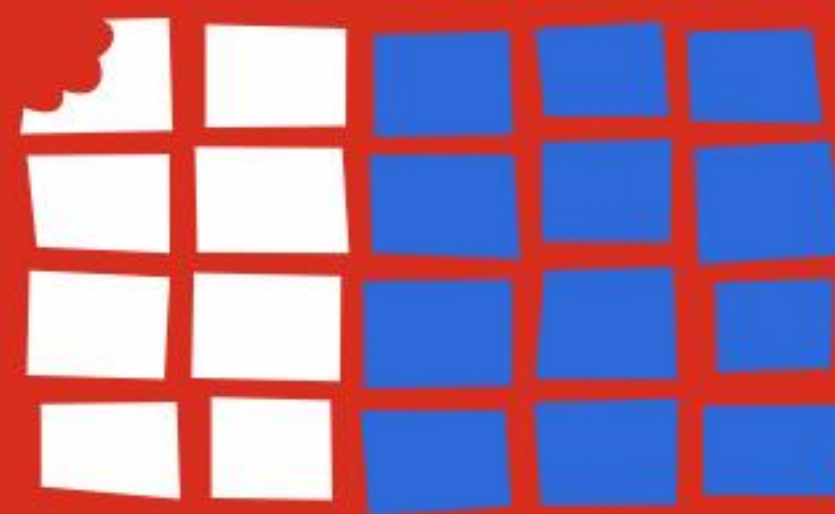
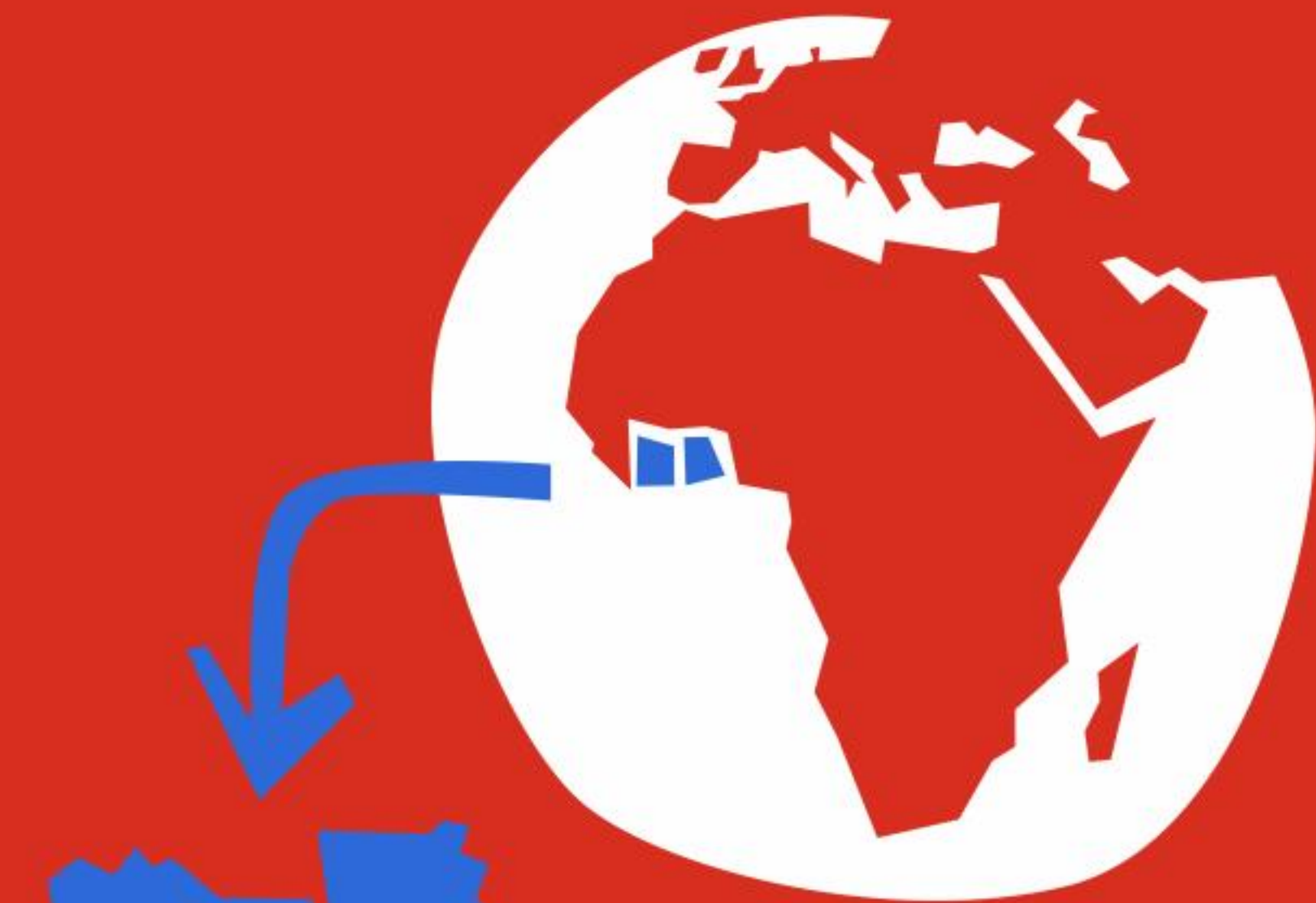
€ 0,12



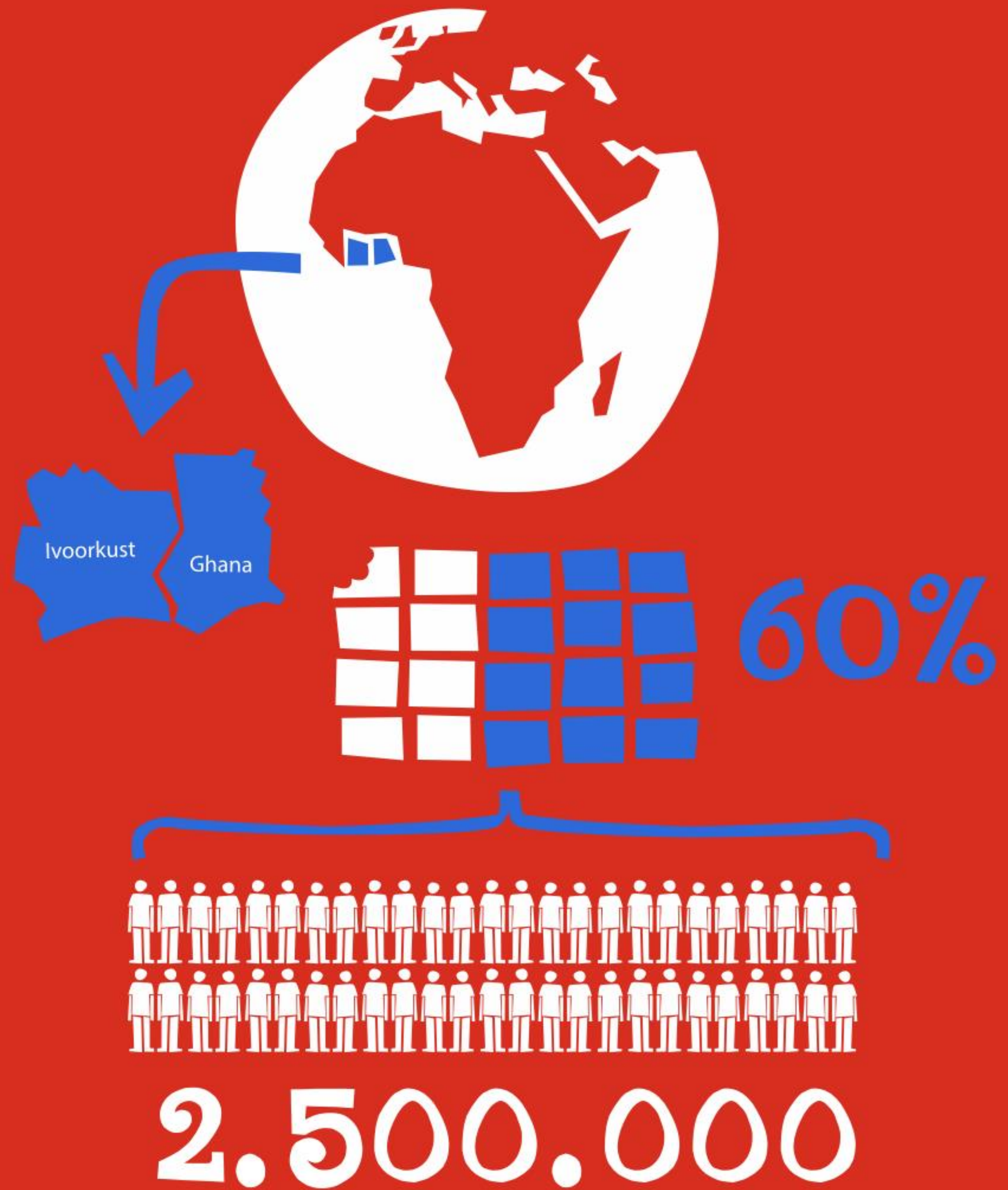
€ 2,65



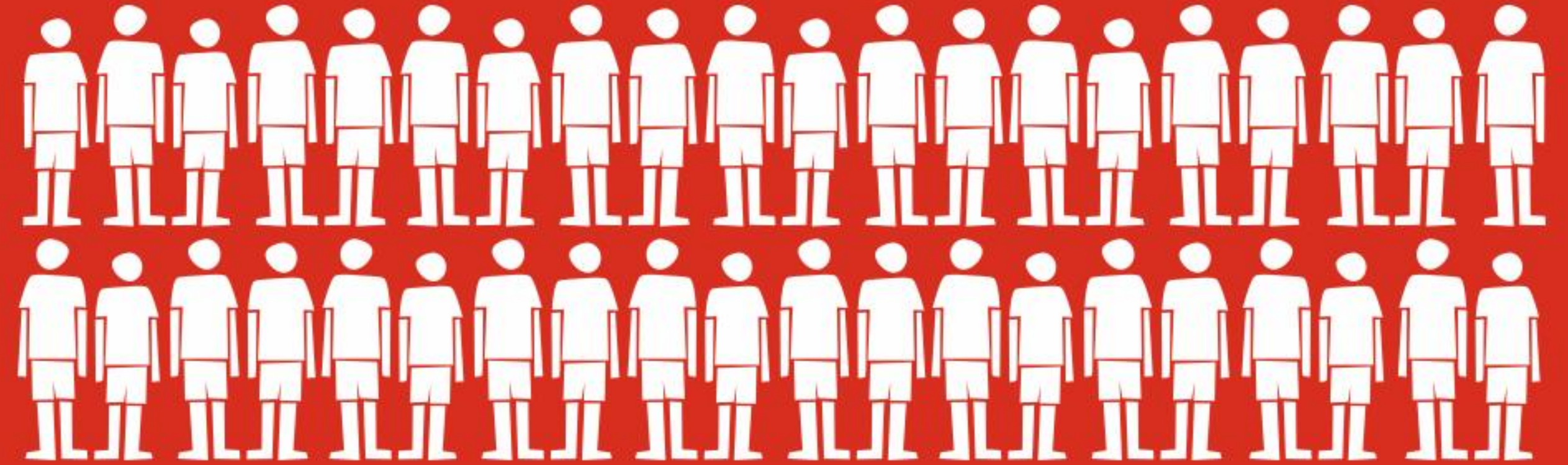




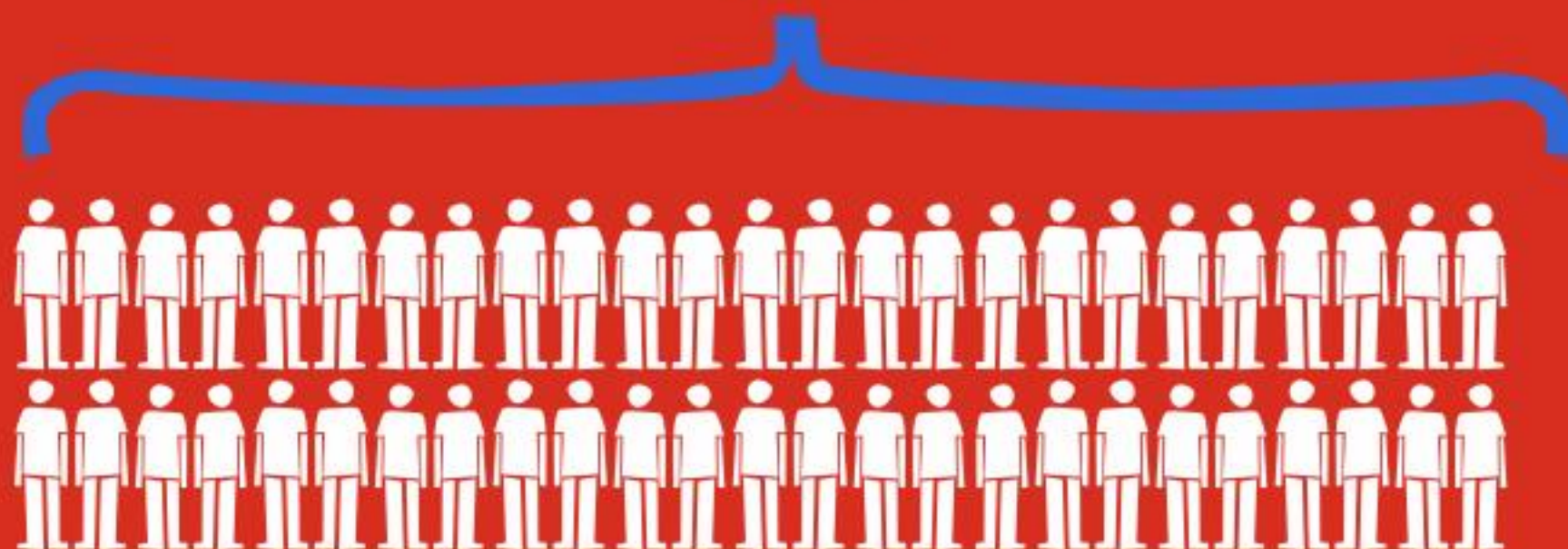
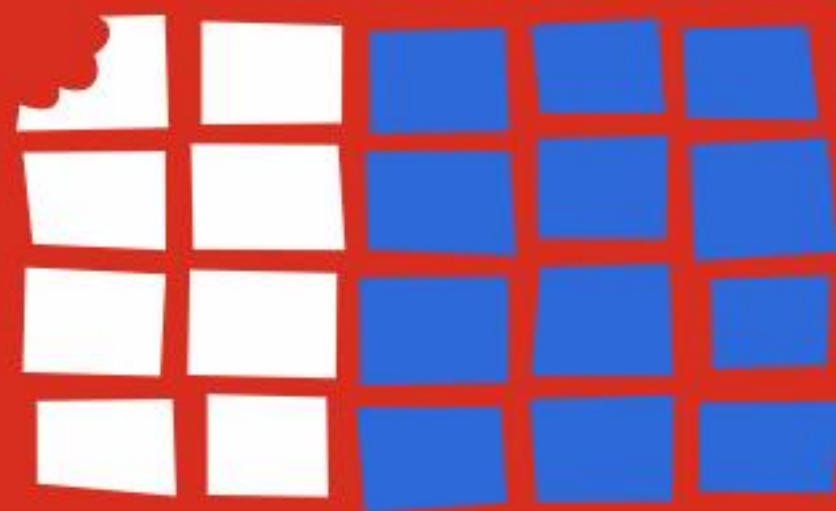
60%



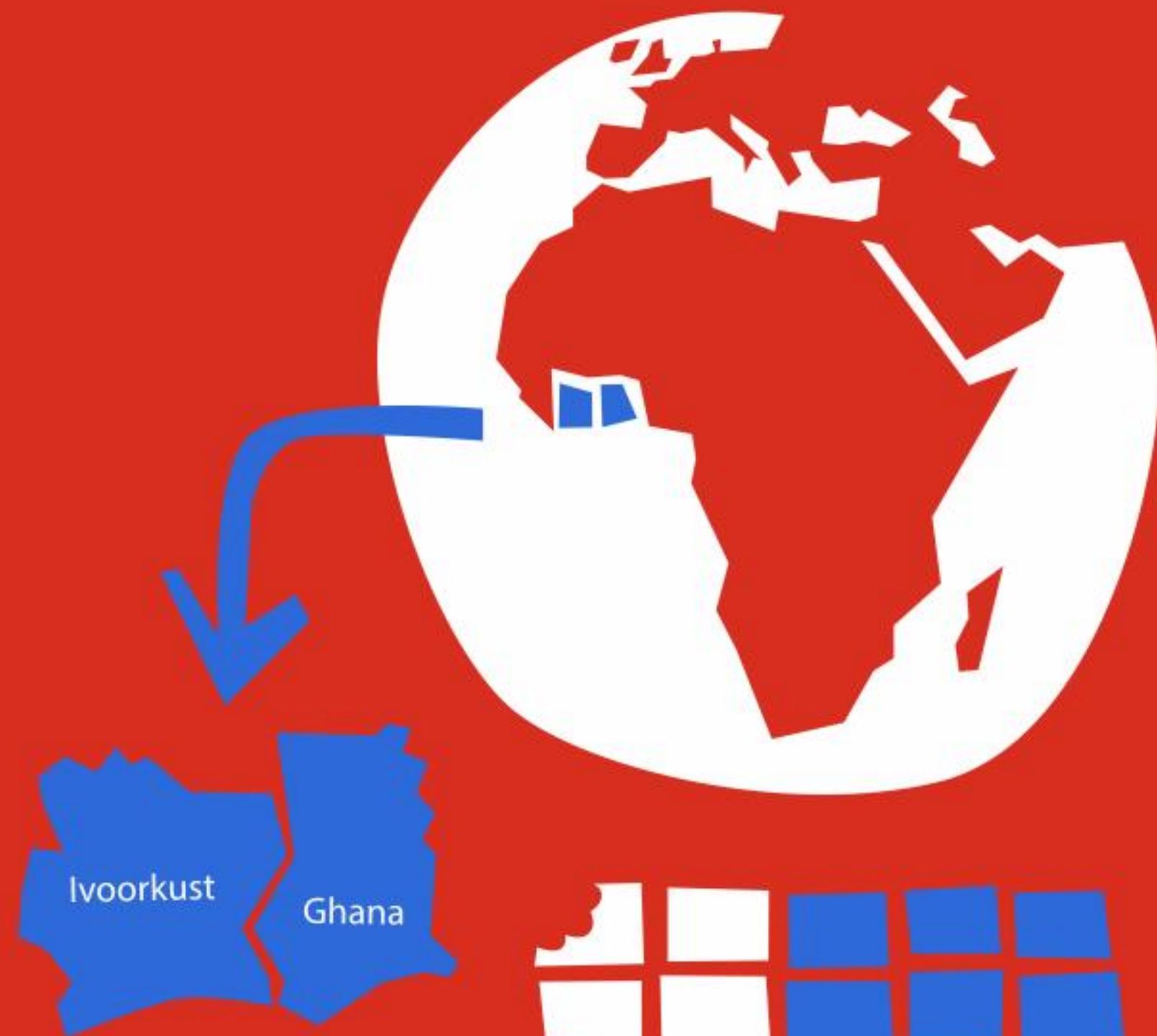
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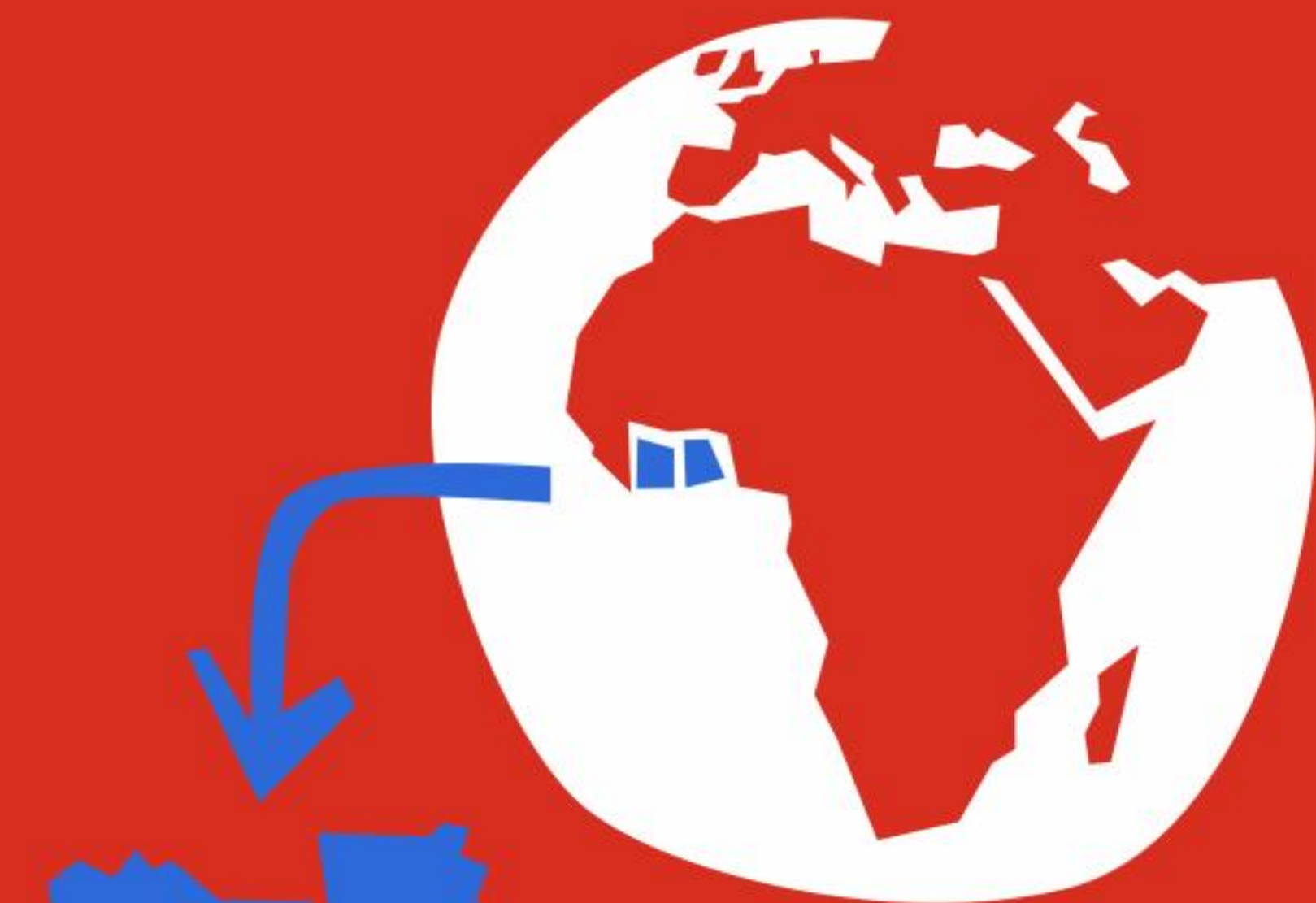


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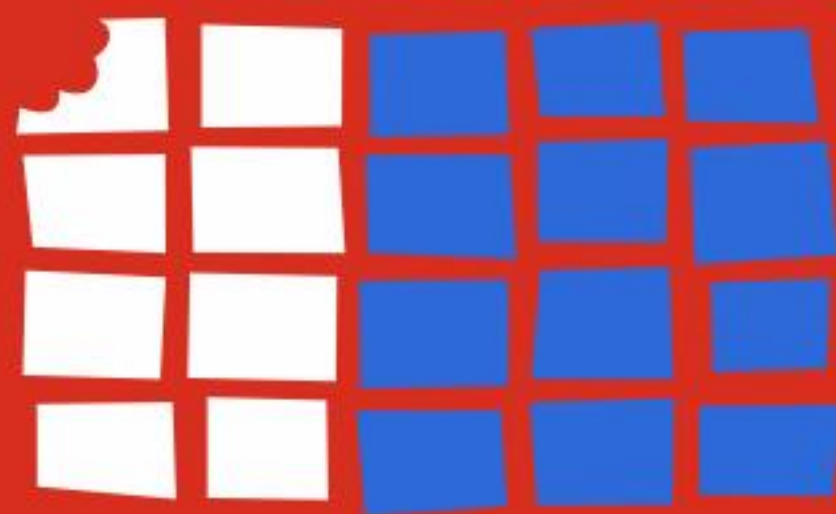
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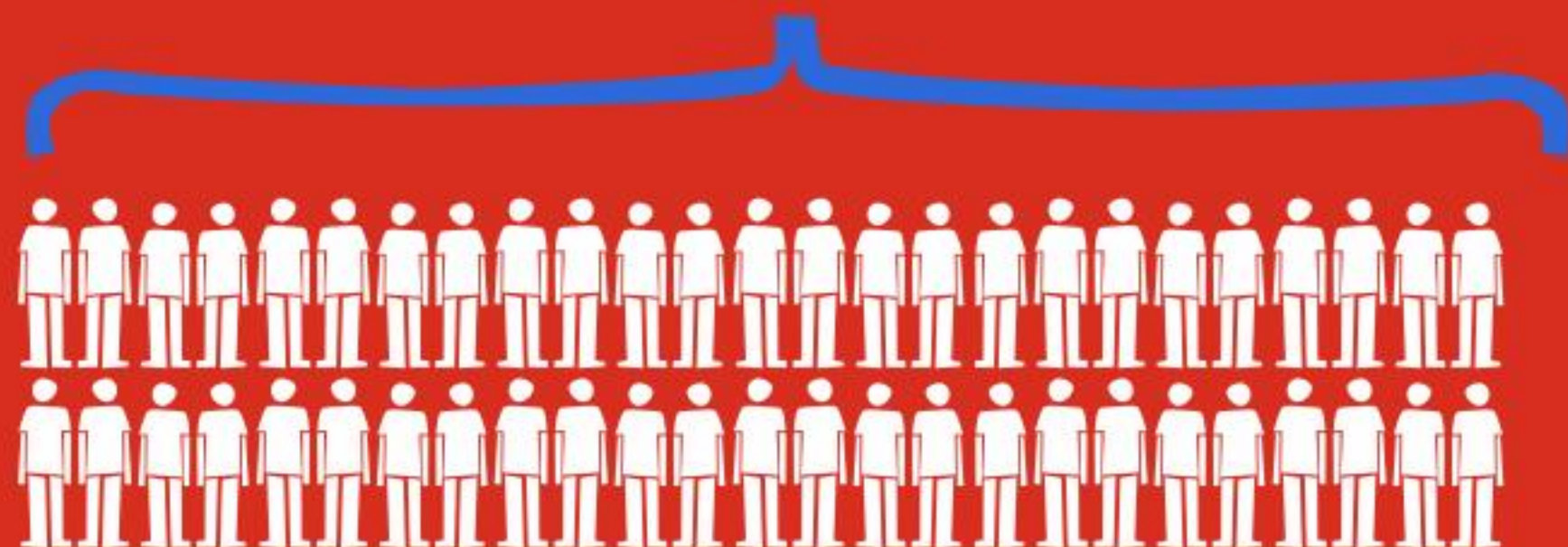


Ivoorkust

Ghana

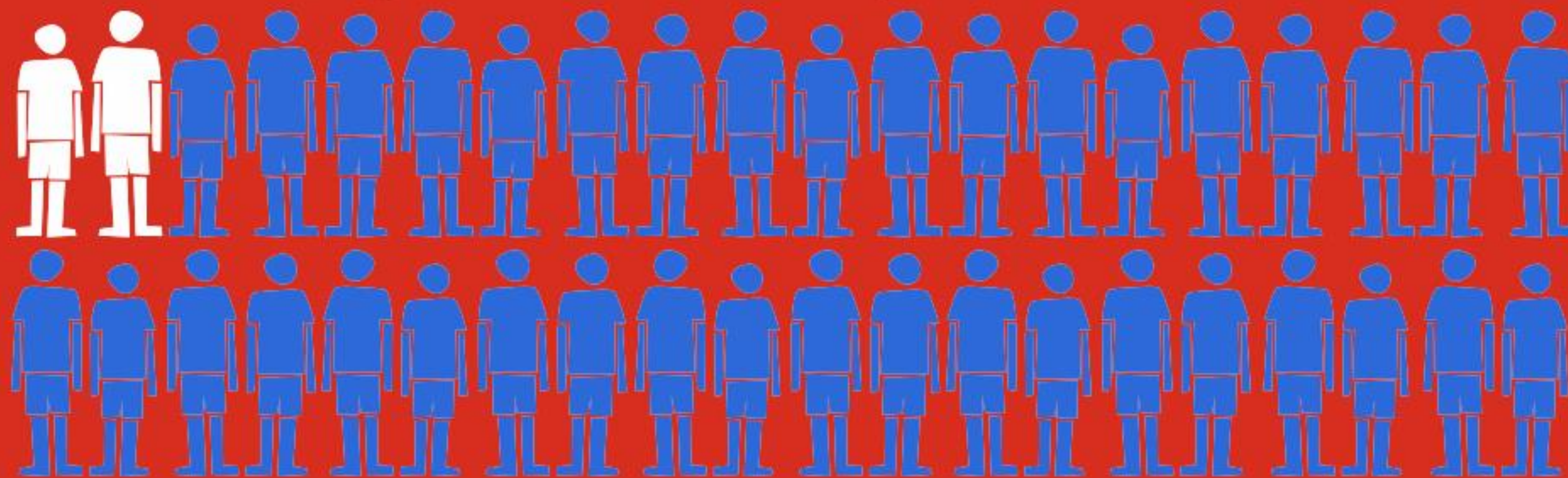


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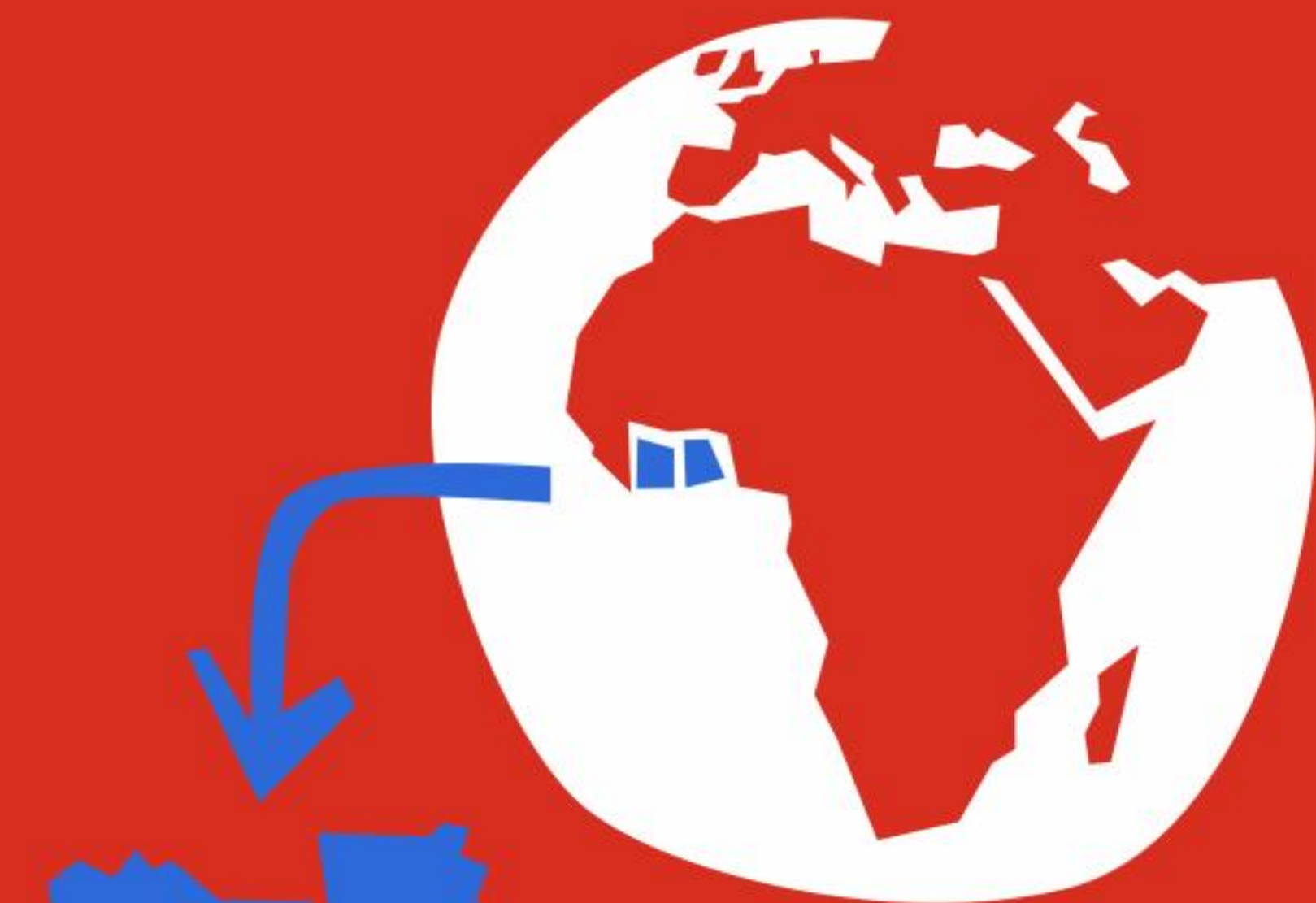


2.500.000

2.300.000

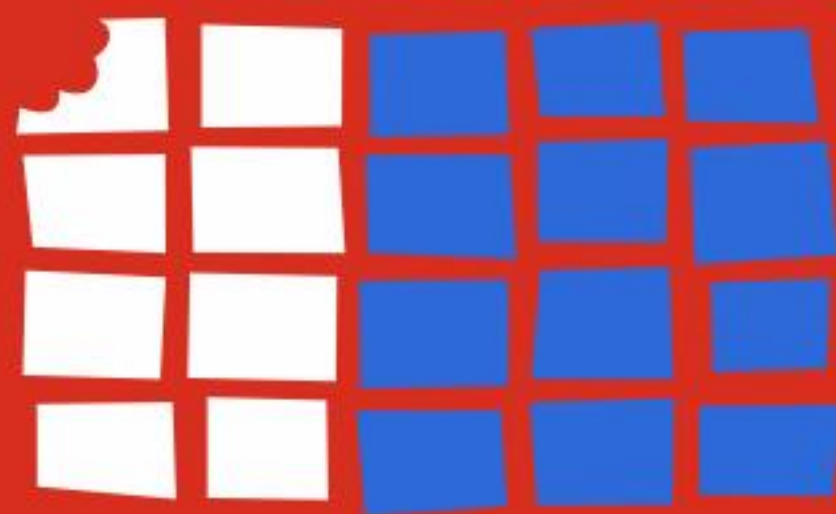


90%

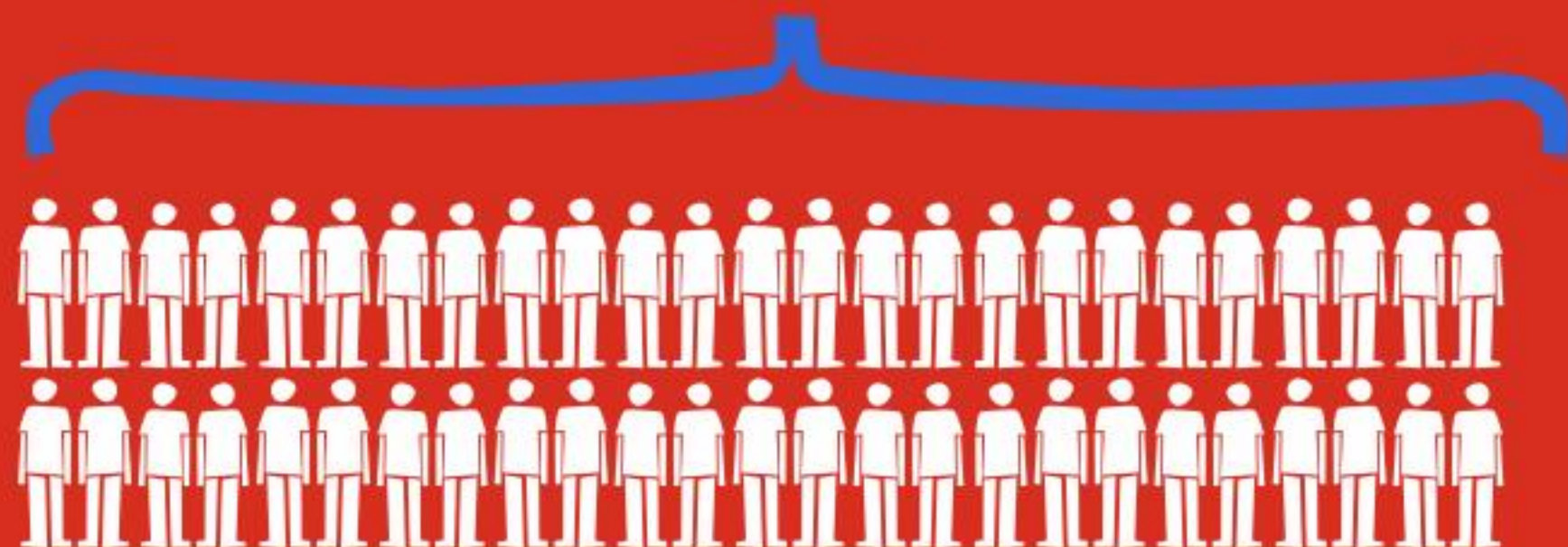


Ivoorkust

Ghana

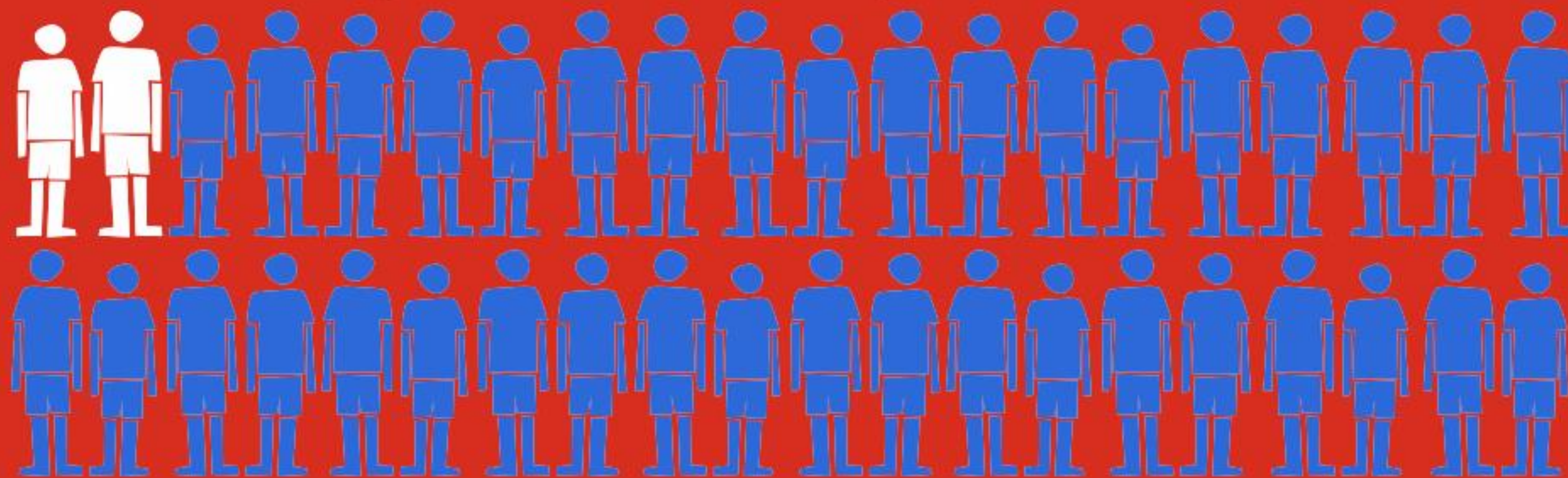


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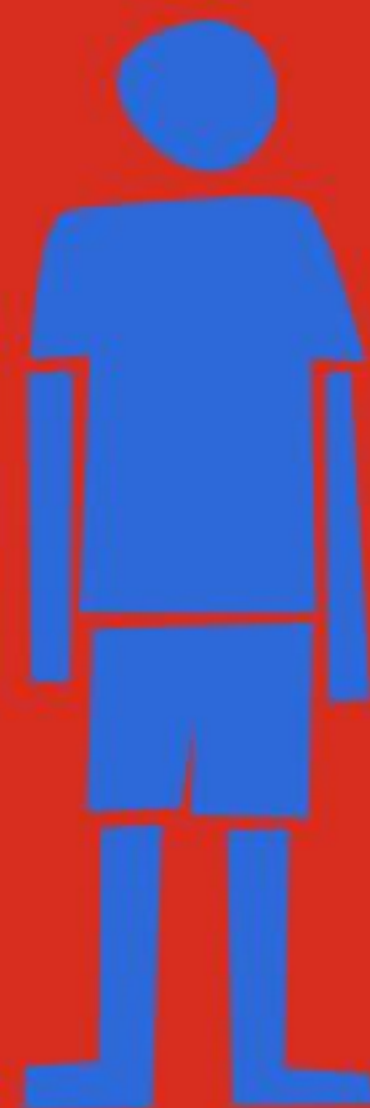


2.500.000

2.300.000



90%



90.000

HARKIN ENGEL PROTOCOL









“If you think you’re too small to
have an impact, try going to bed
with a mosquito in the room”

Annita Roddick

start 2005

create awareness

start 2012

lead by example

**the sooner,
the better**

inspire to act



start 2005

create awareness





start 2005

create awareness

start 2012

lead by example



TONY'S RECIPE FOR SLAVE FREE COCOA



**TRACEABLE
BEANS**



**HIGHER
PRICE**



**STRONG
FARMERS**



**LONG
TERM
RELATIONS**



**BETTER
QUALITY AND
PRODUCTIVITY**

start 2005

create awareness

start 2012

lead by example

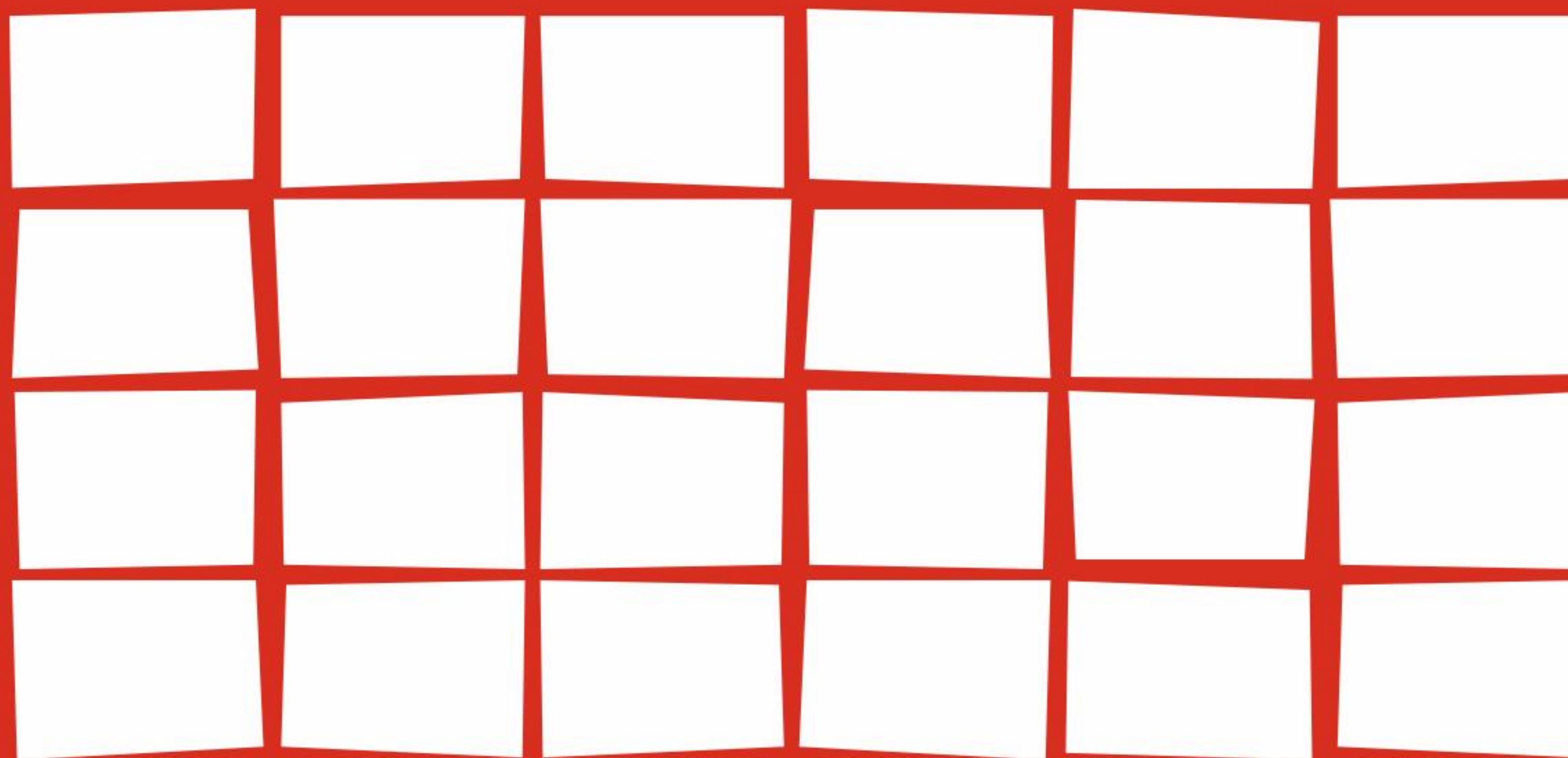
**the sooner,
the better**

inspire to act



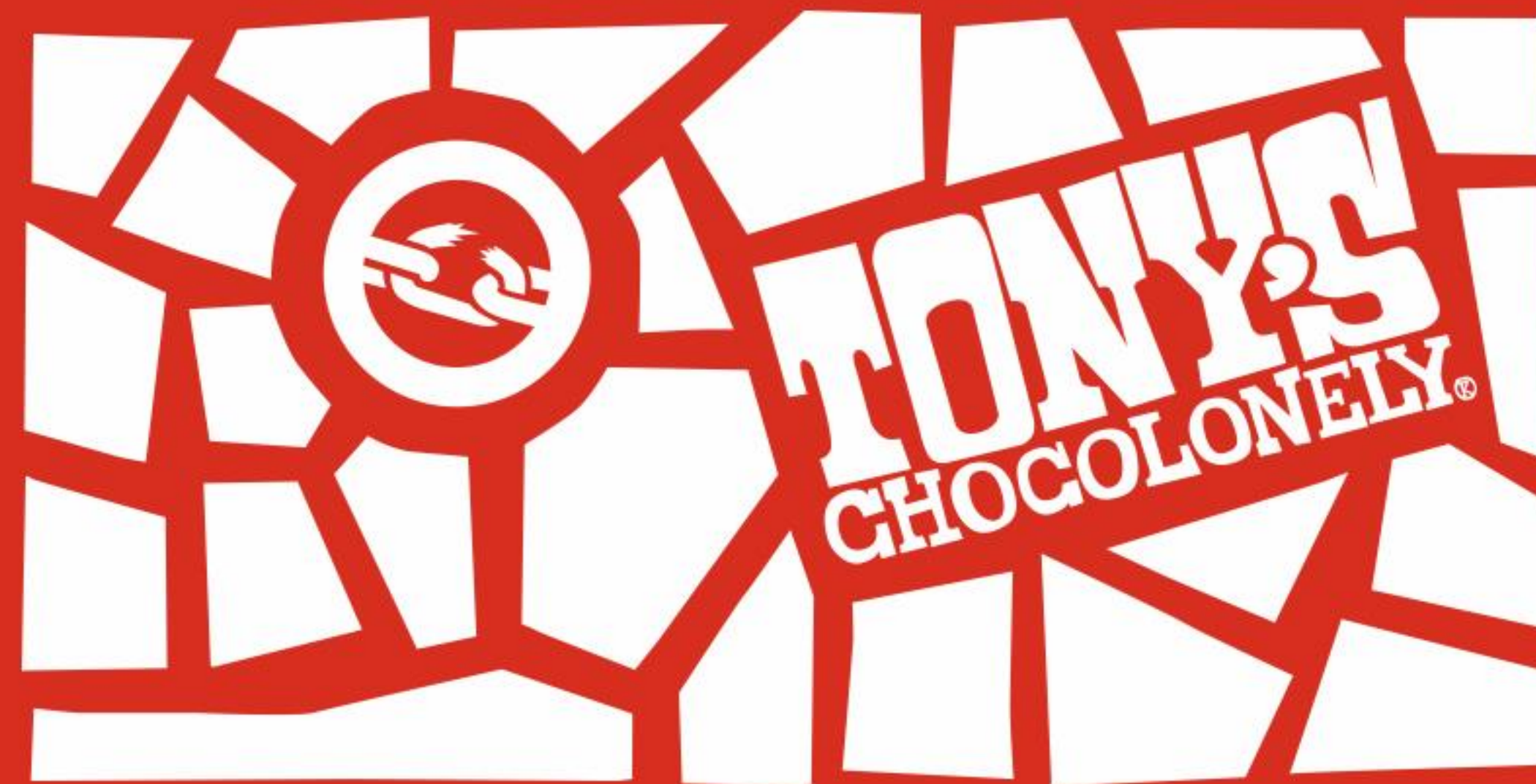
**CRAZY ABOUT CHOCOLATE,
SERIOUS ABOUT PEOPLE**

equally divided



unequally divided









“Once we know and are aware, we
are responsible for our action,
and our inaction.”

Jean Paul Sartre

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done!



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