

Session 2:

**PROFITABILITY WITH PRINCIPLES:
REIMAGINING THE CHOCOLATE INDUSTRY**



Joe Whinney
Founder and former
CEO of Theo Chocolate



Paul Schoenmakers
Head of Impact at
Tony's Chocolonely

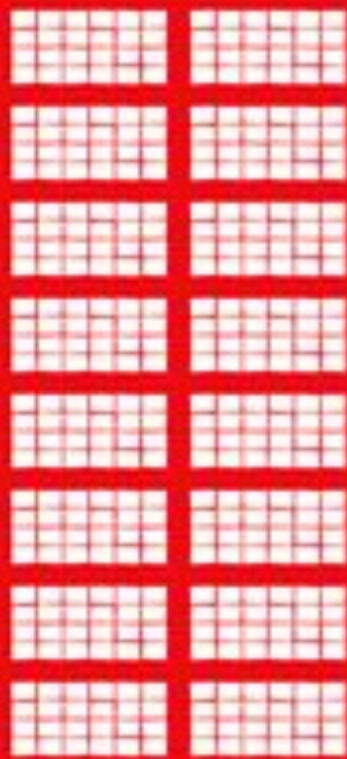


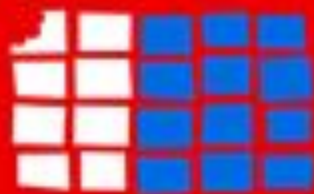
Stephanie Westhelle
Development Manager of Sustainability
& Partnerships at Fairtrade America

WEDNESDAY, JULY 29TH AT 10 AM PDT



Presentation Slides



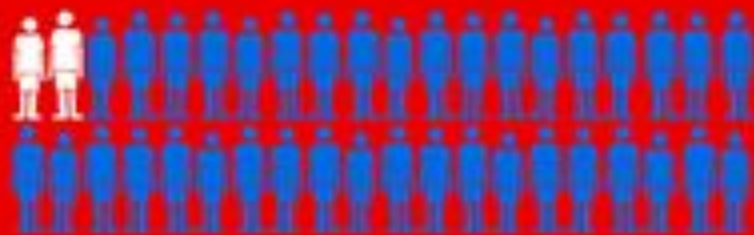


60%



2.500.000

2.300.000



90%



30.000

start 2005

create awareness

start 2012

lead by example

start 2019

inspire to act





TRACE-
ABLE
BEANS



A
HIGHER
PRICE



STRONG
FARMERS



THE LONG
TERM



QUALITY AND
PRODUCTIVITY



Chatroom Q & A

- **Question: How receptive have other companies been to joining/following Tony's example?**
 - A good example of how we can work with Big Chocos is Delicate.
 - You can check out our little case study here: tonysopenchain.com/participants/delicata-albert-heijn/
- **Are you using any crypto based natural resource measurement and tracking systems, such as the Regen Network, and if so what has been your experience to date?**
 - Website for Regen Network regen.network/
- **Question: Have you heard about this project? C'est qui le Patron ? Could this inspire some change also in the chocolate supply chain?**
 - lamarqueduconsommateur.com/euronews-whos-the-boss-you-article-en-anglais/