



 crazy about chocolate,  
serious about people

# TO THIS DAY, COCOA SUPPLY CHAINS REMAIN SOME OF THE WORST IN THE WORLD.



## POVERTY

Excessively low cocoa prices lead to a farmer income of only approximately \$0.78 per day.



## ILLEGAL LABOUR

More than 1,56 million children work illegally and 30,000 people are victims of modern slavery in Ghana and Côte d'Ivoire.



## DEFORESTATION

Ghana and Côte d'Ivoire are estimated to have lost 80-95% of their forests in the last 60 years. 1/3 of that the result of cocoa production.

**CREATE AWARENESS**

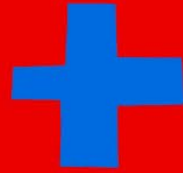
**LEAD BY EXAMPLE**

**INSPIRE TO ACT**

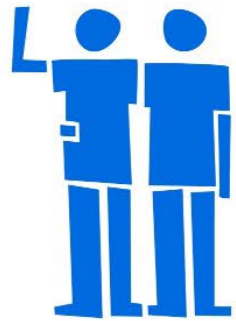
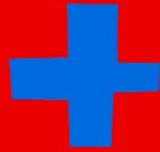




**TRACEABLE  
COCOA BEANS**



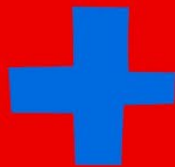
**A HIGHER  
PRICE**



**STRONG  
FARMERS**



**THE  
LONG-TERM**



**QUALITY AND  
PRODUCTIVITY**

**CREATE AWARENESS**

**LEAD BY EXAMPLE**

**INSPIRE TO ACT**



# Tony's Open Chain



**Tony's Open Chain now consists of 18 Mission Allies...**



# Tony's Open Chain's five interrelated Sourcing Principles

Using shared tools and approaches, we implement five sourcing principles in a proven, open, collaborative, complete, and multidimensional way.



## Traceable Beans

Traceability is responsibility. Beans for our bars are sourced directly from cocoa farmers and their cooperatives. We identify who produces the beans, and under which social, economic, and environmental conditions.



## A Higher Price

We pay a price on top of the current certification premiums to enable farmers to earn a living income and invest in their farms.



## Strong Farmers

Tony's Open Chain promotes professional farming cooperatives and farms, giving the farmers and their self-organized groups the power to structurally change inequality.



## The Long Term

We commit to cooperatives and farmers for at least five years, giving them income security and enabling them to make better, long term decisions about their businesses.



## Productivity & Quality

We help farmers professionalize: improve yields, diversity their crops and get access to markets.



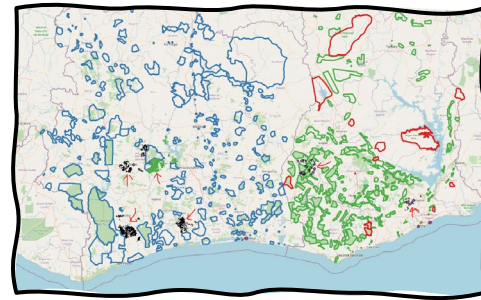


# We offer traceability on 3 levels



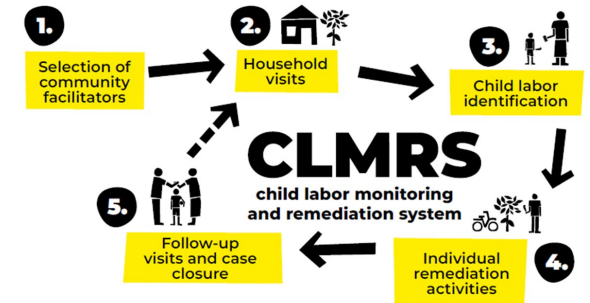
## Operational traceability

Full visibility of physical bean flow for the entire supply chain through our Beantracker.



## Environmental traceability

Detailed insights into farm size and farm location via polygon mapping checked against governmental forest maps.

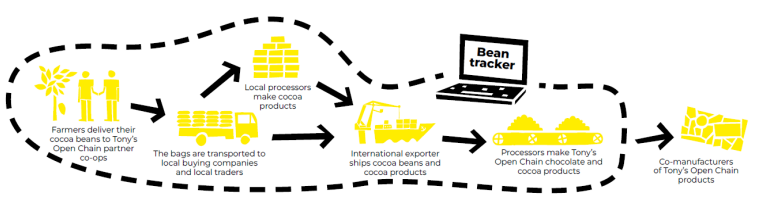


## Social traceability

Monitoring of social circumstances at household level, helping us to assess child labour risk and resolve cases we might find.

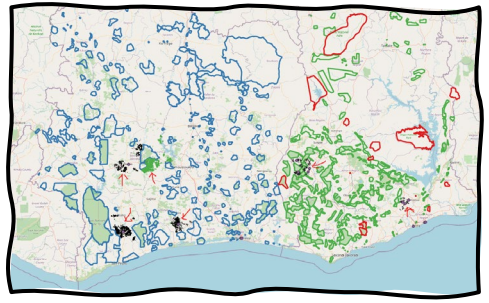


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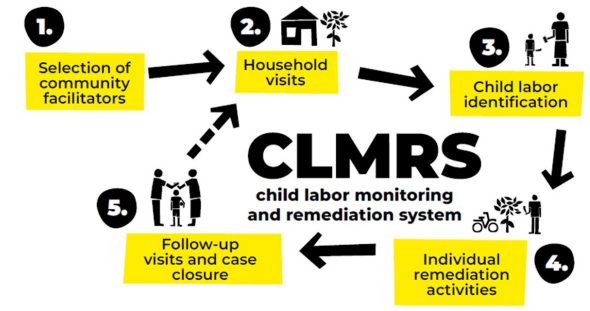
## Operational traceability

20/21	100%	% of cocoa in Tony's Open Chain couvertures/liquid chocolate and cocoa powder for our mission allies traceable up to Tony's Open Chain partner cooperatives.
21/22	100%	
22/23	100%	



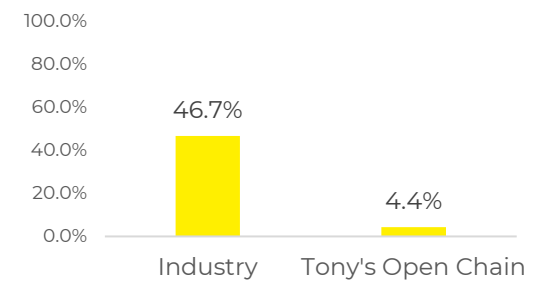
## Environmental traceability

20/21	100%	% of farms in the supply chain GPS mapped and assessed against protected areas
21/22	100%	
22/23	100%	



## Social traceability

1 in every 22 children in working illegally (versus 1 in every 2)





# Climate impacts on cocoa

12 farms were deemed non-compliant.



Since 1<sup>st</sup> January 2014 (Rainforest Alliance deforestation cutoff date)

**99.96%**

of Tony's Open Chain's supply chain is verified deforestation free.

Land use change analysis conducted by Satelligence of 29,236 farms.

Forest Loss Risk Index mapping showed that **0.2%** of farms have been identified as probably or likely to nearby deforestation.

→ These farms have been prioritised in our environmental efforts to ensure no deforestation will occur in the future.

