



Fair Trade Processes

Premium Single Origin Chocolates from Madagascar

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Fair Trade Processes: Premium Single Origin Chocolates



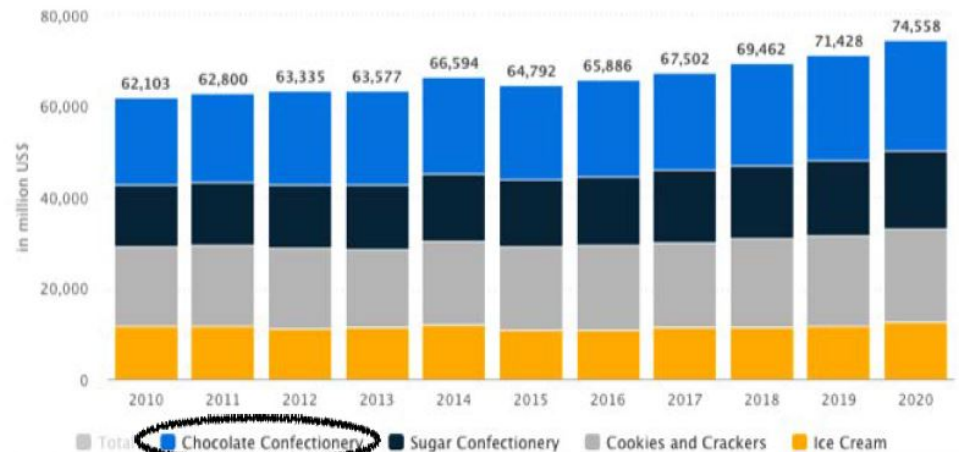
- ✦ Fair Trade Process
- ✦ The chocolate Supply Chain
- ✦ Various Types of Cocoa
- ✦ Chocolate product classification
- ✦ Madagascar premium single origin chocolates
- ✦ Other premium s/o fair trade chocolates
- ✦ Discussion and Tasting

Why Chocolate and Why Madagascar?

- ✦ Interesting Industry: Key players have remained the same for decades
- ✦ Innovation by smaller and “responsible” new entrants
- ✦ Familiarity
- ✦ Tasty!

Chocolate key to growth?

U.S. Confectionery Growth



Source: Statista, January 2017

Fair Trade Model

Fair trade is a partnership built on a network of relationships that

- ✦ respect people
- ✦ promote fair business practices
- ✦ protect the planet



Fair Trade Process and Promises



- ✦ Opportunities for the disadvantaged
- ✦ Transparency & accountability: Certification
- ✦ Building capacity & Promoting the model
- ✦ Paying fairly, good working conditions, rights of children
- ✦ Environmental stewardship
- ✦ Cultural Identity
- ✦ Caveat to the Fair Trade concept: Mainly driven by Large Companies