

21 January 2021

Innovations Session N°2

Grow local: Conquering local markets



INNOVATIONS
SERIES





CHOCOTOGO

IN A PARTICULAR CONTEXT OF COVID 19

- Chocotogo is a company that produces chocolate in Togo from Togolese cocoa beans
- It has two production sites: in Kpalimé and in Lomé
- Chocotogo processes organic cocoa from the Plateaux region into chocolate and other derived products: cocoa paste, roasted cocoa beans, spreads, etc.
- Chocotogo works with two producers' unions bringing together producers



OUR BUSINESS MODEL



- **Supporting sustainable organic cocoa production by purchasing cocoa from cooperatives producing organic cocoa.**
- **Purchasing cocoa beans at a fair price which is twice the market price.**
- **Awareness-raising on the consumption and processing of cocoa by producers, preserving old varieties such as the amelonado, ensuring quality.**
- **Chocotogo is the last link in the cocoa value chain in Togo.**
- **Value added to the national economy.**
- **Creation of employment and wealth for young people and women.**
- **Availability of cocoa products on the local market.**



ChocoTogo

QUE DE BONHEUR
Un bon début de semaine consommer Local
WHAT HAPPINESS
A good start to the week, consumer Local
WIE VIEL GLÜCK
Zum Start der Woche Lokal einzukaufen

www.chocotogo.com

+228 92 64 15 75 / 99 89 30 53 / 70 45 72 67



SOME INNOVATIONS AND SUCCESSES OF CHOCOTOGO in the particular context of COVID 19

7 Octobre



Theo, 3ans

JE CONSOMME
LOCAL,
ET TOI?

Observons ensemble,
Theo...

..Que consomme t-elle
LOCAL?

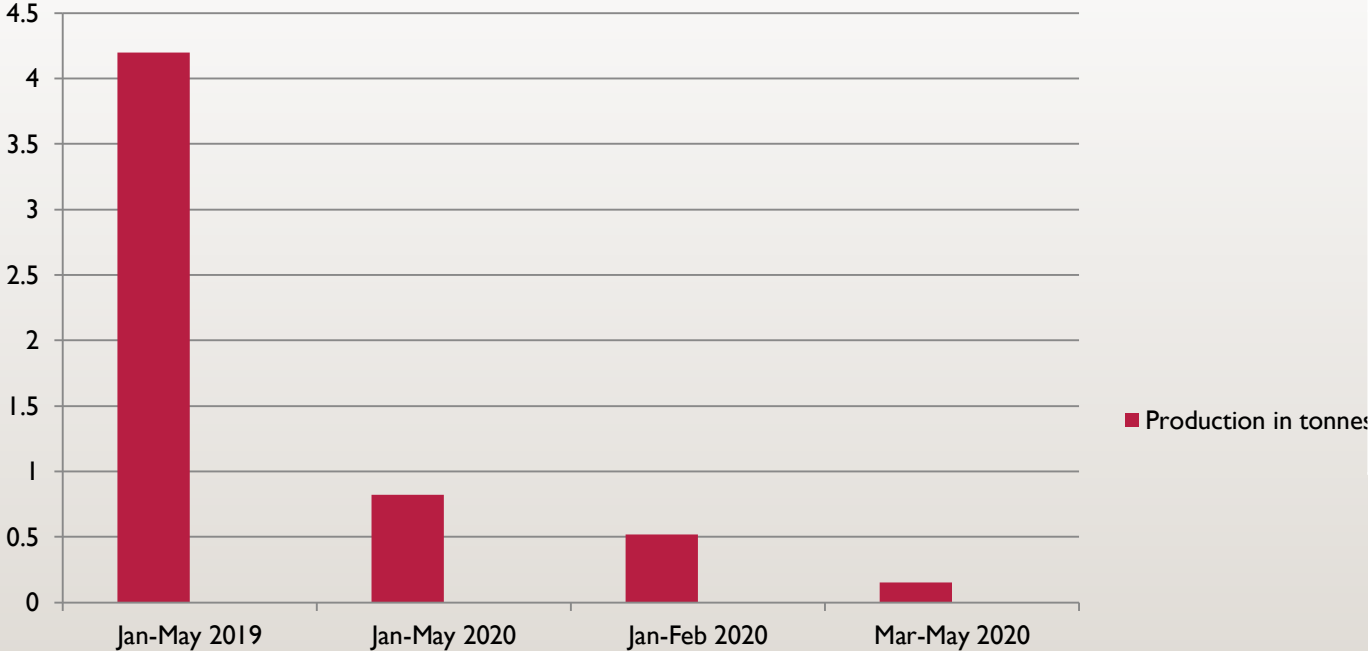
**Choco
Togoo**

200kg de Chocolat à célébrer

Info: +228 92 64 15 75 / 99 89 50 53 / 70 45 72 67

Both production units had to be closed for two months during the Covid-19 crisis period.

Impact of Covid-19 on the production of Chocotogo

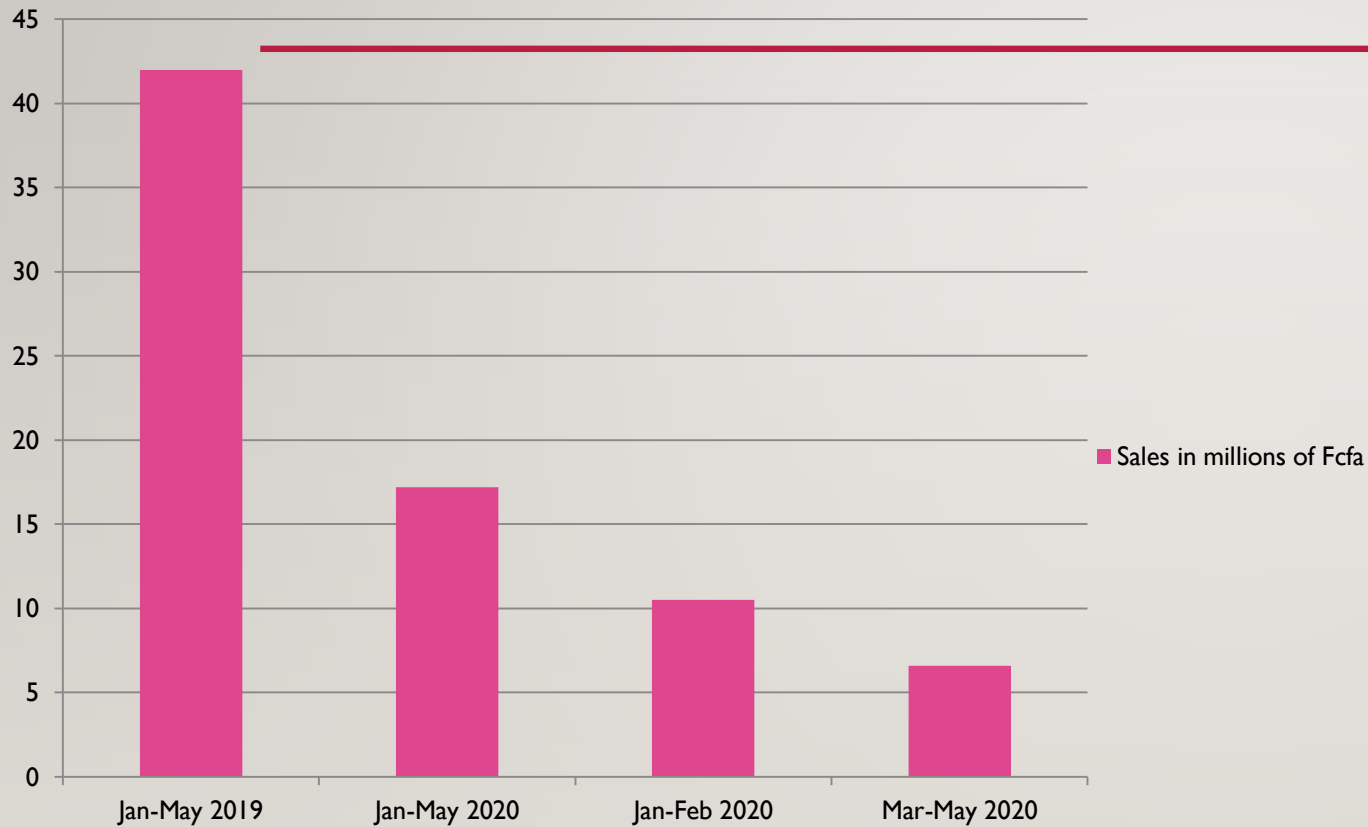


QUANTITY OF COCOA PASTE PROCESSED				
	Jan-May 2019	Jan-May 2020	Jan-Feb 2020	March-May 2020
Production in tons	4,2	0,82	0,52	0,15



Impact of Covid-19 on sales

Sales were negatively impacted by the health and economic crisis due to Covid-19.



	Jan-May 2019	Jan-May 2020	Jan-Feb 2020	March-May 2020
Sales in millions of CFA francs	41,98	17,18	10,5	6,6



IN PARALLEL: AWARENESS AND TRAINING OF PRODUCERS

- As we struggle to return to pre-COVID19 levels through increased production, we work on the development of new products and markets and increased awareness of local consumption.
- We also want to raise awareness of the value of chocolate in rural areas and are training communities to produce chocolate, essentially in rural areas. See this short video filmed in a rural area.





Link to a presentation video in French of the FAO and the Forest Farmers Facility which supports FUPROCAT, the Federation of Coffee and Cocoa Producers' Unions of Togo in the processing and local consumption of cocoa and in the creation of activities:

<https://www.youtube.com/watch?v=LqdO-hr7UXc>

Spoozy





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Thank you

