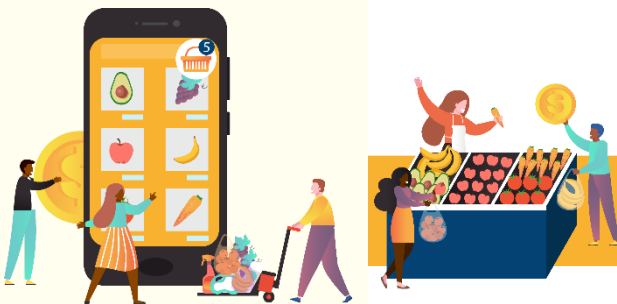


23 November 2022

Session n°7:

Entrepreneurial skills needed for businesses to succeed and expand



Caribbean Agrifood Business Series ...





Towards New Models of Community Resilience

The Alliance of Rural Communities in the
Caribbean and the global Cross Atlantic
Chocolate Collective

Presented by ARC and CACC founder Gillian
Goddard

Cocoa and chocolate as tools of restoration





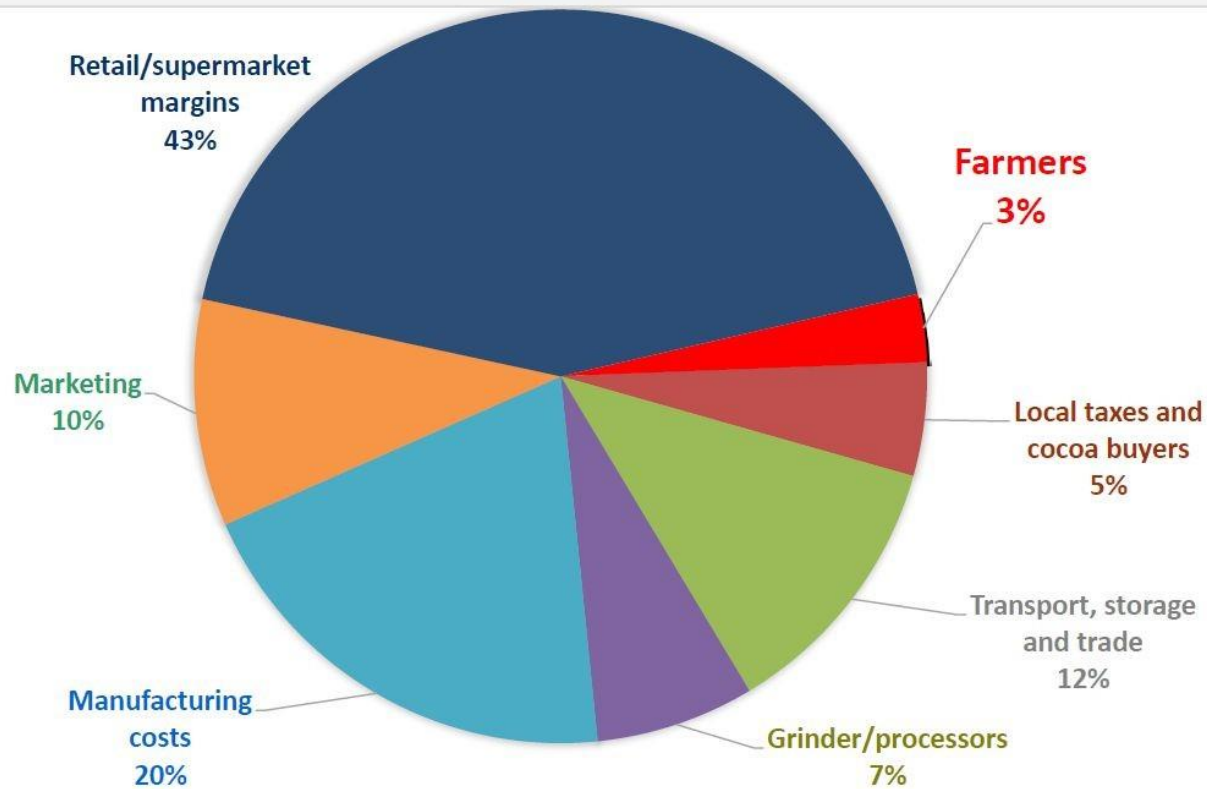
Products & Services



ARC SERVICES	ARC RETAIL PRODUCTS	ARC WHOLESALE PRODUCTS
Training	Dark Chocolate Bars	Cocoa Powder
Branding	Cocoa Powder	Cocoa Butter
Distribution	Cocoa Butter	Cocoa Nibs
Marketing	Cocoa Nibs	Couverture
Quality Control	Cocoa Balls	Drinking Chocolate
Chocolate Tours	Drinking Chocolate	Organic Produce
Financial Literacy	Body Care Items	
Emotional Literacy	Organic Produce	
Advocacy	Coffee	
R & D	Regional Dry Goods	
	Catered Items	



Farmers' share in value of chocolate bar in 2012



Source: Oxfam



Geographic Locations



Trinidad and Tobago

St Lucia

Guyana

Jamaica

Grenada

Dominica

Cameroon

Ghana

Ivory Coast

Uganda

Nigeria

Malawi

Tanzania

Zambia

What are Internal Challenges ?

Diverse positions on Racism - different experiences AND different beliefs

Unexamined Internalized Racism - including judging ourselves and our group

Competing Victimhood

Low collaborative experience as individuals

Individual Success versus collective success

What's keeping us here?

The deliciousness of the interaction

The automatic healing of trauma just by being in community

Indigenization of cocoa into the continent (not just a commodity)

Being able to provide inspiration/a model for other regions and other products

Growing leadership in the cocoa/chocolate world by the collectives

What are our Structural Challenges?

Internet Access

Electricity

All roads lead to the Global North - minimal Global South/South infrastructure

Access to Capital (GDPs range from approx US\$800/capita to \$23,000/capita)

Transport

Trade barriers

Contact Info

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The IICA-COLEACP Caribbean Agrifood Business Series focuses on innovations and successes of Caribbean farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

