Taking a Sustainable Brand Mainstream

Craig Sams

Founder
Green & Black’s Chocolate

October 21 2015
SETTING TRENDS:

MACROBIOTICS

- Organic
- Wholegrains
- Food for health
- ‘Justice’ (Fair)
- Balanced
- Zen/Japanese (Miso, Nori)
- No Additives, hormones
- Avoid sugar
- Exercise
Hippy diet ‘could be deadly’

A RIGID “health food” diet popular among many young people was condemned yesterday by the American Medical Association as bad for health and even possibly leading to death.

Attacking the Zen macrobiotic diet — imported originally from Japan by American hippies — as a health hazard, the AMA’s foods and nutrition council said in the association’s journal:

“When a diet has been shown to cause irreversible damage to health and, ultimately, lead to death, it should be condemned.
Endorsed By Celebrities
First Natural Food Store 1968
GARBAGE GRUB: HOW THE POOR STARVE ON RICH FOODS

ACUPUNCTURE: POINTS IN FAVOUR
PUFFMAN FLASHER BACK, FOLKS!
WHY YOUR BODY NEEDS MINERALS
CONFessions OF AN IMPULSE BUYER

VOL 1 NO 4  10p

BRITAIN'S FUTURE
THIS OR THAT?

TWO CARS FOR EVERYONE
MORE MEAT CHEAPER CIGARETTES
PENSIONS AT 21

24 HOUR TV
MORE SUGAR

Goats
Survival Skills
Garlic
Pottery
Paper

1972  Information  1974
First Organic Brown Rice 1971
“If sugar were discovered yesterday it would be banned and possibly turned over to the Army for weapons research.”
GREEN AND BLACK'S
ORGANIC DARK CHOCOLATE
100g
First Organic Chocolate
First 70% Cocoa Solids Chocolate
First Chocolate with Transparent Supply Chain
Women’s Environment Network
Obituaries

Gnassingbe Eyadema

Dinosaur dictator who ruled Togo for 38 brutal and fearful years

Long thought of as the last dinosaur among the dictators of Africa's post-
former French Africa the policies were different. Eyadema's frustration, and discontent with the margin-

Eyadema... seen after casting his vote in 2003’s presidential election
Photograph: Ben Curtis

by dividing the weak, fatigued opposition, blatant vote-fixing, as 1998 presidential ele-
It became imperative
Toledo Cacao Growers Association

Ph/Fax: 501-7-22992  Email: tcga@btl.net
Farmers Depot, Punta Gorda,
BELIZE, C. A.
Fairtrade Mark

Guarantees a \textbf{better deal} for Third World Producers

Fairtrade

FAIRTRADE
18 years ago, we brought the first Fairtrade chocolate to the UK – Maya Gold. Now, with a further 16 delicious flavours added to our range – and all certified by the Fairtrade Foundation – taking your own step couldn’t be more enticing.
Gender benefits
Ministry of Natural Resources

Vision: to improve the quality of life for the present and future generations through sustainable natural resource management including an agriculture sector that is fully diversified and competitive
Pesticide-free rivers
Protected mangrove - Tarpon habitat
More canopy habitat

Kentucky Warbler

Wood Thrush
Audubon Society – Scarlet Macaws
Entrepreneurial Culture

Cirila Cho – Belize’s first artisan chocolatier
1997
‘Organic’
‘Wholegrain’
‘No GMOs’
One year after they were introduced

‘Carbon Neutral’
Future Forests became
The Carbon Neutral Company
Organic sells:

Organic is cool:

Coolbrands Panel:

Organic Cool

For the ultimate in pure, indulgent living, Green & Black’s is ideal. When you’re meeting a good friend for a latte and a catch up, Green & Black’s organic chocolate will provide a taste sensation to perfect the moment. It’s sophisticated, stylish and something to be savoured. Are you missing out?
SAVE THE CHILDREN
HOW A GREEN & BLACK'S CHOCOLATE BAR RESCUED THE FAMILIES OF BELIZE FROM RUIN
First Bar 1991

Concept 1991

1995

1999

2007

Design by: pearlfisher
Driving change – sugar and dairy
Taking Sustainability to the Field

Biochar
Belize: Biochar + Cacao = fruit within 3 years
SLASH & CHAR
AS AN ALTERNATIVE TO
SLASH & BURN

DISSERTATION - CHRISTOPH STEINER

Cuvillier Verlag Göttingen
5 KPI’s

• Productivity and income
• Empowering women
• Diversification of income
• Child labour down + a future for youth in cacao
• Biodiversity and ecosystem resilience
$40,000
1994

£40,000,000
Cadbury
2005

$400,000,000
Mondelez
2012
Measuring outcomes
Support from UNDP $ 00.00
Support from IDB $ 00.00
Support from Mondelez $ 00.00

Support from local banks: 8% interest loans
no collateral required

TODAY
RESULT!

Thank you

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