

TONY'S CHOCOLONELY®

annual year report
2022/2023



the highlights the highlights the highlights

WHAT'S IN THE ANNUAL FAIR REPORT?

Hey there! This past cocoa season was full of growth and positive change at Tony's. And we're proud to have proved (once again!) that impact and growth can go hand-in-hand.

We're excited to share all the exciting impact-acular updates and important takeaways we've gathered throughout the 2022/23 cocoa season. Whether you're a Choco Fan or a cocoa farmer at a partner cooperative, another chocolate company or you work for a government or NGO. Whether you're a retailer, a journalist or a Tony yourself..

..we publish this annual FAIR report each year for all of us. It's the story of the what, where and why of Tony's right now.

inspiration along the way:

COCOA VISIONARIES

This year, the Chocolonely Foundation teamed up with NOOR, an international agency from Amsterdam, dedicated to documentary photography and visual storytelling.

The Chocolonely Foundation works to help strengthen cocoa communities in Ghana and Côte d'Ivoire. The goal? To contribute to conditions that allow community members to thrive – and not just survive. The Chocolonely Foundation receives 1% of Tony's annual revenue. This money funds a broad range of initiatives and projects.

This year, one of those was funding this project carried out by NOOR in Côte d'Ivoire. Together they launched an initiative that supported 10 brilliant photographers, giving them 8 months of mentoring to further develop their craft. Each photographer spent quality time in cocoa communities, speaking with local storytellers and documenting life, family and work in the area. By shining a light on important stories and platforming local talent, NOOR aims to contribute to a shift towards a more equitable cocoa supply chain.

The work of 5 of the photographers is featured throughout this report. As you flip through the pages.. feast your eyes and enjoy!

“THE TIME WE SPENT TOGETHER

with the residents of Amanikro opened the door to new reflections on representation and the language of photography.”



Guerchom Ndebo,
photographer ↗



chapter 1:



chapter 3:



chapter 5:



chapter 2:

chapter 4:

chapter 6:

AHOY THERE



↖ Douglas knows the way

After a whirlwind first year as Chief Chocolonely, I'm delighted to share our 2022/23 annual FAIR report: an update on the impact progress we've made in cocoa, on our commitment to being a B Corp leader and on our growth as a global brand.

And what a year it's been! We've made strong progress in line with the 3 defining pillars of our mission:

raising awareness

Another year of record growth means that more and more consumers are discovering our great tasting products and unwrapping the detail behind Tony's mission with our unequally divided bars. We have benefited from some really great press exposure about our mission and progress – not least on two prime time US shows. We used the launch of our new Lil' Bits range to highlight the on-going exploitation in the cocoa sector. After all, it's only once people become aware of the bitter truths behind chocolate that change will happen.

leading by example

Each year we collect more evidence that our sustainable business practices, Tony's 5 Sourcing Principles, are working. Throughout this report, you can read about the big leaps we're making with this work. On living income, I am proud that Tony's and

all our Mission Allies pay the Living Income Reference Price for 100% of our cocoa. As a result, in the 2022/23 season, the premiums we all paid for cocoa upped the cocoa income earned by farmers in Côte D'Ivoire by 51%.

I'm also proud that we introduced Tony's Mission Lock live at our FAIR event. This groundbreaking legal framework ensures that Tony's mission is protected forever by giving a golden share in Tony's to a fully independent legal entity – a foundation overseen by 3 Mission Guardians. Their job is to secure our mission, regardless of changing shareholder structure. You can read more about Tony's Mission Lock on

“OUR PREMIUMS
UPPED
COCOA
INCOME BY
51%

for farmers supplying to Tony's in
Côte d'Ivoire.”

As we look ahead, we want to keep pushing for a holistic solution to the problems in cocoa. So we've introduced a broader impact promise as part of this report.. We hope the promise serves as an inclusive rallying cry to the whole industry: together, we'll end exploitation in cocoa. Read more on

It's always important we can prove we're commercially successful as a company. And luckily, we're in good shape – with the largest absolute growth in the company's history taking us to €150 million in revenue, following 23% year-on-year growth. Read more about this growth and how it's happened on [our blog](#). And more about our recent €20 million cash injection on [our blog](#). All of which help accelerate growth and the adoption of our impact model around the world.

inspiring wider change

Following our announcement that Ben and Jerry's came on as a Mission Ally at the end of last year, we've seen 6 new Mission Allies join Tony's Open Chain's collaborative initiative. Resulting in a 28% increase in the total bean order volume for this coming year. The recent news that HEMA and Jumbo have

also committed to sourcing cocoa via Tony's Open Chain for their private-label chocolate means all the major Dutch grocery groups have joined in the fight. That's some system change in the making! My congratulations and thanks to everyone across the Dutch trade for the vision and leadership they've shown.

Finally, I'd like to thank Tony's amazing teams around the world – from Accra to Amsterdam, London to New York. I've been so impressed by everyone's passion and commitment to our mission. Change doesn't come easily, and I'm grateful for the hard work everyone puts in. On top of that, it's inspiring to see how our mission-driven work continues to attract diverse top talent from around the world. We want Tony's to be a place where people can build amazing careers while contributing to stronger futures for farming families in West Africa. And if that sounds appealing to you, keep reading and check out our job listings online.

I have loved my first year. It's an honor and privilege to be a custodian of this incredible company. Onwards!

Douglas

TONY'S TIMELINE

Here's a timeline of milestones and memorable moments. The major highlights of the true story of Tony's Chocolonely. From the early days up to the present..

2001

US politicians set up the Harkin-Engel Protocol and all Big Choco co-sign it. Its aim? Bringing an end to child labor in the cocoa industry. Its outcome? Well.. read on.

2003

On a show called 'Keuringsdienst van Waarde' (kinda like 'Value Inspectors,' but with a food pun), a team of journalists, including Teun (aka Tony) van de Keuken, investigate the extent of human rights abuses in the chocolate industry. They zoom in on Ghana and Côte d'Ivoire, the two countries where most of the world's cocoa comes from.



2004

The illegal labor situation in the two West African countries is serious. The team wants to make sure the exploitation does not go unnoticed. So they speak with child victims of modern slavery and put together a legal case. They argue that under EU law, Teun is complicit in the chocolate industry's crimes by knowingly consuming a product made by illegal labor. Well, the judge doesn't buy it..

2005

The first edition of 5,000 fairtrade bars with bright red wrappers is produced. They fly from the shelves. Another 8,000 are sold. Tony's Chocolonely is born.

2011

Time to check whether the Harkin-Engel Protocol's goal has been met! Unfortunately, it's once again a hard no. And child labor can still be found in supply chains across the chocolate industry.

2008

A few years later, when Tony's starts making a profit, Tony's starts the Chocolonely Foundation to invest the profits and support partners and causes that share Tony's vision.



2012

Tony's signs on the dotted line, partnering with co-ops ABOCFA in Ghana and Kapatchiva (part of the co-op union Ecookim) in Côte d'Ivoire. Bean-to-bar traceability for cocoa is introduced. And Tony's starts dividing its bars unequally. To remind every Choco Fan why we're in this game together.

2013

Tony's starts paying premiums to cocoa farmers on top of the Fairtrade premiums. This helps to further ensure farmers and their families are actually able to live off the money they earn.

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2016 This year Tony's cocoa butter becomes traceable, too.

2021

Tony's crossed the €100 million revenue mark for the first time ever! More chocolate sales means more beans are needed which means more impact.

2022

Tony's receives its highest ever B Corp score with 125 points. Because business should be used as a force for good.

Ben & Jerry's joins Tony's Chocolonely's mission to make chocolate 100% slave free. Tony's and Ben & Jerry's start a Chocolate Love A-Fair with new ice creams and Tony's bars. The union by sourcing traceable cocoa via Tony's Open Chain.

2018

Tony's is growing – and opens its superstore in Amsterdam's Beurs van Berlage. The Tony's Unlimited line is implemented to show the Choco Fans how chocolate bars are made.

2020

The global Tony's team is rapidly growing and there are established offices in Amsterdam, London, Hamburg, Salzburg and New York.

2023

This year Tony's crossed the €150 million revenue mark – while still paying farmers 82% more for cocoa in premiums. The price Tony's pays for cocoa was revised this year to account for increased living costs. People around the world feel the strain of inflation, and cocoa farmers are no exception. The cost of farming and cost of living indicators were adjusted accordingly.

2014

Tony's formally includes its mission to make the cocoa industry 100% slave free in its articles of association.

2019

Tony's first Mission Ally, Albert Heijn, joins Tony's Open Chain (find out more on [Open Chain](#)). Because together we can make a difference and move towards mission completion.



Tony's introduces Tony's Mission Lock, a legal mechanism that secures Tony's mission for the rest of eternity – regardless of its shareholder structure.

LOOKING BACK..

OUR YEAR AT A GLANCE

We set goals and targets to keep track of the progress we're making when it comes to our mission. These 'Key Performance Indicators' (KPIs) help us measure progress and identify areas for improvement. Here's an overview of our KPIs this year:

100% OF BEANS ARE..

traceable to our partner co-ops



from GPS mapped farms



bought at a higher price

€150.2M REVENUE

WHAT WE'VE ACHIEVED IN 2022/2023

17,740 FARMERS IMPACTED



2,977 more than last year!

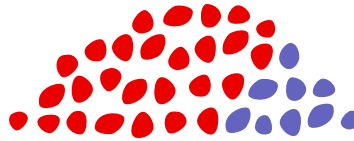
9

with whom we have long-term commitments

PARTNER GO-OPS

that's 2 more than in 21/22

14,826 MT BEANS USED



4,722 mt sourced by Tony's Open Chain Mission Allies

0%

DEFORESTATION



6

NEW MISSION ALLIES

leading to 14 Tony's Open Chain Mission Allies in total (including Tony's)

23.2% GROWTH

41.8% GROSS MARGIN



10.6M

TOTAL AMOUNT OF PREMIUM PAID

19,179

cocoa-growing households participating in the CLMRS

a Child Labor Monitoring and Remediation System is embedded in a company's supply chain to identify, address and prevent child labor

1,072 CASES FOUND



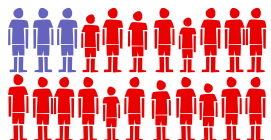
1,752 CASES CLOSED



closed case = the child is out of child labor

CHILD LABOR PREVALENCE RATE

10.5% at all partner co-ops

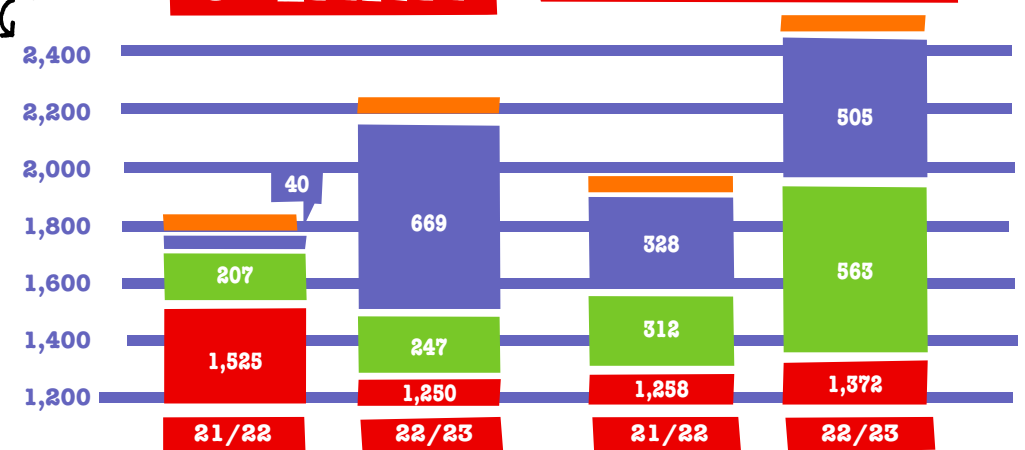


4.4% at longer-term partner co-ops



653 in 21/22

price per metric ton in euros



■ farmgate price ■ Fairtrade premiums ■ living income premium ■ co-op fee (€51)

Craving a deep dive into the nitty gritty numbers? Check out the full report



COCOA'S 3 BIG PROBLEMS

Tony's Chocolonely is an impact company that makes chocolate, not the other way around. Our founding mission, to make 100% slave-free the norm in chocolate, has been central to this. Our new impact promise (more on [this](#)), together, we'll end exploitation in cocoa, builds on the mission to address all forms of exploitation in the cocoa supply chain. This is not just in the cocoa we source ourselves, but all cocoa around the world. Because as sweet as chocolatey treats can be, there's a bitter reality behind almost all of them.

The truth is, the cocoa sector today is still full of human rights violations and environmental issues. In this section, we'll break down these issues. But first.. a little context:

More than 60% of the world's cocoa is produced by around 2.5 million smallholder cocoa farmers in Ghana and Côte d'Ivoire. These smallholder farmers are majorly underpaid for their cocoa. All while Big Choco (what we call the industry's major players) rakes in billions of dollars in profits. Things are so bad that most West African cocoa farmers are not able to earn a living income for their cocoa.



cocoa's 3 big problems

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The systemic underpayment of cocoa farmers is exploitation. Which drives them into poverty, forcing them to turn to illegal labor practices – especially child labor – and deforestation. This leads to more exploitation in a vicious and avoidable cycle.

The 3 main issues are that cocoa farmers don't earn a living income, leading to both child labor and deforestation on cocoa farms.

At Tony's, we envision a world where producing, selling and buying chocolate bars doesn't equal exploitation in cocoa. Where cocoa farmers earn a living income in a sector free from illegal labor and deforestation. We aim to break the cycle by addressing the root causes.



living income
Bottom line? Cocoa farmers have the right to “a decent

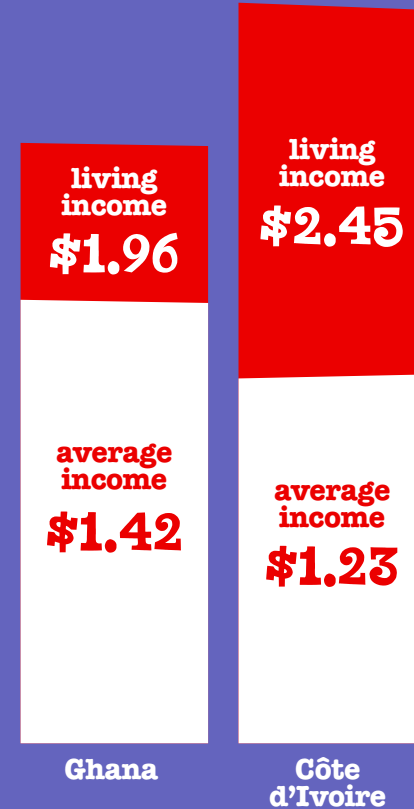
standard of living for all members of their households” (Living Income Community of Practice, 2020). Which is obvious and indisputable. It's a human right.

Currently, cocoa farmers would need to earn \$1.96 per person per day in Ghana and \$2.45 in Côte d'Ivoire to make a living income ([Living Income Community of Practice, 2022](#)).

Again, this is the bare minimum of what's needed for a decent standard of living for everyone at home.

The bad, bad news? Low cocoa prices lead to farmer incomes of about \$1.42 and \$1.23 per person per day in Ghana and Côte d'Ivoire, respectively. This means farmers are kept in poverty no matter what. They have zero ways of breaking the cycle. In order to survive, they take drastic measures: like turning to illegal forms of labor – such as child labor.

difference between average daily income for cocoa farmers and income needed to earn a living income



cocoa's 3 big problems

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child labor

We work to eliminate all forms of illegal labor in the cocoa supply chain, including child labor. In Ghana and Côte d'Ivoire, every other child in cocoa-growing

households – which is 1 in every 2 children – is engaged in child labor. Let that sink in.

This translates to 1.56 million Ghanaian and Ivorian children involved in child labor (NORC Report, 2020). And 95% of these children

(1.48 million) do dangerous work – like handling sharp objects such as machetes or lifting heavy loads.

The numbers are alarming. And unfortunately, it doesn't stop there. Because human rights violations and environmental destruction often go hand-in-hand.



deforestation

Deforestation is widespread in West Africa. Farmers try to make more money by producing and selling more cocoa, which requires more land to farm. Since January

2019 alone, 60,000 hectares of tropical forests have been cleared for cocoa production in cocoa-growing regions in Ghana and Côte d'Ivoire.

That's a landmass equivalent to the area taken up by the city of Madrid (Mighty Earth, 2022). Recent information from Côte d'Ivoire reveals another striking statistic: from 2000 to 2019, cocoa plantations replaced 2.4 million hectares of forest, an area almost comparable to the size of Rwanda and over half the size of the Netherlands (Renier et al, 2022).

So what are we gonna do?

At Tony's, we exist to address these issues in the cocoa sector. We envision a future where cocoa farmers earn at least a living income and children go to school, learn and play. And where deforestation is a thing of the past.

Next our strategy for making it happen..



Mariame, Child Labor & Community Development Lead Côte d'Ivoire (aka Mama Cocoa) at Tony's

“COCOA FARMING PARENTS

want what's best for their children. Obviously! But poverty means they often have no choice but to turn to children for help on the farm.”

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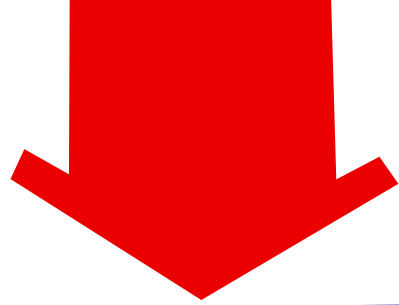
GUERCHOM NDEBO

**project: Ruee Vers
le Cacao**

Visit the small village of Amanikro, whose story begins on the road. Founded by a man named Kunakwaju Avi who left home, journeying to find a better life where his children could grow and flourish. The result? A family and an entire cocoa community.

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PLANNING FOR IMPACT

Tony's strategy for addressing exploitation in cocoa is focused on systemic change that can transform the chocolate industry from within. By showing the chocolate industry that it's possible to make delicious chocolate and be a successful brand without exploiting farmers at the beginning of the supply chain.

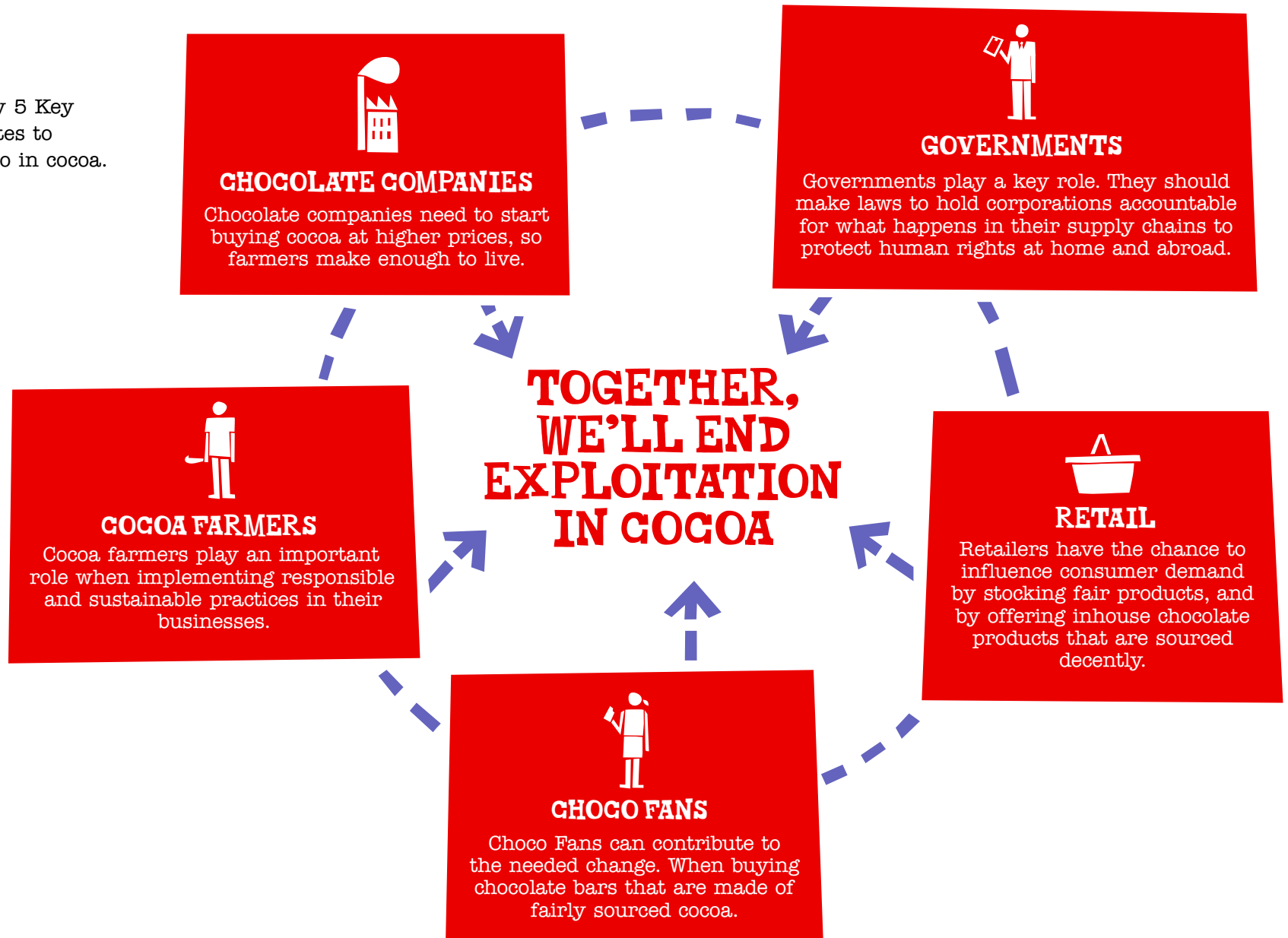
Systemic change, of course, happens when we act together. Because there's no single person capable of resolving all the problems themselves.

planning for impact

you are here

the 5 Key Players

This is why we identify 5 Key Players. Each contributes to changing the status quo in cocoa.



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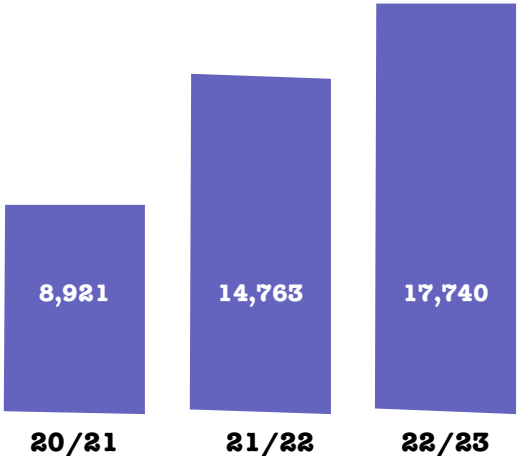
all-star partner cooperatives

Our work begins before a single cocoa bean gets sourced. We're accountable for every step of the process, including forging strong relationships with partner cooperatives (or co-ops).

These are collaborative organizations of cocoa farmers that are democratically controlled, owned and jointly run by members to combine resources for mutual benefit. Their objective is to ensure that cocoa farming becomes both safe and sustainable. Co-ops are key to implementing Tony's 5 Sourcing Principles (our sustainable business practices) on the ground in Ghana and Côte d'Ivoire.

Tony's works with 17,740 farmers, each of whom is a member of 1 of our 11 partner co-ops. And we're currently in 5-year commitments with 9 of them! Before entering into a 5-year contract, a trial period gives the partner cooperatives some time to implement all needed systems. Which applies to the other 2 co-ops.

of farmers supplying to Tony's Open Chain who receive additional premiums



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“FOR US THE PARTNERSHIP IS A BIG WIN-WIN.

We share a vision and a mission, and both sides contribute to a working relationship built on trust and transparency.”



Adama Fofana,
director of co-op Ecojad

TONY'S CREATES AWARENESS
since 2005

TONY'S LEADS BY EXAMPLE
since 2012

TONY'S INSPIRES TO ACT
since 2019

our 3 pillars
Each of our 3 pillars informs the roadmap we follow to achieve our mission.

creating awareness
To address a problem, you've got to be aware of it in the first place. Awareness leads to action and correction over time. Once you know something, you can't un-know it. This applies to everyone in the cocoa supply chain.

It applies to cocoa farmers knowing about the rights of children and good agricultural practices, and to chocolate companies paying a fair price and sourcing cocoa responsibly. It applies to retailers who decide which products to put on their

shelves. It applies to Choco Fans equipped to question a company's practices and choose more sustainable options. And it applies to governments that lay down the law when it comes to corporate behavior.

leading by example
To put it simply, this pillar is about being commercially successful while doing good. Which we do by implementing sustainable business practices. In doing so, we also prove to our peers it's possible to put people and the planet on equal footing with profit and value creation.

And the approach we use to do this?

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Tony's 5 Sourcing Principles

Tony's 5 Sourcing Principles put human rights at the center of business. They help to practically address the complex issue of poverty in cocoa through concrete solutions and long-term opportunities. Learn more on p. 15 of the [Tony's Open Chain Impact report](#).



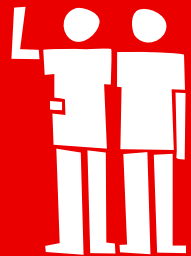
TRACEABLE COCOA BEANS

Purchase from known sources that prioritize direct and equitable trade with cocoa farmers and partner cooperatives. Understanding the origins of the beans, their producers, and the surrounding social and environmental factors is essential for taking responsibility and facilitating meaningful action.



A HIGHER PRICE

Supporting cocoa farmers in achieving a living income and maintaining sustainable farms requires paying a higher cocoa price. Given the limitations of the current farmgate price and certification premiums, it is necessary to contribute an extra living income premium that aligns with the Living Income Reference Price. This additional investment is crucial until the cocoa price reaches a high enough level.



STRONG FARMERS

Collaborating with cocoa partner cooperatives to enhance and professionalize cocoa farming practices, as well as implementing sustainability programs, represent the path towards lasting change in the cocoa sector. When farmers work together, they can collectively address and transform the inequalities present in cocoa.



THE LONG-TERM

It is important to establish long-term commitments with farmers and partner cooperatives to purchasing beans at a higher price. This longer commitment provides farmers and partner cooperatives with income stability, enabling them to make informed decisions about future investments and recovering their expenses.



QUALITY AND PRODUCTIVITY

When it comes to cocoa cultivation, it is vital to invest in agricultural knowledge and skills in collaboration with partner cooperatives. Developing expertise in farming practices leads to improved quality and increased yields of cocoa from farms. This enables farmers to generate additional income and helps prevent deforestation.

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inspiring to act

We invite everyone to join our way of working to increase our impact. Because regardless of Tony's rising chocolate sales and increasing bean volume, our solo impact is still limited.

How do we make it all happen? Through Tony's Open Chain: a collaborative initiative that enables responsible business practices. By making it possible and efficient for other companies to access a cocoa supply chain that sources according to Tony's 5 Sourcing Principles. Once a company becomes part of Tony's Open Chain, they'll also automatically comply with upcoming EU legislation for cocoa production.

Together with our Mission Allies – aka those who join us in our promise to end exploitation in cocoa – we aim to create a snowball effect.

More on Tony's Open Chain on

getting the snowball (effect) rolling..

We want others to use our approach as a benchmark. Think: governments citing us when developing strong policies and legislation to protect human and environmental rights. Or companies taking inspiration from Tony's 5 Sourcing Principles instead of having to reinvent the wheel.

**“TONY'S OPEN CHAIN
ENABLES
COCOA-BUYING BRANDS**

to embrace our mission of ending exploitation in cocoa. It allows other companies to adopt Tony's 5 Sourcing Principles, so that together we can make a bigger impact in Ghana and Côte d'Ivoire.”



**Joke Aerts, Open Chain Lead
(aka Inspire to Actress) at Tony's**

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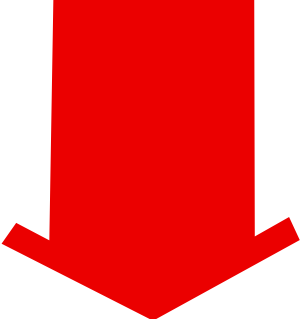
MASSOW KA

project:
Immersion!!!

Many photographers have captured the faces of cocoa farmers. This series tells the story of how cocoa farming plays out on hands and feet instead – and their role in the work of farming and harvesting. Cocoa’s economic impact lives on through the limbs.

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BIG SOLUTIONS

Cocoa's got 3 big problems.. and Tony's ain't one! This chapter is all about the progress we made this year in addressing cocoa's big issues head-on. Because it's important to recognize successes along the way, too.



paying a higher price

Quick recap: one of the big problems? Cocoa farmers aren't able to earn a living income. This is because farmers are underpaid for their cocoa. Which, by the way, is a human rights violation (Article 23(3) of the Universal Declaration of Human Rights).

Paying enough to earn a living income is crucial if we're going to address the other challenges in the cocoa sector. The concept of a living income has become a big part of sector conversations around more sustainable business practices over the last few years. Which is great! But most organizations haven't changed much, and we're getting impatient. Good thing Tony's has a scalable solution ready for others to access.

TONY'S OPEN CHAIN SHOWS HOW GOOD PURCHASING PRACTICES IN THE COCOA SECTOR CAN LEAD TO BETTER PRICES FOR COCOA FARMERS.
Cocoa Barometer 2022, p. 110

One of Tony’s 5 Sourcing Principles is paying a higher price for cocoa – specifically, the Living Income Reference Price (LIRP). This supplements the farmgate price with additional premiums, enabling cocoa farmers to earn a living income to support their households.

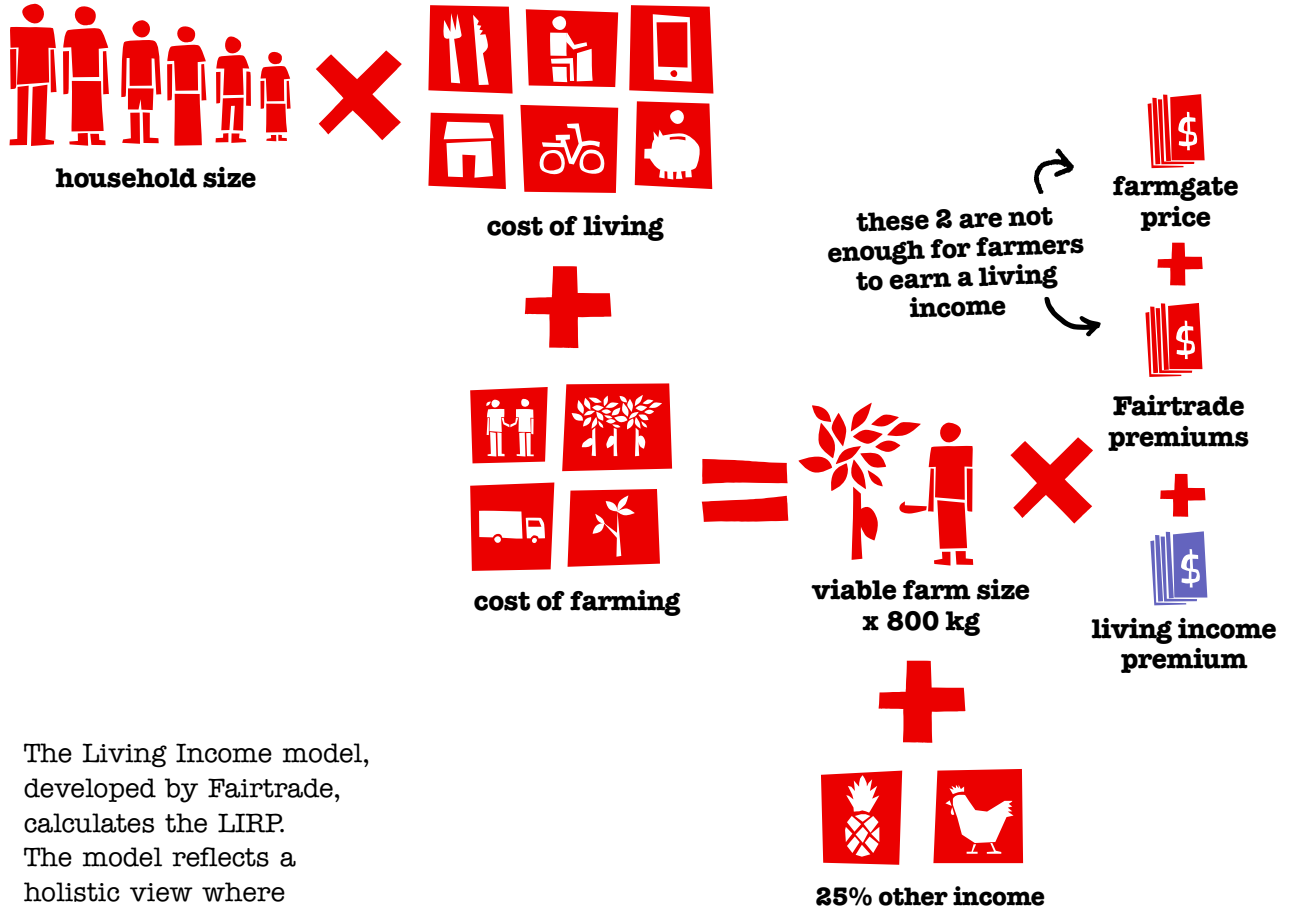
The LIRP is paid for 100% of the beans supplied to Tony’s and our Mission Allies. During the 2022/23 season, the premiums we paid for cocoa upped the cocoa income earned by farmers supplying to Tony’s and the other Mission Allies in Côte d’Ivoire by an impressive 51%.

farmgate price
The price farmers receive for their cocoa. It is set by the governments for the main and the mid-crop seasons each year, and it is too low.

Fairtrade premiums
The premium paid for Fairtrade certified cocoa. This is not enough for cocoa farmers to earn a living income.

living income premium
The additional premium needed to close the gap to the Living Income Reference Price. The LIRP per metric ton of cocoa was set at €2,440 in Côte d’Ivoire and €2,164 in Ghana in the 2022/23 cocoa season.

Living Income Model



The Living Income model, developed by Fairtrade, calculates the LIRP. The model reflects a holistic view where productivity increase, income diversification and paying a higher price are all needed to get farmers to a living income.

Source: Fairtrade Living Income Reference Prices for Cocoa (October 2022)

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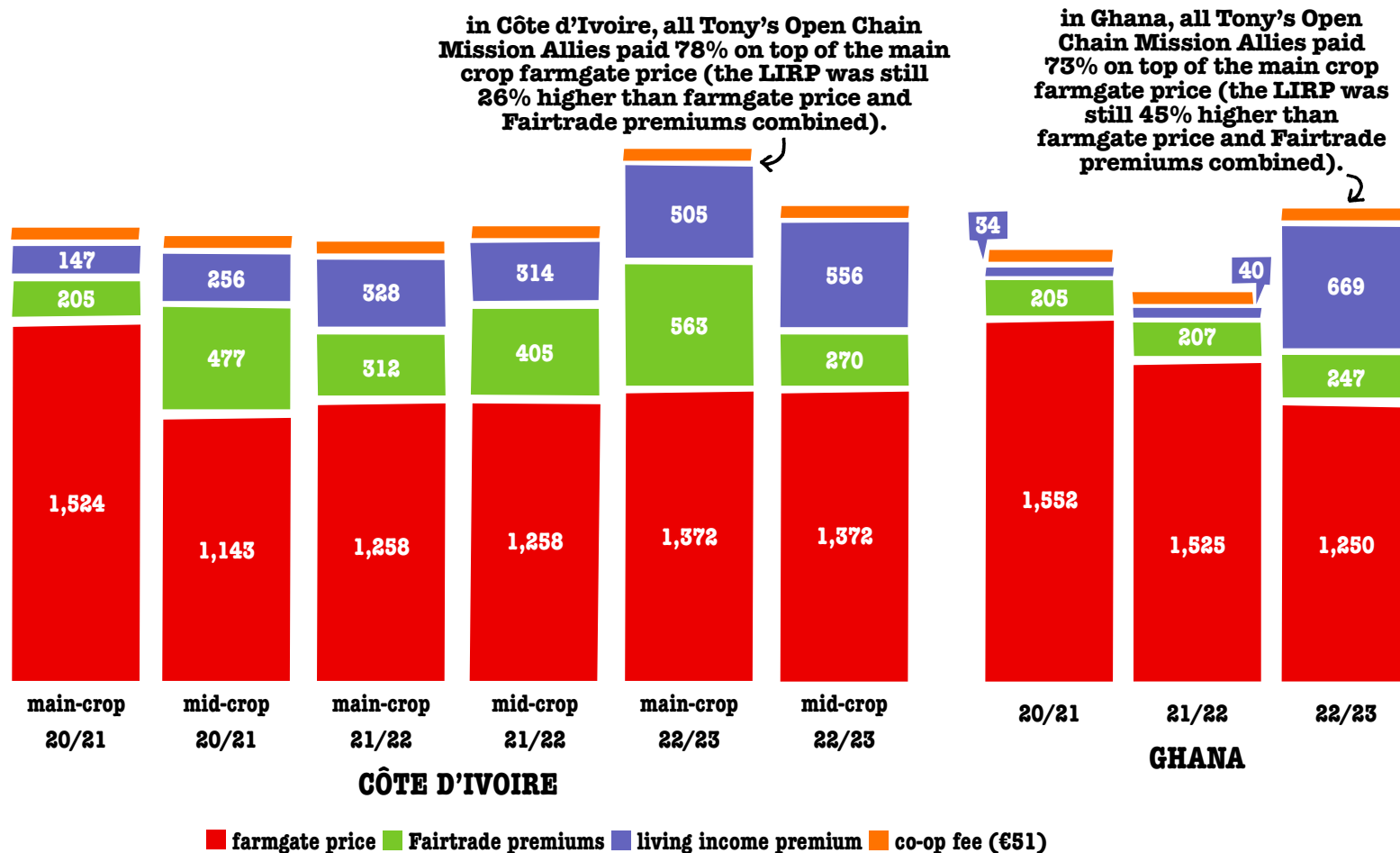
upping the LIRP in 2022/23

Lately, costs for fertilizer and other inputs have increased in a big way, as has the cost of living for farmers. The reason? High inflation and the war in Ukraine. This required an adjustment of the Living Income Reference Prices. So we did what we do best: adapt and respond. As a result, Fairtrade adjusted the cost and living indicators for the 2022/23 cocoa season, which led to higher Living Income Reference Prices for Ghana and Côte d'Ivoire. An average inflation correction of 57% was applied to both countries.

These price corrections were important steps towards helping ensure cocoa farmers can still invest in their farms and maintain a decent standard of living.

In Côte d'Ivoire, we paid 78% above the farmgate price for the 2022/23 cocoa season, which was still 26% higher than the farmgate price and Fairtrade premiums combined, to match living income levels. In Ghana, we paid 73% more, which is a whopping 45% higher than the farmgate price and Fairtrade premiums combined. Those are some big numbers! And they show that the industry needs to pay much more to match living income levels.

amount of premium paid in euros (per metric ton of cocoa) to reach Living Income Reference Price



Learn more about the living income model on p. 25 of the [Tony's Open Chain Impact report](#).

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children’s rights, front and center

As we covered in the last section, it’s poverty that forces farmers to turn to child labor. Which is always a violation of children’s rights.

Tony’s uses a rights-based approach to drive down child labor. This means we work to protect the dignity of every child found to be in child labor. We do this by implementing the Child Labor Monitoring and Remediation System (CLMRS) together with partner co-ops and the International Cocoa Initiative (ICI).

A CLMRS is embedded in a company’s supply chain to identify, address and prevent child labor. The system was created 2 decades ago by the International Labour Organisation (ILO). It was later adapted for use in the cocoa industry by the ICI and Nestlé.

Today, CLMRS initiatives implemented or supported by ICI cover approximately 27% of the 2 million cocoa community households across Côte d’Ivoire and Ghana (ICI Annual Report 2022). Which is good progress!

But what sets Tony’s apart is total accountability across 100% of the supply chain. Ensuring all beans sourced through Tony’s and our Mission Allies come from farms whose households are covered by the CLMRS.

In practice, our partner cooperatives are in the driver’s seat and take responsibility for the system and its effectiveness, with support from Tony’s and ICI. Data ownership lies with the partner cooperatives. They recruit their own teams of community facilitators, whom the community assigns to work with farmers and their families on the issue of child labor. Together, we work hard to build trust with farmers and communities. Learn more about child labor and the CLMRS on p. 39 of the [Tony’s Open Chain Impact report](#).



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TRACEABILITY IS KEY TO TAKING RESPONSIBILITY

This year, the 14,826 metric tons of cocoa beans sourced via Tony's Open Chain were 100% traceable. Full traceability in our supply chain means we know which beans come from which farmers. This allows us to take accountability for the circumstances under which they are grown. We know how many cocoa beans farmers deliver to the partner co-ops. And we know how many we buy from each partner co-op, as well as how many farmers have received additional premiums. And we know that everyone is covered by the CLMRS.

Tony's CLMRS in action

The average prevalence of child labor in the industry is 46.7% (NORC report 2021) – meaning 1 in every 2 children in cocoa-growing households is affected.

This year, we identified 1,072 cases of child labor out of 31,358 children in the cocoa communities that are part of Tony's and our Mission Allies partner co-ops. Together with the cases we are still working to close from previous seasons, this results in a child labor rate of 10.5%, significantly below the industry average. At our longer-term partner co-ops, the child labor rate drops even further to a notably low 4.4%.

Figures from a co-op's first few years are typically consistent with the industry average and decrease over time, with fewer new cases that emerge and more existing cases from the previous year successfully closed, thanks to investment in remediation.

“THE NUMBERS PROVE THAT

the longer we collaborate with a partner co-op, the more we see child labor decline.”



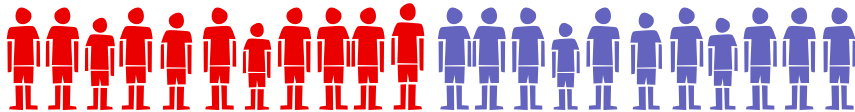
**Julie McBride, Child Rights and
Community Developer
(aka Lady McRights) at Tony's**

big solutions

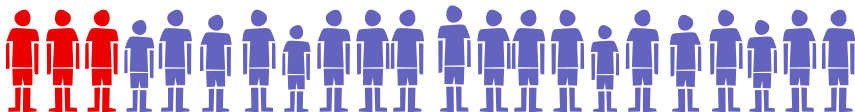
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AVERAGE CHILD LABOR PREVALENCE

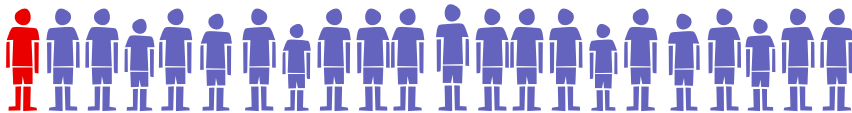
.. in the industry **46.7%**



.. at our partner cooperatives **10.5%**



.. at our longer-term partner cooperatives **4.4%**



It is important to note that there are methodological differences between the NORC industry study and how child labor prevalence is calculated through CLMRS.

Overall, we are proud of the rapidly improving trends, but we know there's more to be done before child labor is completely eradicated.

Finding cases means fixing them. Every child discovered to be involved in child labor receives immediate assistance aimed at permanently getting them out of child labor. Addressing child labor requires a multifaceted approach that considers the needs of individuals, households and the entire cocoa community. A child labor case is closed following 2 follow-up visits, at which time it's confirmed a child is no longer involved in child labor. This means the case is successfully resolved and closed.



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COMMUNITY-LEVEL WORK IS KEY

At the community level, we work to strengthen infrastructure to create a more nurturing environment. To turn the vision of better-equipped communities into a reality, each partner cooperative annually devises a community development plan. These plans are tailored to the specific needs of the partner cooperatives' individual communities. Think accessible schools, ready water sources

(that don't require long walks) and accessible healthcare facilities. The Chokolonely Foundation provides funding for these plans. During the 2022/23 cocoa season, the Chokolonely Foundation funded projects aimed at water access and

closing the education gap. One project, for example, meant 500 children can now benefit from a new primary school and classroom block, and a renovated junior high in Ghana. Find out more about the Chokolonely Foundation [here](#).



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DEFORES-
TATION

what's up with deforestation?

As we covered on cocoa is 1 of the main drivers of deforestation in Ghana and Côte d'Ivoire. It contributes to changing micro-climates and impacts cocoa yields, farmer incomes and farming families.

Longer dry seasons and increasing temperatures as a result of climate change mean cocoa farmers are already feeling the heat, as temperatures and extreme weather affect their livelihoods. Research shows that by 2050, vast areas of Ghana and Côte d'Ivoire will become unsuitable for cocoa production, affecting generations of farmers to come (Schroth et al. 2016 SciTotEnv, Bunn et al. 2018 CL Repo). To put it bluntly, intervention was needed yesterday.

Now for the good news! On June 29, 2023, the European Union Deforestation Regulation (EUDR) went into effect. This regulation requires that all companies engaged in trading products in the EU linked to cattle, cocoa, palm oil, rubber, soy and wood must prove their practices are deforestation-free. They also have to undergo rigorous due diligence for products sold or exported to the EU by December 29, 2024.

We hope that the new legislation drives up the percentage of traceable beans from GPS-mapped farms in Ghana and Côte d'Ivoire. This would mean more industry actors know their supply chains inside and out, enabling them to pay the Living Income Reference Price to farmers for their cocoa.

In 2021/22, we partnered with Satelligence, experts in satellite imagery analysis, to study deforestation in Tony's Open Chain's supply chain. Analysis of data collected from 29,236 cocoa farms since January 2014 (the Rainforest Alliance cut-off date) revealed a reassuring truth: we can proudly say that 0% of farms affiliated with Tony's and our Mission Allies are linked to deforestation. Learn more about deforestation and how we're keeping it out of our supply chain on p. 53 of the [Tony's Open Chain Impact report](#).

It's been a year of big progress worth celebrating. And from the center of our business out to all our Mission Allies, we've helped ensure maximum impact for every cocoa bean sourced..

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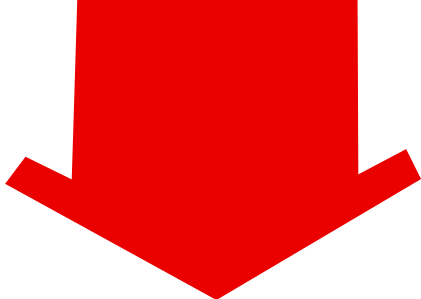
OLIVIER KHOUADIANI

project: Golikro

Goli are the traditional guardians of social order in Baoulé culture. This project involves a photographic exploration of Goli masks worn by children from the village of Amanikro. These ancestral symbols of authority remind us, in this case, that future generations must bear the responsibility of preserving the earth and its resources.

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TOGC IN A (COCOA) NUT SHELL

Ending exploitation in cocoa is going to take a village. Lots of them, in fact. We want to enable the rest of the chocolate industry to act responsibly. And we can't do it alone. That's why we started Tony's Open Chain 4 years ago as a collaborative initiative that helps other companies efficiently access a cocoa supply chain that sources according to Tony's 5 Sourcing Principles.

Tony's Open Chain dreams big..

Tony's Open Chain currently sources around 0.5% of all West African cocoa. Our ambition is to increase this market share 10 times over in the next 10 years, totaling 5% of the West African cocoa market.

5% of West African cocoa is roughly double the market share of the current Fairtrade and Rainforest Alliance cocoa volumes. In this goal scenario, Mission Allies and cocoa farmers will already be better off financially thanks to cost efficiencies. It would also be a fantastic jumping-off point for changing the norm in cocoa, by causing a shift towards more responsible purchasing practices and creating an enabling environment for sustainable and long-term sector change.

“WE ARE PROUD

and excited to join their initiative, to work alongside other Open Chain Mission Allies, and to call on other brands to join the path for an equitable cocoa industry.”



Jessica Sansom,
Sustainability Director at Huel ↗

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the group is growing!

Every Mission Ally adds to the bean volumes sourced through Tony's Open Chain, which is our biggest driver for impact. And each helps spread the word and raise awareness, which is important – because consumer awareness is key to triggering industry change.

With every new Mission Ally, momentum grows. As does our hope that the whole industry will one day invest in permanent change. After Ben & Jerry's, the Flower Farm and Plus joined during the last cocoa season, this season we welcomed 6 new Mission Allies: Huel, Pleese, Cocoa Community Confections, HEMA, Jumbo and KoroSource.

With 14 Mission Allies (including Tony's) currently on board, and conversations happening with 91 potential new ones, Tony's Open Chain has proven that its ethical way of sourcing cocoa is replicable and scalable for any business. Speaking of accelerating impact..

If you want to know more or are thinking about coming on board with Tony's Open Chain collaborative initiative, [follow this link](#) for more info!

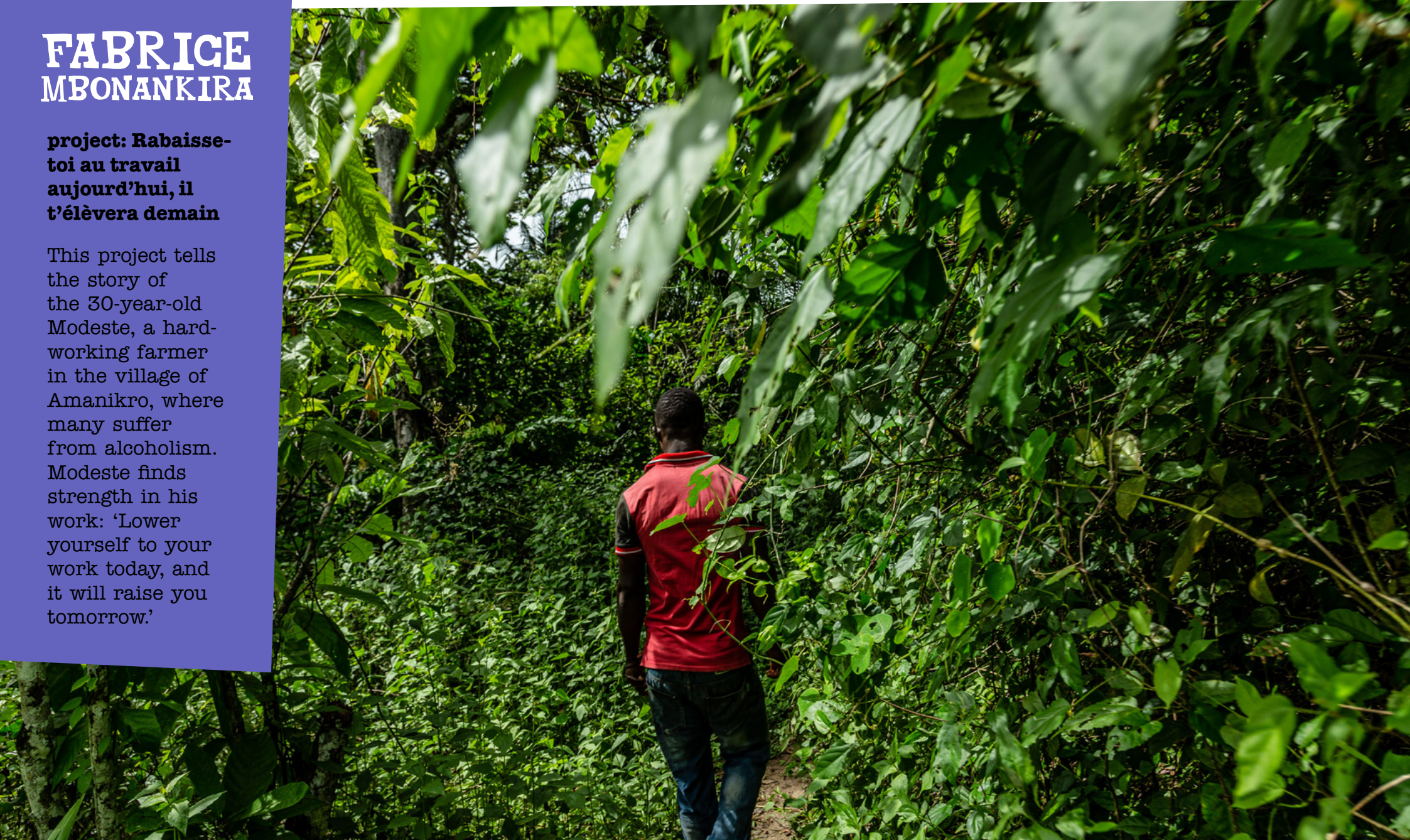


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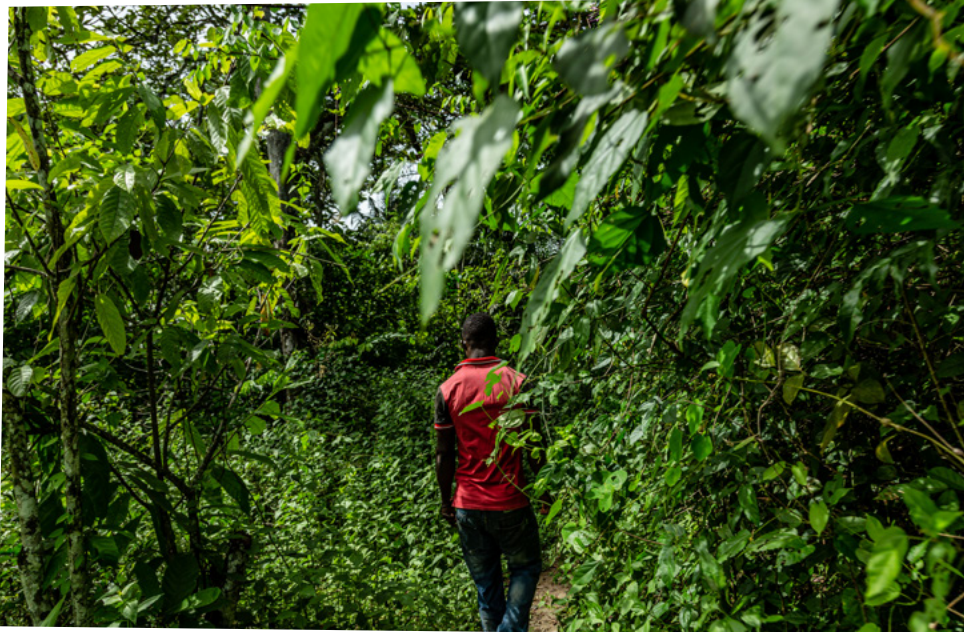
FABRICE MBONANKIRA

**project: Rabaisse-
toi au travail
aujourd'hui, il
t'élèvera demain**

This project tells the story of the 30-year-old Modeste, a hard-working farmer in the village of Amanikro, where many suffer from alcoholism. Modeste finds strength in his work: 'Lower yourself to your work today, and it will raise you tomorrow.'



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READY, SET. IMPACT

Impact, impact, impact. We talk about it a lot.. and this year we upped our efforts in line with our mission, to match our growth as an organization.

Our biggest step forward this year was the introduction of a groundbreaking new legal framework called Tony's Mission Lock, which safeguards our mission forever.

lockin' it in with Tony's Mission Lock

Tony's Mission Lock will help guarantee that

Tony's mission is safeguarded at all costs. Regardless of shareholder structure or future leadership.

The new governance structure grants a golden share in Tony's to a foundation overseen by 3 Mission Guardians.



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A golden share is a non-economic stake in the company. Giving Mission Guardians the power to prevent any legal changes to the definition of Tony's mission, Tony's 5 Sourcing Principles and any other mission-related articles.

Mission Guardians also have access to a suite of tools for use if they believe a major breach of the company's mission-related responsibilities could happen. This 'in-case-of-emergency' approach enables them to work proactively and collaboratively with senior management to understand and resolve serious concerns.

Concerns can be anonymously raised by anyone who has a relationship with the company – employees, cocoa farmers, business partners and Choco Fans – by emailing contact@tonysmissionlock.org.

If issues aren't resolved, Mission Guardians have the right to escalate things in the annual FAIR report, through newspaper advertisements in Tony's active markets and, if necessary, by referring a matter for legal investigation.

Check out the Mission Guardian's introductory shout-out on [Mission Guardians](#). And read on for all things impact..

a new impact promise

As we look ahead, we want to keep pushing for a holistic solution to the problems in cocoa. So, in parallel with other Mission Allies, we've introduced a broader impact promise to act as an inclusive rallying cry to the whole industry – together, we'll end exploitation in cocoa.

We've made big progress implementing Tony's 5 Sourcing Principles. And it's become clear our impact can – and should – extend far beyond our original slave-free mission, by also targeting other interconnected forms of exploitation. Like farmers not being able to earn a living income, the prevalence of child labor and deforestation.



ready, set..
impact

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Our new impact promise makes things crystal clear: we work every day with our many partners and Mission Allies to bring an end to all forms of exploitation across all cocoa supply chains.

↷
Antonie Fountain,
Managing
Director
of the Voice
Network



“EXPLOITATION IN THE COCOA SECTOR

has many shapes and forms..
I'm happy to see Tony's adopt
more holistic wording in their
impact promise.”

“I'M EXCITED ABOUT

this transformation in how we'll tell
stakeholders about our work. I feel
'exploitation' captures the nature of our
work in cocoa better.”

↷
Jeroen Hirdes, Sourcing Manager
Confectionery at Albert Heijn



“AS NEWLY INSTALLED MISSION GUARDIANS,

we support a broader commitment to end
all forms of exploitation in cocoa. This is
consistent with the work Tony's is already
doing by delivering on the promise of the
5 Sourcing Principles.”



↷
Seth Goldman, Chair of Tony's Mission Lock

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B FOR BEST

**125
POINTS**

**did someone say
highest B-Corp
score ever?**



B Corp

Whilst, we have a deep focus on cocoa, we want to make sure that as a company we set high standards across everything that we do, in order to balance people, profit and planet. That is where B Corp comes in to make sure we are continuously improving across the board. During our last B Corp assessment round we received our highest B Corp score ever – an ‘outstanding’ 125 points! Which we’re proud of. We were commended in both the ‘purpose and transparency’ and ‘ethics’ categories. But that score could be better. We’ve still got room to raise the bar in terms of our environmental efforts and commitment to diversity within our teams, for example. And we’re on it.

Tony’s climate strategy

As a company, we actively mitigate our carbon footprint. Especially to address the climate-related challenges farmers face.

committing to science-based targets

This year, we joined the Science Based Targets initiative (SBTi) with the support of climate experts at Southpole – and we committed to the maximum reduction target for an organization of our size. This represents a commitment to a 42% reduction by 2030. Our actual intention is to go much bigger than this, and we’ll keep you posted on our progress.

Emissions scopes 1 and 2 actually make up a very small part of our overall greenhouse gas emissions (<2%). Our emissions are dominated by scope 3, which represents over 98% of the total. As we’re a relatively small organization, the SBTi only validates submissions for scopes 1 and 2. We are in the process of redefining our scope 3 targets, though – so watch this space in next year’s annual FAIR report.

how we're already reducing scope 3 emissions..

We know roughly 76% of our total emissions come from the production of ingredients and inclusions, and the processing of our chocolate. Right now, we address this problem as it relates to:

..deforestation

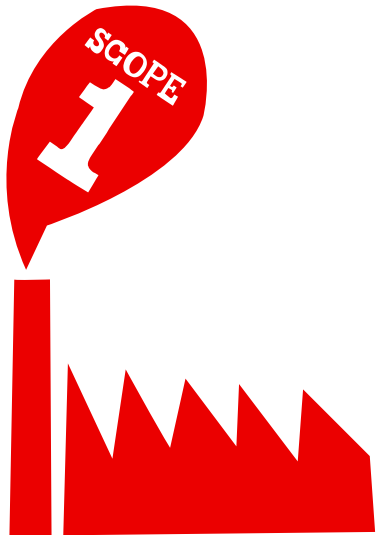
The primary driver of emissions linked to cocoa production is deforestation – aka clearing

tropical forests for farming. It's possible for cocoa sourcing companies to significantly reduce emissions by rigorously ensuring that zero cocoa is produced on protected land, however. This involves implementing 100% traceable cocoa and GPS mapping, and also providing financial support to farmers with compliant farms so they can plant shade trees. In significant numbers, shade trees help lower temperatures

and contribute to biodiversity and reforestation.

We're proud to say we already meet all these requirements. And data shows that cocoa sourced via Tony's and our Mission Allies represented 87% lower emissions in Ghana, and 95% lower emissions in Côte d'Ivoire, than most other cocoa from the same regions (World Food LCA Database).

greenhouse gas emissions



.. directly produced by Tony's – from factories, trucks, etc.



.. created indirectly by Tony's because of the energy we consume, such as from the electricity we use to make chocolate



.. released during activities that happen outside of our direct control, like from growing cocoa

..the dairy supply chain

We source our dairy from our supplier Barry Callebaut. In turn, Barry Callebaut only sources milk from known partner co-ops. Their sustainability standards, which are fully in line with wider EU regulations, are outlined in their Vision Dairy Charter. Full details [here](#).

In this Charter, Barry Callebaut commits to continuously seeking ways to reduce their carbon footprint. Tony's is a relatively small and indirect player in the dairy industry, and we've decided not to invest in direct programs around dairy like we do in cocoa.

But we'll always use our voice to encourage accelerated action around emissions reductions linked to milk production.

In the meantime, we can and do offer Choco Fans more great-tasting dark and vegan options, which help cut down the share of our carbon footprint that comes from dairy. This year we introduced new vegan products in multiple markets, including our dark creamy hazelnut crunch bar and our brand-new dark chocolate orange Lil' Bits.

..our operations

We've taken lots of steps over the years to mitigate our climate impact.

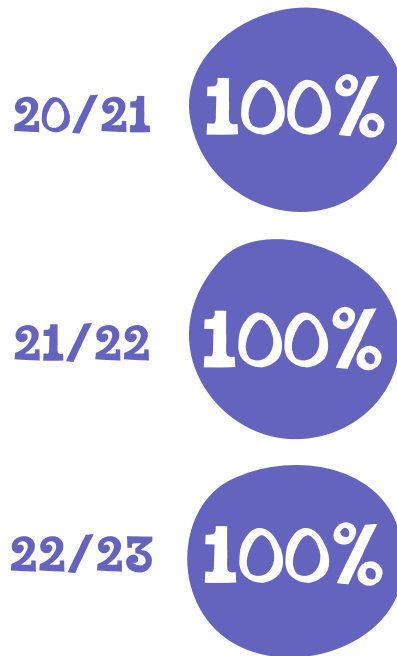
In 2017, we joined GoodShipping's global initiative to make green fuel the industry standard. But in 2022/23, we did not use biofuel. We're working on a more structured policy covering shipping emissions as part of our overall carbon reduction strategy.

When it comes to packaging, we continue to learn and improve. We've always aimed to minimize the use of oil-based, non-recyclable packaging. At present, 100% of our packaging is oil-based plastic-free, and 90% is recyclable. A big focus in the next few years will be increasing our recycling rate. And we're also looking at how to reduce emissions linked to our road freight.

..emissions across the board

It's not yet possible to eliminate all our emissions – so we compensate for 100% of our carbon footprint. Our partnership with JustDiggIt is the most significant part of our strategy to compensate for bean-to-bar emissions.

% CO₂ footprint compensated



Together we restore degraded land in Kenya and Tanzania to positively impact the environment, people and the climate. JustDiggIt has reintroduced vegetation that captures 67,681 metric tons of CO₂, which matches Tony's total emissions for 2022/23.

serious about people

Positive change is always happening at Tony's. But one constant is our serious commitment to the 284 Tonys who make up our organization. Our employee engagement survey – the Quest-CHEER-naire – helps our leadership team understand if Team Tony's is happy and which challenges, setbacks, bottlenecks, opportunities, bright ideas and hiccups emerge along the way. We're happy that we continue to see strong scores on psychological safety, trust and engagement. Overall, we're doing well: Tony's takes pride in our people, and there's strong collective support for Tony's shared vision and goals.

ramping up Diversity, Equity & Inclusion (DE&I)

Over the last 5 years, Tony's has evolved from a relatively small and primarily Dutch company to a bigger and more international one. And while we're on a solid path towards increased diversity, equity and inclusion, we still have room for improvement.

We're growing quickly across markets, which means a robust and holistic approach to DE&I is more important than ever. That's why we decided

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to set up a DE&I task force this year, with elected representatives from all our markets, West Africa and our factory working together towards a unified vision. We believe building a more diverse and inclusive team will help strengthen employees' connection to each other, our mission as well as Choco Fans around the globe. Given our speedy growth, we've identified a clear need for better metrics and clarified ownership and responsibilities to ensure Tony's remains an exemplary employer.

Our DE&I task force has set a clear roadmap for 2023/24. Thanks in part to input from Team Tony's at large, and learnings from other organizations like Nike, Innocent Drinks, WeTransfer and Patagonia. The roadmap focuses on:

- 1 firming up a foundation for systematic changes like policy and reward review, consistent and inclusive hiring and other people processes
- 2 investing in additional employee listening through data and insight collection, with the support of an external partner
- 3 awareness sessions for leaders and team members aimed at increasing knowledge and ensuring all Tonys have a shared sense of cultural ownership

One thing's for sure: impact is a journey and we aim to raise the bar every step of the way.



Hanneke,
Chief People
and Culture
at Tony's

“TONY'S MISSION

is founded on principles of equity and justice, and a long-term strategic approach to DE&I is critical if we want to remain serious about people while growing a serious business.”



GROWING TONY'S AROUND THE WORLD

Most company's would mention actual sales, marketing and financial results before the last few pages of a report. But Tony's is an impact company first, and chocolate's how we make it happen. We'll always lead with our impact work. That doesn't mean growth and financial performance aren't important, though.

They're absolutely critical for 2 reasons:

First, more chocolate sales equals more beans being sourced through Tony's Open Chain. Which means more impact.

Second, proving we're a financial successful company is key to influencing wider change across the industry. Companies active in the cocoa sector must change their behavior and a shift will only be possible if we can prove it's possible to stay financially healthy while creating big impact.

So how's it all going? Good! If we do say so ourselves..

In 2022/23, Tony's net revenue showed a steep increase of 23.2%, meaning we generated €150.2 million in revenue compared to last year's €121.9 million. This represents an additional €28.2 million, which is the largest absolute annual revenue growth for Tony's to date.

Highlights included rapid growth in big markets like the UK, Germany and the US, following strong backing from retailers and increasing brand awareness. As more Choco Fans make noise about our tasty chocolate and mission.

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TONY'S WORLD MAP

Tony's is sold to a growing number of customers through 150+ duty-free retail outlets

gold markets: Austria, Belgium, Germany, The Netherlands, Luxembourg, United Kingdom, United States, Sweden, Denmark, Norway, Finland

silver markets: France, Ireland, Portugal, Spain

bronze markets: Indonesia, Czech Republic, Slovakia, Estonia, Latvia, Lithuania, Hungary, Romania, Bolivia, Brazil, Chile, Peru, Morocco, Saint Martin, Aruba, Australia, Suriname, Italy, Maldives, Qatar, Bahrain, South Korea, Croatia, Cyprus, Greece, Iceland, Israel, Japan, Malta, Mexico, New Zealand, Philippines, Saudi Arabia, Singapore, Slovenia, Taiwan, Turkiye, United Arab Emirates, Jordan, Kuwait, Uruguay, Dutch Antilles
(North Macedonia, Brunei, Cambodia, Vietnam, Guatemala, Colombia, Oman and Poland are in the works!)



market share **7.2%**



market share **4.5%**



market share **3.6%**



market share **1.1%**

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Launching new products and flavors has helped drive strong growth. The Lil' Bits launch, though it happened late in the year, has already been a big success (see textbox).

Our personalized bar offering for Choco Fans and companies alike has also helped drive revenue growth in multiple markets.

All this in spite of a relatively challenging first half of the year, which had a negative impact on our revenue. We struggled to recover our service levels as a result of the supply chain disruption we experienced at the end of our last financial year (see last year's annual FAIR report for the full story).

IT TAKES BALLS TO END EXPLOITATION IN CHOCOLATE



Lil' Bits have launched

This year we introduced our first munchable chocolate range – which is a huge product category in the global chocolate market. They're tasty, totally Tony's and represent a brand new venture for us: bitesize chocolate that comes in a range of 5 flavors. With triple chocolate mix, milk caramel sea salt, milk marshmallow & biscuit mix, dark orange choco cookie and milk hazelnut.

You might be thinking.. what's the big deal about these tiny treats?

Lil' Bits are directly linked to mission growth and impact expansion because they serve as a powerful proof-point that all chocolate can be made according to Tony's 5 Sourcing Principles, regardless of shape, size or flavor.

A big part of carrying out Tony's mission is leveraging our influence on other industry players. And Lil' Bits represent a new point of entry for impacting business-as-usual on a whole new corner of the chocolate shelf.

They also give Choco Fans a fairer alternative when it comes to their favorite kinds of munchable chocolatey treats. Lil' Bits are already having a big impact! Which reflects our view of the sector as a whole.

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“TONY’S CONTINUES TO GROW RAPIDLY

around the world. Most of our markets are still in their growth phase, which means they require up-front investment to ensure long-term success. Our fundraising has created a strong and stable financial platform for our future growth.”



Jan, Chief Financial Officer
(aka Master of Means)
at Tony's

when it comes to profits..

We've all felt the effects of global inflation. At the start of the supply chain, we've made sure our partner farmers are paid a higher price to reflect their increased costs. And at the end of the supply chain, though we did implement some price increases, we decided to absorb most of the market pressure rather than pass it on to Choco Fans. As a result, our gross margin shrunk from 45.6 to 41.8%. As we continue to grow as an organization, we're confident we'll rebuild our margin as we find economies of scale in an environment with more stable inflation.

When it comes to operating profit, we're in a growth phase – and have made a conscious choice to invest ahead of the curve. This is to ensure we capture the market and impact opportunities we have right now.

This means we don't have the profit shape we want just yet. But we're confident we're on the right path towards achieving it. In 2022/23, our operating profit was €1.1 million – but depreciation and other financing costs meant a total loss of €2.7 million.

Next year, based on the additional funds raised recently, we'll continue to invest ahead of the curve. However, in the long term we're confident our business model will deliver strong financial returns, proving our case that a globally scaled, financially successful impact company is possible.

the proof is in the (chocolate) pudding

We're proud of the recognition Tony's received this year because it proves financial growth and impact can (and must) go hand-in-hand. We're ready to raise the bar even high next year..

investing for accelerated impact

Our impact business model – and wider industry change – is really taking off. But in order to continue to amplify things, we need to invest ahead of the curve. By building our teams and capacity to grow Tony's Open Chain on the ground and bring new Mission Allies on board. All while increasing cocoa volume by scaling Tony's in multiple markets around the world.

That's a lot of serious investment! But we also realized we'd need more financial muscle to keep up the fight.

The good news is our shareholders agree that now is the time to build on our momentum and invest in our impact model. The even better news? They were willing and able to put their money where their mouths are. This meant our 2 existing investment shareholders, Verlinvest and JamJar, contributed to the €20 million fundraising round we recently closed.

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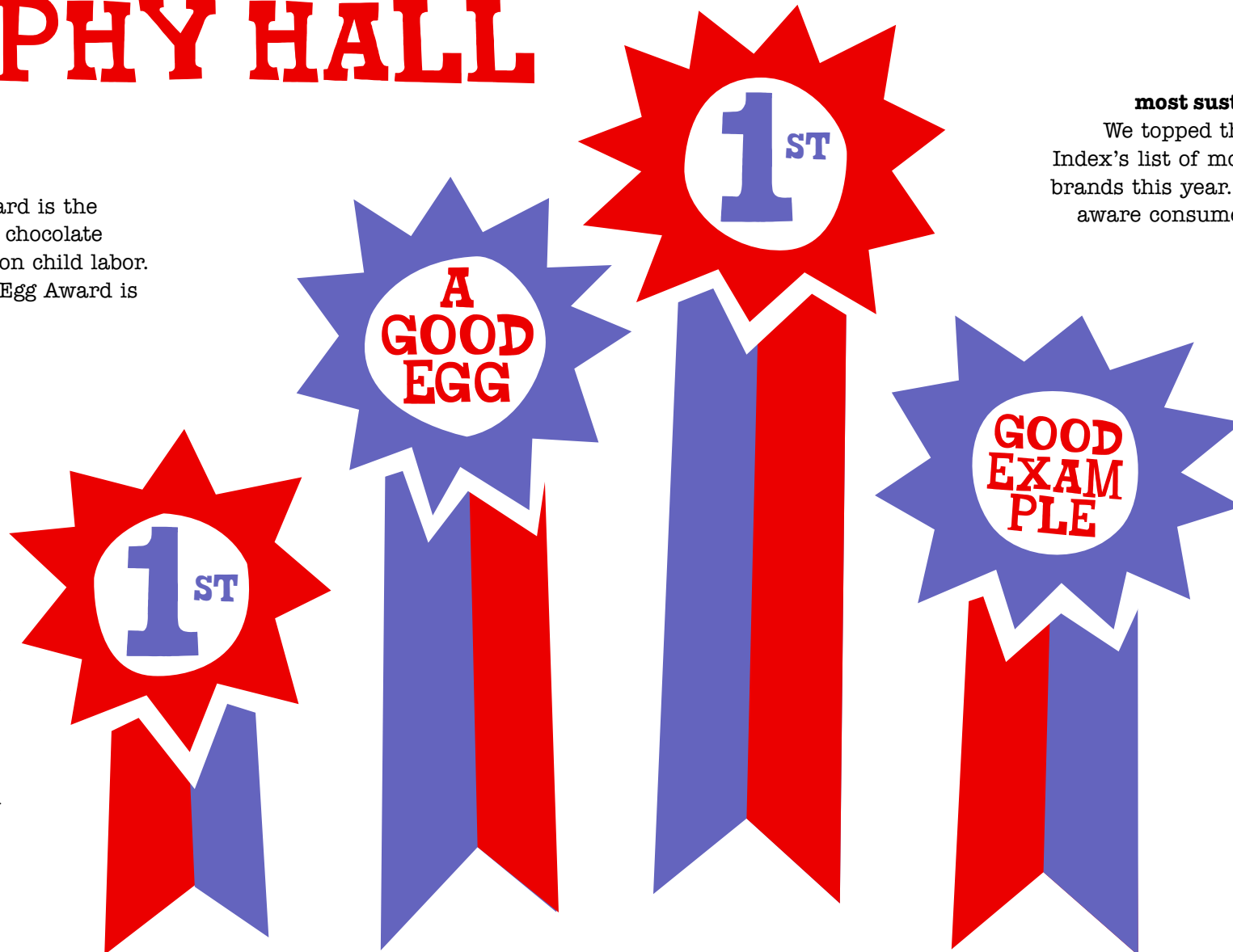
TROPHY HALL

Good Egg Award

The Chocolate Scorecard is the benchmark for global chocolate brands taking action on child labor. Receiving their Good Egg Award is a big deal!

shout-out in the Global Slavery Index

This year, we were mentioned in this hugely impactful report. It highlighted our ways of working and success in producing “confectionery with a conscience.”



most sustainable Dutch brand

We topped the Sustainable Brand Index’s list of most sustainable Dutch brands this year. Thanks to the issue-aware consumers who voted for us.

special mention in the 2022 Cocoa Barometer

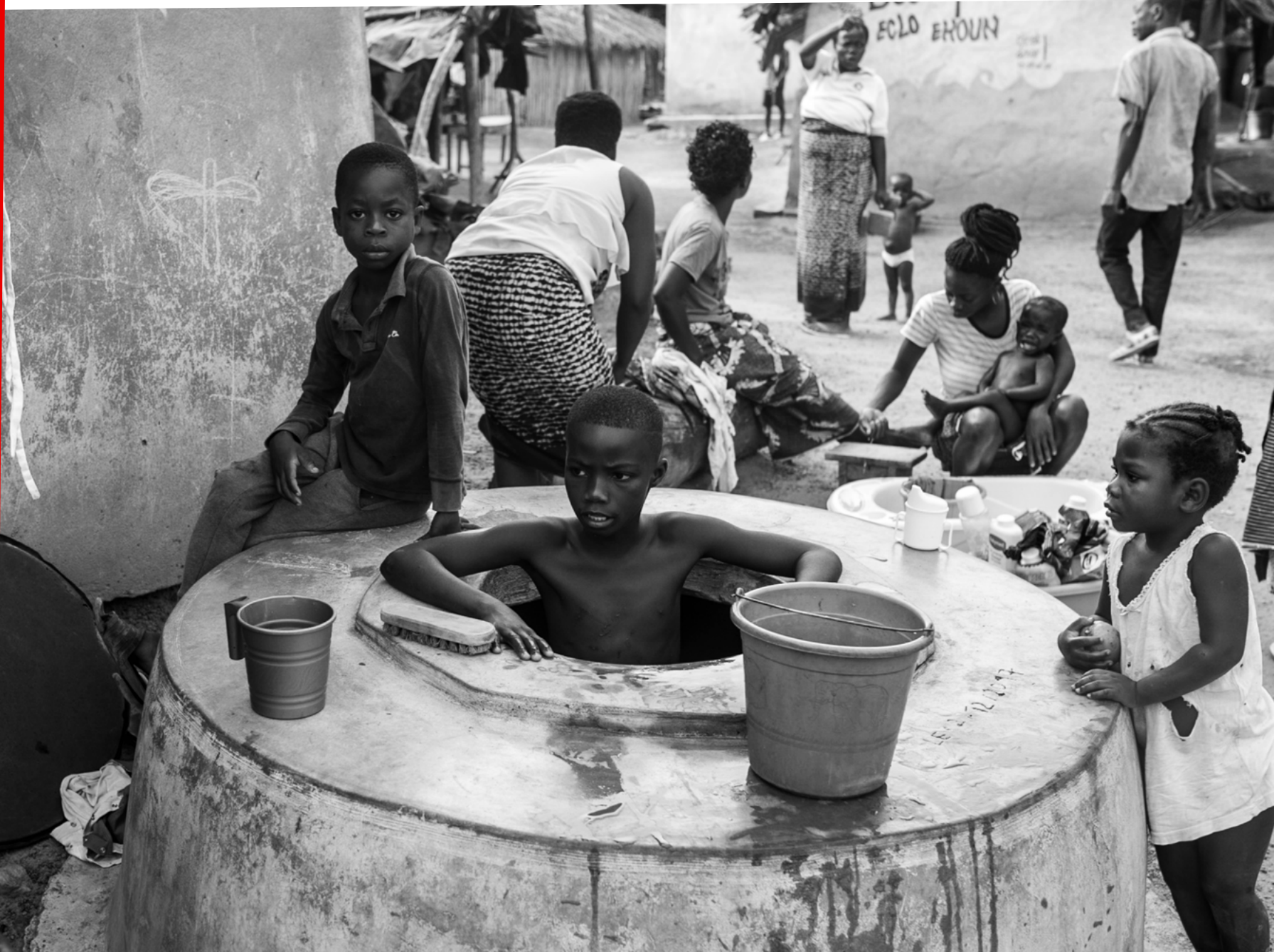
..as a result of our hard work on the LIRP – Living Income Reference Price. Which is the difference we pay per tonne of cocoa to help ensure farmers and their families can have a decent standard of living.

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MAROUSSIA MBAYE

**project: Cocoa
Dreams**

A meditation on youth, and the young people of Côte d'Ivoire – who represent 60% of the country's population. Their dreams are directly linked to their communities, and the opportunities available to them. Soon half of the world's population will be in Sub-Saharan Africa. These photographs reflect a continent at a crossroads, full of hope and determination.



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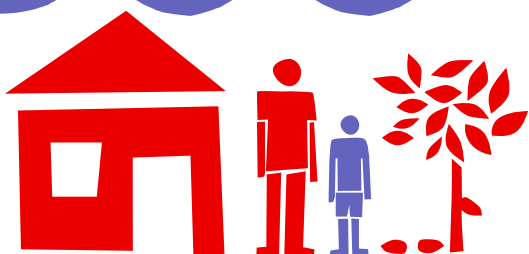


LOOKING AHEAD.. TO THE YEAR TO COME

WHAT WE PLAN TO ACHIEVE IN 2023/2024

21,000

FARMERS IMPACTED



18,050 MT OF BEANS USED

by Tony's and our Open Chain Mission Allies

commit to

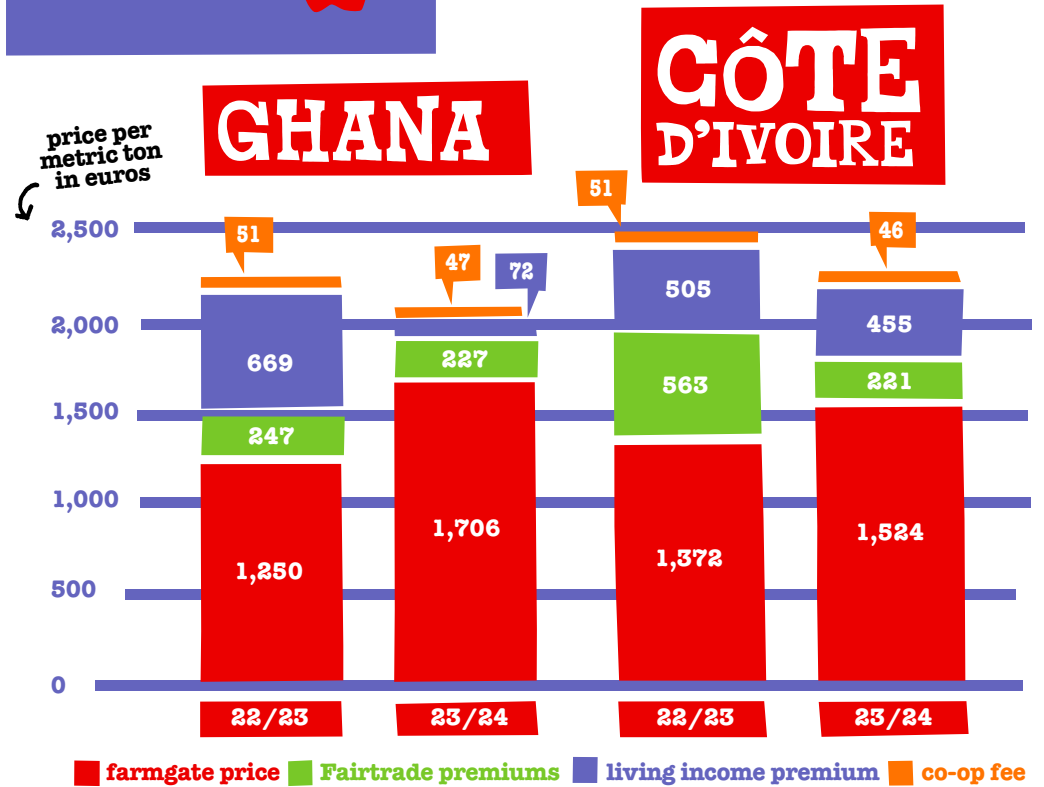
11

PARTNER CO-OPS

in total for long-term relationships

20%

GROWTH IN NET REVENUE



MEET THE GUARDIANS OF TONY'S MISSION LOCK

As newly installed Mission Guardians of Tony's Mission Lock (the independent foundation with a 'golden share' in Tony's Chocolonely), we wanted to use this year's annual FAIR report (AFR) to introduce ourselves, our purpose and our views.

Tony's Mission Lock was created to lock in Tony's Chocolonely's mission by upholding Tony's 5 Sourcing Principles at all costs and helping to ensure that Tony's remains the leader in the effort to eradicate forced labor and child labor in the cocoa sector.

As the results presented in each AFR over the last 10 years have shown, the positive impact of Tony's approach to ending child labor and poverty in its cocoa supply chain is undeniable. And we profoundly hope the legal and pragmatic approach of Tony's Mission Lock inspires other mission-led companies to implement their own Mission Lock.

In February 2024, we're traveling to Côte d'Ivoire to get a ground-level view of the cocoa supply chain. We'll meet farmers and managers of a few cooperatives as well as other community stakeholders to listen, learn and better understand the real impact of Tony's 5 Sourcing Principles. We also hope to gain insights into how we can maximize and spread the impact of Tony's work so that other companies that use cocoa in their products are inspired to join our efforts.

Here's a little more about us:

- As a mission-driven entrepreneur, Seth Goldman knows first-hand that no mission is guaranteed. He's committed to being an effective advocate for all the people and communities in West Africa that are served and supported by Tony's 5 Sourcing Principles.
- Then there's Ikenna Azuike, a documentary maker with a legal background. He sees his role as a way to ensure that sourcing communities partnering with Tony's have a seat at the table when decisions are made.
- As a former Choco Co-Captain of Tony's, Anne-Wil Dijkstra is dedicated to keeping Tony's Chocolonely the real-life example of a company that has a long-lasting positive impact within the industry it operates while also being commercially successful.

If you'd like to share something with us about the Tony's mission, sourcing practices or our efforts to uphold the 5 Sourcing Principles via Tony's Open Chain, you can contact us via contact@tonysmissionlock.org or via the Mission Lock's website www.tonysmissionlock.org. We're also actively working on additional ways for stakeholders to share their concern, to make it as easy as possible for people in rural areas to reach us.



Seth Goldman



Ikenna Azuike



Anne-Wil Dijkstra

reach out on   
or email us at
mailme@tonyschocolonely.com



they're
over the
moon

what a blast!

