



## Salon du Chocolat, Paris 2023



I attended the Salon du Chocolat, 2023 in Paris at the end of October. I joined hundreds of chocolate makers from dozens of cocoa-growing countries, showing off our wares. At last year's salon, I had spent a week in the Ivoirian booth, selling chocolates made with SOCOPLAN cooperative chocolate, our first Ivoirian chocolate partner.

This year, I was at the CocoaTown booth (they manufacture, distribute the chocolate machinery PH&F provides to the villages). I talked to thousands of salon attendees about our **Chocolat des Villages** project. Our goal is to increase to 12 chocolate mini-factories in cocoa-growing villages throughout Côte d'Ivoire. The **Chocolat des Villages** brand will be sold in Africa, Europe, and the U.S.

To learn more, check out my [podcast](#), *Join the Chocolate Revolution* and a [YouTube video](#) by Emmanuel Axel, one of Ivory Coast's chocolate stars.

In hope and fairness,

**Tom Neuhaus**





## A Chocolate Revolution is Underway

The bittersweet truth about chocolate is that the millions of people who grow cocoa beans live a life of poverty. We are approaching the holidays and the sweets are flowing. For many people, chocolate is a sweet they especially love, yet how can we responsibly enjoy our chocolate? This is the goal behind the work of Project Hope and Fairness.

Perhaps you have heard of the recent TV segments on the challenges that cocoa farmers face in Cote d'Ivoire and Ghana. They highlight the critical need for cocoa farmers to participate more fully in the chocolate value chain if they are to get out of the clutches of poverty.

To learn more about the cocoa farmers and the chocolate value chain here are two links:

The CBS Sunday Morning program with Jane Pauley, ["The Bittersweet Reality Behind Chocolate."](#)

The [HBO show "Last Week Tonight with John Oliver"](#) did a 20-minute segment covering the West African cocoa farmers with focus on Ivory Coast and Ghana.

---

## Chocolate Villagers Need Your Support Now



PHF is poised for growth with excellent high-quality village-made chocolate products.

The cocoa village cooperatives and PH&F need your support now to continue and expand operations for the next six months.

Between Depa, Pézoan, and N'Douci cooperatives, PH&F is helping 2398 cocoa farmer CO-OP members and has the potential to impact the lives of 62,590 community members.

We need additional funds now to expand production and distribution to local and international markets. The chocolate sales will generate revenue and bring these cocoa farmers-turned-chocpreneurs out of poverty.

We have a target to raise \$17,000 for our year-end funding. Every bit of your support is needed and appreciated.

## Friday, December 15 from 4-6pm at House of Bread

Please come join Tom and board members for our annual fundraiser at  
**House of Bread, 1025 Farmhouse Lane, San Luis Obispo.**  
*Fifty percent of all the food and drink sales will go to PHF!*

This event will be a chance to visit with Tom Neuhaus, President and founder of PH&F, and hear about all the progress this year.

Village-made chocolate goodies will also be available for a donation.

We need your help as a contributor, donor, or customer to continue and grow our program!

### Recent Highlights

- At the Salon du Chocolat Tom sold out of all the chocolates he brought: 300 Chocolate Village bars (ginger, orange), 24 bags of Candied Cocoa Beans, two dozen truffles. and a dozen penuche made with the Village Chocolate.
- Tom Neuhaus and Peggy Papathakis will be the guests on the popular **Dave Congalton Hometown Radio Show** on KVEC 920, December 12 between 4:05 to 4 PM. Call in with questions!

**Donate  
Today!**

[Click to Donate](#)



### Your Donations At Work

Investigating new Village Chocolate market opportunities, in Africa and internationally

Training and implementation on production and management videos and manuals

Developing the Village Production Training Center

Expanding in-country collaborations

---

## How You Can Help:

[Donate Today](#)

Support the PH&F Mission

[Volunteer](#)

Assist with online marketing and social media presence!

[Share This Email](#)

Share this email with someone new (forward to a friend)!

---

## Our Vision

**Our vision at Project Hope and Fairness is to serve as a center of excellence for cocoa cooperative members to learn quality production techniques and business and marketing skills to boost their incomes and improve their lives.**

## Our Mission

**Helping African cocoa farmers boost incomes and improve their quality of life.**

## Our Values

**Respect - *for village cultures and capabilities***

**Integrity - true to our word**

**Accountability - accountable for the use of resources and the results achieved Inclusivity - encouraging opportunities for all**

