

# THE SEVEN VILLAGES CONCEPT

About 85% of the world's cacao is grown in Africa but almost none of it is made into chocolate for sale in Africa. Cocoa farmers are stuck in a commodity trap, subject to the whims of the market, whose ups and downs are determined in London and New York. In today's world, if you purchase a chocolate bar in the theater, a bag of Halloween candies in the supermarket, or a fundraising bar at your high school, you are exploiting Ivoirian children--because 75% of American chocolate is made with Ivoirian beans and because children do much of the work--weeding, harvesting, fermenting, and hauling bags.

Fair Trade was established to combat inequities. But Fair Trade is mostly a feel-good solution, satisfying superficial, good intentions but not fighting the fundamentals. While we (Mama Ganache Artisan Chocolates, Inc. and Project Hope and Fairness) still advocate for fair trade and use Fair Trade Certified™ beans, we think we have a better way--to build village chocolate factories!

## SEVEN VILLAGES BARS -- Bittersweet and Bittersweet with Salted Nibs



Manufactured by Mama Ganache Artisan Chocolates in San Luis Obispo, California, the Seven Villages bars are manufactured from the beans of 7 villages in Côte d'Ivoire, the country that supplies 42% of the world's cacao, that has been linked to child slavery.

The goal? To help Ivoirian cocoa farmers make enough money that they can hire adult labor and send their children to school.

## THE SEVEN VILLAGES -- Bateguedea, Broguhe, Depa, Djahakro, Pezoan, Tetia, Zereguhe



David Logbo roasts cocoa beans while his cousin, Chief Dédé inspects.

There are over 6,000 villages in Côte d'Ivoire that sell cacao--all of it to middlemen who convey the beans to the American market. The farmers earn 1-4 cents on the retail dollar, making them among the poorest paid farmers in the world.

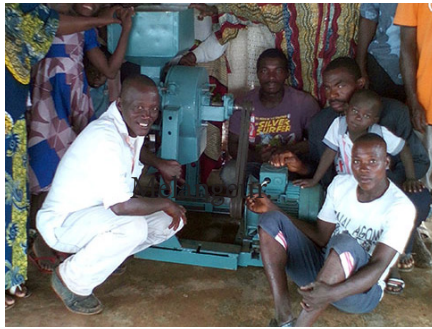
By producing their own chocolate or hot cocoa, villagers will earn far more from their beans--closer to 50 cents on the retail dollar. The increased earnings will improve the local economy and will trickle down and sideways to induce the formation of other businesses.

The seven villages will each specialize in one product: cocoa butter, cocoa beverage, chocolate bars, other forms of chocolate.

## MACHINERY -- Broyeuse, Decortiqueur, Mélangeur, Presse, Rotisseur



Mélangeur



Broyeuse or Grinder

The above are two of the five machines that are necessary in order to establish the first chocolate factory in an African village. Right now, David makes chocolate disks by roasting the beans, hulling them, pounding in a mortar, and then mixing the ingredients together in the *mélangeur*. This past January, thanks to a donation by Joanne and Ross Currie of Splash Café, we were able to commission the *broyeuse*, which will grind beans into chocolate liquor, shortening the chocolate making process. We still need to purchase a *presse* (to make cocoa butter), *décortiqueur* (to remove hulls), and *rotisseur* (to roast out bitterness).

### THE FIRST CHOCOLATE FACTORY -- Depa, Côte d'Ivoire



The floors and walls of the chocolate factory are being tiled in order to satisfy the wishes of the Ministry of Health. Thanks to \$2500 raised at our April 2 fundraiser, we are able to upgrade the premises.

### HELP US BUILD VILLAGE CHOCOLATE FACTORIES!

We need to raise approximately \$10,000 to finish the Depa project, making it the first of seven!

Please help by donating what you can so we can establish the first chocolate factory in an African village. You can do this in one of three ways...

1. Purchase Seven Village Bars (25 cents from each bar goes to ProjectHope and Fairness)
2. Send a monetary contribution to; Project Hope and Fairness  
1445 Monterey St.  
SLO, CA 93401
3. Visit [www.projecthopeandfairness.org](http://www.projecthopeandfairness.org), click on Donate, and make your contribution via credit card.

