Unite For Sight

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What Would YOU Do?

A Workshop on Hard Choices for Social Enterprise Start-Ups

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1st  The scenario

2nd  Your choices

3rd  Break into groups

4th  Discuss/reach a decision

5th  Reconvene, share your choice & your reasons

6th  Reflect
YOUR SCENARIO

♦ 100% Fair Trade, organic food company

♦ Products: coffee, tea, cocoa

♦ Launching chocolate bars
This increases the impact you deliver for your cocoa farmer partners.

Q. Do you use Fair Trade SUGAR in the bars, too?
THE PROS of Fair Trade Sugar

► Deliver Fair Trade benefits to more farmers

► Address another industry badly in need of reforms

► Maintain mission & brand consistency
THE CONS

► Higher costs

► Higher price point
  & therefore lower sales volume
  & therefore less volume for your cocoa farmer partners

► Lower margin & lower profits

► Extra logistical difficulties

► Import restrictions for sugar

► Less reliable supply
price

Sales Volume in pounds
$3.40 Price **without** Fair Trade sugar
Sales Volume in pounds

$3.40 Price *without* Fair Trade sugar

$4 Price *with* Fair Trade sugar
$4 Price with Fair Trade sugar

$3.40 Price without Fair Trade sugar

Volume:
1M lbs of FT cocoa
Sales Volume in pounds

$4 Price with Fair Trade sugar

Volume: 600k lbs + 300k lbs
Fair Trade cocoa

$3.40 Price without Fair Trade sugar
What do YOU do?
What do you do?

& WHY do you do it?
What do you do?

& WHY do you do it?

(Yes – you can bring your answers & caveats with you )