

What's the difference between a Tony's Open Chain mission ally and a Tony's Open Chain enabler?

Currently, there is an unfair distribution of value and power in the chocolate industry that drives cocoa farmers into poverty – resulting in illegal labour and exploitation. Tony's Open Chain seeks to change this by inviting other chocolate manufacturers and cocoa-using brands to change the norm in cocoa.

Mission Allies

By joining Tony's Open Chain, Mission Allies commit to traceability, paying the living income reference price for cocoa and building long term partnerships with partner cooperatives to support farmers and develop thriving cocoa communities. As a collaborative initiative, Mission Allies compete on chocolate but collaborate on cocoa. They amplify our collective mission by speaking out about a new way to get chocolate on shelf. Together, they change the norm in the cocoa industry.

Mission Allies that have already committed to sourcing cocoa via Tony's Open Chain are Albert Heijn, ALDI, Jokolade, Vly Foods, The Flower Farm, PLUS, KoRo Source and Ben & Jerry's.

Enabler

To enable more Mission Allies to join Tony's Open Chain, the initiative offers multiple chocolate processing options to choose from. These chocolate processors – enablers - invest in a fully segregated cocoa supply chain, in order to be able to handle and process the segregated Tony's Open Chain cocoa beans, cocoa mass and cocoa butter.

Tony's Open Chain trusts this will enable Mission Allies to join the initiative which in turn will accelerate system-change across the industry – creating more impact for cocoa farmers in West Africa. Tony's Open Chain is a results-driven, future-proof initiative that is laser-focused on cocoa and produces measurable impact via a proven model.