



Choco4Peace Colombia Program

Choco4Peace is a social enterprise headquartered in Montreal that works with ex-cocaine producers and war victims (women, Indigenous, youth and other at-risk people) who have made the transition to growing chocolate-producing cacao. We support them with access to markets, innovative finance and disruptive technology. We use this technology to trace not only the origin of the cacao as it moves through the value chain, but also the socioeconomic and environmental impacts of production, consumption, and investment.

There are over 65,000 cacao farmers in Colombia, and 73% live below the poverty line. Often, farmers face the awful dilemma of either continuing to produce legal crops like cacao in poverty, or returning to the production of coca and cocaine in order to survive. Strong demand for cocaine bolsters the illegal armed groups which destabilize Latin American societies by undermining the authority of governments and the rule of law, and eroding transparency and the trust of citizens.

The COVID-19 pandemic has accelerated the move towards a digitalized economy. Our Decentralized Inclusive Economic Network is a digital ecosystem that integrates all the socioeconomic services a small farmer would need to succeed in one place – think of it as a smartphone full of apps which would connect the farmer with those who want to buy their product. They need a way to get paid. They need technical support, insurance, and financing. These digital applications lay the foundation for three vital improvements:

- it enables producers to access indispensable services in an effective and friendly-user way, with an interface tailored for their digital abilities.
- the digital applications within the platform allow the establishment of third-party applications such as a blockchain-based supply chain app, so buyers can have access to precise information about the quality of the cacao, payments are facilitated by e-wallets and/or a banking application. Transparency from bean to bar, from producer to buyer.
- the unprecedented level of security, transparency and traceability brings a crucial improvement to mitigate investment risk.

This means that a consumer or an investor could see with immutable transparency that they're supporting farmers to lift themselves out of poverty, build peace in their communities, and build lives with dignity.

We measure our impact in alignment with six of the UN Sustainable Development Goals.