



Gary Teh &lt;garyjob@agroverse.shop&gt;

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## Collaboration to distribute Amazonian cacao nibs via Good Earth Natural Foods

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Gary Teh &lt;garyjob@agroverse.shop&gt;

Sat, Dec 28, 2024 at 9:35 AM

To: "Good Earth, Jonathan Kitchens" &lt;prod.coord@genatural.com&gt;

Cc: "Good Earth, Raena Wilson" &lt;products@genatural.com&gt;, "Good Earth, Richard Leavitt" &lt;pricing@genatural.com&gt;

Good morning Jonathan,

Thank you for forwarding my inquiry to Richard and Raena.

To give more context, we are a community project to support the cacao farmers in the Amazon in its restoration.

Bulk of the deforestation in the Amazon region that is happening right now is due to farmers switching from traditional agroforestry to growing soy beans and raising cattles. This is due to poor profitability generated from their traditional agroforestry, a huge part of it being production of cacao.

When our community examined the supply chain, we realized the existing middlemen were suppressing the prices paid to the farmers for the cacao produced often taking up to 94% of the value generated from the cacao.

Our community project seeks to rebalance the economic incentives for these farmers by passing on 34% of the value generated back to them.

Green Gulch Zen Monastery is an active supporter of our community project and a few of their staff have proposed that we reached out to you to seek collaboration as well since a lot of the members from their community shop often shop in your grocery stores



This is an Instagram reel of our visit to one of the organic cacao farms we are supporting with their reforestation effort

<https://www.instagram.com/reel/DB1nVAJO2Kt/?igsh=MXJ2dnJhdWthbTZmaA==>

Looking forward to collaborating. Will follow up with the call on Tuesday. 😊🙏

Warm regards

Gary

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