



Gary Teh <garyjob@agroverse.shop>

Collaboration to distribute Amazonian cacao nibs to help restore the Amazon rainforest

1 message

Gary Teh <garyjob@agroverse.shop>
To: mhaneyowens@rainbow.coop

Fri, Jan 3, 2025 at 12:00 PM

Good morning Micah,

Gary here. We spoke yesterday in the store. Thank you for spending the time and attention.

To give more context, we are a community project to support farmers practicing traditional agroforestry in the Amazonian rainforest to restore it. We do so by directly sourcing organically grown cacao from their farm and making the cacao available in the USA.



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

When our community closely 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 at least 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 reach out to your grocery chain to seek collaboration as well since a lot of the members from their community often shop in your grocery stores.





The message was once again reiterated by community members from Edge and Node, a Tech Hub that is near where your store is located. Members of that community mentioned that they frequent your store for their grocery needs too and have also suggested that we reach out to you

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==>

Here are some details about the product which we would be glad if we could collaborate with you to distribute via your grocery store to the local community on a consignment basis.

Organic Certification

- 20241224_Fazenda_Santa_Ana_usda_organic_certificate.pdf
- 20241224_Fazenda_Santa_Ana_usda_organic_certificate_conformity.pdf

Country of Origin

- Brazil

Units and measurement

- 8 ounces of cacao nibs per bag
- 8 inch height
- 6 inch width
- 2.5 inch depth
- 3 tea spoons per serving
- 8 servings per bag

Minimum recommended retail price

- USD12.50 per bag

Cost breakdown per bag

- Cost of cacao almonds paid to farmer in Amazon rainforest: USD\$5.583369256
- Kraft Pouch packaging material cost: \$USD0.7033220365
- Packing cost paid to factory in Amazon rainforest : USD\$0.35
- Freighting cost from Amazon rainforest to San Francisco: USD\$2.65131673 per bag
- Net cost when it finally arrives in our San Francisco community warehouse: USD\$9.29 per bag
- Cost to transport from our San Francisco community warehouse to your venue: USD\$1.50 per bag
- Final cost upon arrival at your venue: USD\$10.79
- Final cost price to you for each bag sold: USD\$11.00

Ordering requirements

- Minimum order quantity: 10 bags
- On-premise delivery within 7 calendar days upon placement of order
- 100% consignment based sales. No upfront payment requirements
- Settlement of payment for bags sold: 30 calendar days

Looking forward to your support in helping restore our Amazon rainforest. Will do a follow up call on Wednesday morning. 😊🙏

Warm regards
Gary

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