

Buyer Decisions from a European Perspective

What makes cocoa sellers visible, credible, and commercially ready?

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A buyer decision is rarely only about cocoa

The question is: can we move from interest to engagement without creating unmanaged risk?

1. Can I find you?

2. Can I trust the information?

3. Can I engage safely?

For sellers, the strategic shift is to think from the buyer's risk lens, not only from the seller's offer.

Buyer decision framework

Four areas where buyer confidence is either built or lost.

Commercial fit

Product type • volume • seasonality •
certifications • price expectations

Operational capacity

Storage • post-harvest handling • quality
controls • logistics • communication

Evidence & compliance

Traceability • documentation • legal status •
EUDR readiness • social/environmental systems

Relationship pathway

Direct sourcing • importer collaboration •
trade facilitation • further assurance

**A strong seller does not need to be perfect.
A strong seller needs to be understandable.**

What gets in the way of a new trade?

The problem is often not capability. It is unstructured visibility.



Market access work should reduce these frictions before the buyer conversation starts.

ACM's role: Make sellers easier to discover, evaluate, and engage

Search

Filter Results Clear filters

Country ▼

- Cameroon
- Ghana
- Liberia
- Sierra Leone

Africa Region ▼

- Central Africa
- West Africa

Cocoa Product ▼

- Cocoa Bean Husks
- Cocoa Liquor
- Cocoa Nibs
- Cocoa Pod Husks
- Cocoa Powder
- Waste Cocoa Beans
- Cocoa Butter
- Cocoa Beans

Volume ▼

Minimum volume (MT)

Third-Party Certifications ▼

- Organic – Control Union
- Fairtrade International (FLO)
- Rainforest Alliance

ACM does not make the purchasing decision.

It structures the information buyers need to decide.

ACM Seller Profile: The first step in evaluation

Evaluate

Cocoa Products

Cocoa Beans

ACM Seller Scale

ACM Seller Scale is calculated based on the seller's ability to aggregate or purchase cocoa from farmers with their existing cash reserves. In most cases, sellers can aggregate more cocoa with external pre-financing.

Annual Trade Capacity ————— Up to 50 MT (Micro Scale Producer)

Harvest Months

Main Harvest ————— Jan, Oct, Nov, Dec

Minor Harvest ————— Jul, Aug, Sep

Fermentation & Drying

Typical Fermentation Method ————— Heap

Typical Drying Method ————— Sun Drying on Raised Tables

Incoterm

FOB (Free On Board)

ACM Seller Status

ACM Registered Seller

ACM has completed initial due diligence with the seller and confirmed the seller is actively trading cocoa / cocoa products.

ACM Verified Seller

ACM has completed full due diligence with the seller; an ACM Verification Report on this seller is available within 1-2 weeks.

Seller Location ————— Liberia 



ACM Verification: Reducing procurement risk

Evaluate



Engage

The goal is not to eliminate risk.

It is to show what is known, what is evidenced, and where gaps remain.

Table of Contents

To return back to the Table of Contents, click the ACM Logo on the top right of each page.



Seller Overview — Page 1

Trade Capacity — Page 2

Cocoa Quality & Specifications — Page 4

Traceability — Page 5

Business Structure — Page 6

Operational Capacity — Page 7

Environmental & Social Responsibility — Page 9

Risk Assessment & EUDR Compliance Summary — Page 10

Appendix I: ACM Assurance Add-Ons — Page 11

ACM Verification: Reducing procurement risk

Evaluate



Engage

Operational Capacity (cont.)



Cocoa Related Assets - Logistical	
Offices ①	
Warehouses ①	
Motorcycles ③	
Tricycles ②	
Pickup Trucks ①	

Cocoa Related Assets - Quality Control	
Weighing Scales ④	
Moisture Meters ③	
Concrete Drying Patios ①	
Sifter/Classifiers ①	
Winnowers ①	

What sellers can influence before the buyer meeting

A practical readiness checklist.

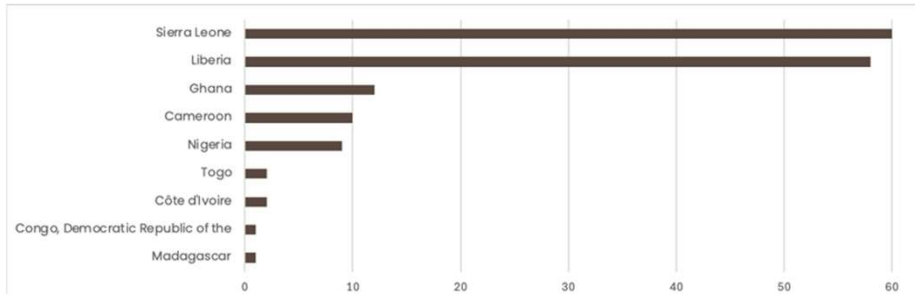
1	Organized documents	Registration, licenses, export permission where relevant, recent trade records
2	Clear commercial offer	Products, volumes, timing, minimum order sizes, price logic, and contract expectations
3	Traceability evidence	Farmer lists, purchase records, geolocation status, internal traceability process
4	Quality & logistics basics	Moisture, defects, fermentation/drying practice, storage, samples, and shipping pathway
5	Responsive communication	Named contact person, language, WhatsApp/email, availability for calls and follow-up

The more complete and organized the seller's evidence, the faster a buyer can move from interest to action.

ACM is expanding carefully: Quality over speed

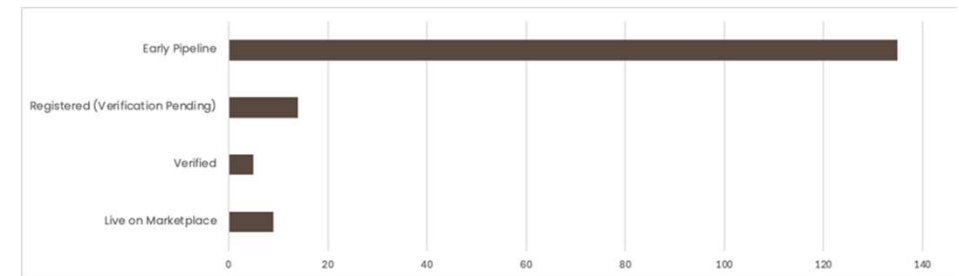
Seller visibility is growing across origins & product categories, but verification remains priority.

Seller pipeline by country



Engaged sellers across 9 African cocoa-producing countries

Marketplace development pipeline



Development prioritizes verified, credible sellers rather than rapid expansion

Core cocoa products

Beans • Nibs • Liquor • Butter • Powder

Emerging categories

African craft chocolate • additional cocoa derivatives

Value-add & adjacent

Cocoa husks • by-products • future adjacent crops

What this means for sellers, buyers and ecosystem partners

The same information can serve different audiences when it is structured clearly.

For sellers

Think from the buyer's risk lens.

Make your offer, documents, evidence, and communication easy to evaluate.

For buyers

Use structured transparency to widen sourcing options while staying realistic about risk and due diligence.

For support partners

Market readiness is practical: help sellers organize information and close evidence gaps before buyer engagement.

Transparency creates trust. Trust creates trade.