

WHAT EU COCOA BUYERS LOOK FOR



Simran Bindra, Director

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Kokoa Kamili - Who We Are

Founded in 2013

Highest prices paid to farmers in all of Tanzania

150 Staff Members

7,000 Registered Farmers

1,500 Organic Farmers

150+ customers across 5 continents

Multiple Cocoa of Excellence Winner



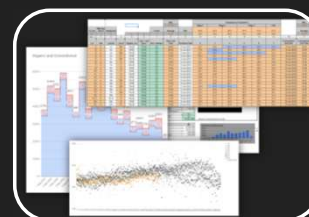
Farmer Field Schools



Standardized Processing Protocols



Quality Controls



Custom Enterprise Resource Planning System



Grading



Farm-level Traceability + Organic Certification



Strong customer base



Formal Employment



Kokoa Kamili - History

Track Record

2013: ~25MT exported to the US

2025: ~400MT exported to the US, EU, Japan, China, India, Saudi Arabia, Singapore, Australia, New Zealand, South Africa and more!

How We Do This

1. Direct sourcing from farmers – premium pricing
2. Central fermentation, drying, and grading
3. Strong quality control measures, including organic and traceability systems
4. Compliance with international regulations
5. Long term relationships with chocolate makers that share our values and pay high prices for cocoa

**THE STORY ONLY MATTERS ONCE THE
QUALITY IS IN PLACE**



Africa vs Latin America: Historical Buyer Perceptions



- Latin America: stronger perception of flavour differentiation and storytelling
- Africa: stronger perception of scale, availability, and continuity. Greater concerns on quality and traceability
- European buyers increasingly expect both quality AND compliance from all origins
- Premiums are increasingly earned through execution—not geography – this is slow but happening. Africa still fighting an uphill battle

What Wins Premium Buyers in Europe



- Flavour profile that fills a gap
- Consistent fermentation and moisture control
- Ability to send REPRESENTATIVE samples
- Farm-level traceability and data quality
- Fast response times and transparent communication
- Compliance with EU regulations
- Packaging/documentation compliance
- Evidence of farmer impact and sustainability

Customer Types and Concerns



Customer Type

- Trader – back to back deal
 - Price conscious
 - No long term loyalty
- Distributor – combination of back to back and spot
 - Price conscious
 - Middle-man
- Chocolate Maker – end user
 - Long payment terms
 - Small volumes

Risks

- Financial Risk – will the cocoa show up?
- Quality Risk – what condition will it be in?
- Compliance Risk – EUDR compliance? Organic compliance? Heavy metals?

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**Thank You /
Asante Sana**