Dolcetto, the biological pineapple from Togo

International Co-operative Development as an opportunity for coop to coop market

ILO - Geneva, 12 June 2018 - Camilla Carabini
Coopermondo – Confcooperative

NGO of Confcooperative

- 19,000 cooperatives and social enterprises
- 9 different sectors
- 3,300,000 members
- 66 billion turnover
CEDP - Cooperatives Europe Development Platform
The Project
From 2012

- Sustainable agriculture
- Micro-finance
- Cooperative entreprises for youth

- Federcasse e Pool BCC
- FAIEJ Togo
- CTOP
The Results

- 66 projects financed
- 2 millions euros
- 146 cooperatives created
- 476 agricultural experts trained

- ICA Africa
- 2 twinings with Italians cooperatives
CPJPPAB - Coopérative Préfectoral de Jeunes Producteurs Professionnel d'Ananas Biologique

1,300 producers
Around 450 women
Around 500 ha.
Agrintesa Coop

- 443 biological agricultural enterprises
- 1690 ha. Cultivated
- 35,000 tons per year
- Joint venture with Alce Nero
Brio Spa

- 443 biological agricultural enterprises
- 1690 ha. cultivated
- 35,000 tons per year
- Joint venture with Alce Nero

IMPORTS
2 tons per week
### Alce Nero Brand

<table>
<thead>
<tr>
<th>Brand</th>
<th>Δ 2015</th>
<th>Δ 2014</th>
<th>Δ 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alce Nero</td>
<td>+4</td>
<td>+8</td>
<td>+11</td>
</tr>
<tr>
<td>Almaverde bio</td>
<td>-3</td>
<td>-3</td>
<td>-6</td>
</tr>
<tr>
<td>Coop/Vivi verde</td>
<td>-1</td>
<td>-2</td>
<td>-1</td>
</tr>
<tr>
<td>NaturaSi</td>
<td>-1</td>
<td>+2</td>
<td>+7</td>
</tr>
<tr>
<td>Bio Esselunga</td>
<td>-1</td>
<td>=</td>
<td>-2</td>
</tr>
<tr>
<td>Cereal</td>
<td>-1</td>
<td>-1</td>
<td>=</td>
</tr>
</tbody>
</table>

**Valori %**

Base: totale campione (2013: n= 1.008; 2014: n=1.004; 2015: n= 1.002; 2017: n=1.003)

D7. Pensando ai prodotti biologici alimentari, quale è la prima marca che ti viene in mente? (Spontanea, una sola risposta) - D8. Quale è la seconda? (Spontanea, una sola risposta) - D9. Quale è la terza? (Spontanea, una sola risposta)
DOLCETTO
Pain de sucre

- Caliber 0.5-2 Kg with an elongated shape
- Light colored pulp, with a particularly fresh and sweet taste, distinctive for its high sugar content.
- You can eat the central part that in other varieties remains hard and not chewy
- Biological.
- Promotes fair trade and solidarity.
- Available all year
- Commercialized with the Alce Nero brand in the Italian Large Scale Retail Distribution. Alce Nero is the best known organic brand by Italian consumers.
The future of DOLCETTO

- Fair Trade certification
- Marketing & visibility in Italy
- Strengthening of the CPJPPAB cooperative
- Technical assistance to local producers in Togo
Thank you!

carabini.c@coopermondo.it