

Write a guided analysis of the following text.

1. Tony's Chocolonely is a Dutch chocolate company that promotes slave-free chocolate. These screenshots were taken from the 'Our mission' page of their website in 2022.

our mission • join us • our chocolate • other stuff..

CHOCO SHOP

100% slave free the norm in chocolate

JOIN IN

SHARE OUR STORY

With incredibly tasty chocolate we show the world chocolate can be made ethically, sustainably and responsibly. packaging and the way we treat cocoa farmers.

Alone we make slave free chocolate. Together we make all chocolate 100% slave free. So we ask you to join in.

The more people choose slave free and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in?

Join our movement and like or follow us:

Tony's Chocolonely

tonychocolonely

tonychoc09

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE

the problem

Things aren't being shared evenly in the chocolate supply chain. The chain starts with millions of farmers who produce cocoa and ends with the billions of consumers who enjoy chocolate. But what about the bit in the middle? This section is dominated by a handful of chocolate giants that profit from keeping the price of cocoa as low as possible. As a result, farmers are forced to live in poverty. And that leads to illegal child labour and modern slavery.

tell me more

What?! Modern slavery?

Right now there is modern slavery on cocoa farms in West Africa. This is a result of the unequally divided cocoa chain. Tony's Chocolonely exists to change that. Illegal child labour and modern slavery are against the law - it needs to stop.

tell me more

Illustration of a large blue figure and a small white figure standing next to a blue tree with yellow leaves, symbolizing the unequal distribution of resources.

Tony's raises awareness

Tony's leads by example

Tony's inspires to act

Tony's roadmap to 100% slave free chocolate

Our mission: together we'll make 100% slave free the norm in chocolate. How we are going to achieve it? It won't be easy. The situation is complex. But Tony's roadmap will help us accomplish it. Our roadmap has 3 pillars and points the way to 100% slave-free chocolate.

[tell me more](#)

Tony's 5 Sourcing Principles for slave-free cocoa

With incredibly tasty chocolate, we lead by example and show the world that chocolate can be made differently. By following Tony's Sourcing Principles for slave-free cocoa, it's possible to make slave-free chocolate and be commercially successful.

[tell me more](#)



Everyone needs to contribute!

We can't do it alone. Alone we'll make slave free chocolate, together we'll make all chocolate 100% slave free. The more people that choose slave free and spread our message, the sooner 100% slave free will be the norm in chocolate. We all need to roll up our sleeves.. so what action do we expect everyone to take?

[tell me more](#)



CRAZY ABOUT CHOCOLATE. SERIOUS ABOUT PEOPLE



OUR STORY

our mission
Tony's impact
our timeline
annual FAIR report

OUR CHOCOLATE

big bars
small bars

JOIN US

see what you can do
become a serious friend

OTHER STUFF..

Team Tony's
careers
frequently asked
questions
privacy policy
terms and conditions



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- In what ways does this website raise awareness and call the reader to action?