



## Dolcetto, the biological pineapple from Togo

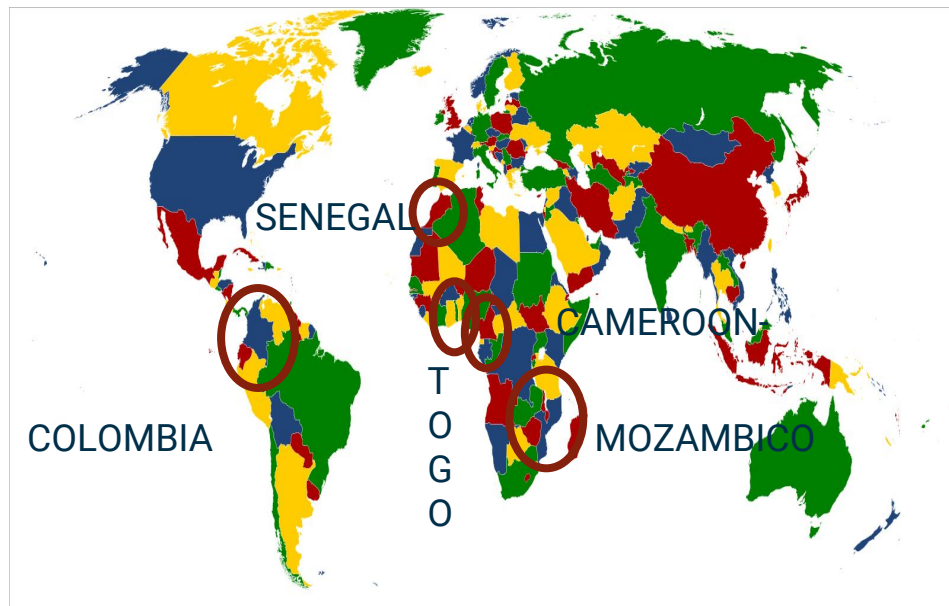
International Co-operative Development as an opportunity for coop to coop market



# 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



A screenshot of the website for Cooperatives in Development. The page has a white background with a green navigation bar. The main heading is "Cooperatives in Development" in orange. Below the heading is a search bar and social media icons for Facebook, Twitter, and LinkedIn. The main content area starts with "Welcome to Cooperatives in International Development" and a description of the initiative. There is a map of the world with a circular inset showing a closer view of Latin America and the Caribbean. Below the map is a section titled "Featured Projects" with three project cards: "Supraregional project in Latin America and the Caribbean", "Chelmsford Star/Lesotho Co-operative partnership", and "Training Centre for aquaculture - Sierra Leone".



# The Project

From 2012

- Sustainable agriculture
- Micro-finance
- Cooperative enterprises 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

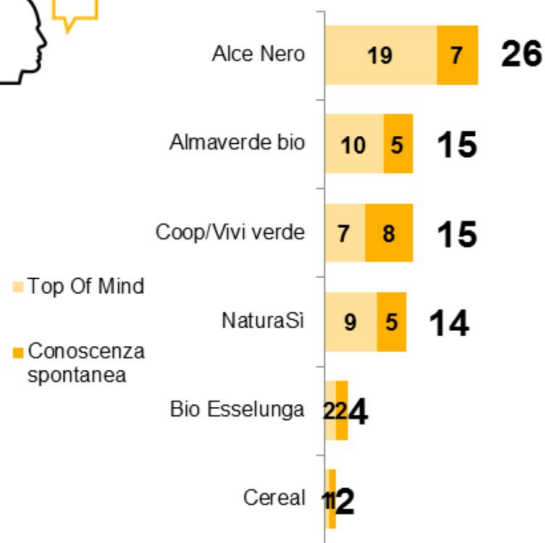


IMPORTS  
2 tons per week

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



# Alce Nero Brand



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)

	Δ 2015	Δ 2014	Δ 2013
Alce Nero	+4	+8	+11
Almaverde bio	-3	-3	-6
Coop/Vivi verde	-1	-2	-1
NaturaSi	-1	+2	+7
Bio Esselunga	-1	=	-2
Cereal	-1	-1	=

Diff. sig. (95%) vs. anni prec.	
○	% statistic. maggiori
○	% statistic. minori



# 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](mailto:carabini.c@coopermondo.it)