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## **African Cocoa Marketplace begins onboarding sellers to its innovative platform, creating new trade options for global cocoa buyers and African cocoa sellers.**

ACM fills a longstanding and critical market gap, providing a cutting-edge solution for supply chain visibility and market access. It helps buyers and sellers find best-fit business partners while aligning their values with the products they source.

**African Cocoa Marketplace** (ACM) has launched its marketplace services, connecting African cocoa sellers with global buyers and investors. ACM's ultimate goal is to elevate the value of Africa's cocoa to reflect the continent's 120+ years of cocoa sustainability, quality, and excellence

The launch of the groundbreaking digital marketplace is perfectly timed for the beginning of the main 2024-25 harvest season across Africa. ACM's marketplace will help sellers market their value propositions and business strengths to a global audience of buyers and investors. It will also help buyers find the exact cocoa products they need for their businesses according to their values.

ACM does due diligence with sellers to guarantee that every marketing claim made by a seller has been vetted and certified according to ACM's standards. ACM's new certification is meant to enhance supply chain visibility and sustainability for cocoa.

Headed by Dr. Kristy Leissle, ACM has been developing its new platform for 18 months and has already begun onboarding sellers from Ghana, Liberia, and Sierra Leone.

Dr. Kristy Leissle said: 'Our platform will make it easy for buyers and sellers alike to share their value propositions and provide evidence of best practices with potential business partners.'

Denise Karway, United Women for Sustainable Development's CEO from Bong County in Liberia, said: "United Women for Sustainable Development is excited to join ACM. As a women-led cooperative dedicated to organic cocoa production and trade, this platform will give us a unique opportunity to connect with a broader market and contribute to sustainable agricultural practices.

**AFRICAN COCOA MARKETPLACE, INC.**

[cocoamarket.com](http://cocoamarket.com)

Incorporated in DE, USA  
HQ: Parktown North, Johannesburg, South Africa

‘Our goal is to expand our reach, increase sales, and support local communities by creating sustainable livelihoods. By leveraging the ACM platform, we hope to showcase our high-quality organic cocoa beans and ensure more women and youth are involved in the value chain. By joining ACM, we can work together to create a more equitable and sustainable future for the cocoa industry.’

Stephen Ashia from the ABOCFA Organic Cocoa Cooperative in Ghana said the 2023-24 harvest was not a good season because of climate change and other effects. However, the farmers are hoping for a better yield for the upcoming main crop, and he is delighted that the cooperative is joining ACM to sell its beans.

Kristy said: ‘When I look at African cocoa, I see a venerable past: well over a century of global leadership in cocoa production, with cocoa wealth, expertise, and knowledge passed on through generations.

‘I also see a bright future, which lies in the hands of cocoa farmers, entrepreneurs, and business leaders across the continent who trade and process cocoa.’

Cocoa sellers across Africa are invited to participate in the onboarding process by completing a short survey, found [here](#) and on ACM’s [website](#).

#### **Photo captions:**

- 1. Denise Karway, CEO, United Women for Sustainable Development, Liberia**
- 2. Stephen Ashia, Managing Director of ABOCFA, speaking at the 2024 AGM**
- 3. ABOCFA members at the 2024 AGM**

#### **ENDS**

- **Website: <https://cocoamarket.com/>**
- **Dr Kristy Leissle is available for interview**
- **Photo credits: ACM**