

REVOLUTIONIZING

THE CACAO

VALUE ADDITION

CHAIN IN TANZANIA

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15TH JULY 2025



History of Cacao in Tanzania

- 5000 years ago
- Mayo - Chinchipe culture
- Olmecs domesticated
- Traded higher than gold
- Seen as a food of the gods

- Late 19th Century Origins brought to Tanzania by the Germans
- British Expansion brough Cacao Hybrid Seedlings

- 20th Century there was limited development. NGO's like Technoserve provided wide scale training through funded programmes

- 21st Century Specialty Cacao with producers like Kokoa Kamili fermenting and producing fine flavour cacao.

Market Fit



The Confectionery, Cocoa and Chocolate Products industry promises to be a very lucrative industry for any business. The high demand for dark chocolate coupled with Tanzanian grown highly flavoured and sought after Trinitario cocoa open doors to an enterprising niche market. If we were to follow the Swiss model, there is potential to break new grounds for an African led company. Switzerland currently produces 1.9 million USD worth of raw cocoa products, yet sells nearly 743 million USD worth of chocolate product (Index mundi 2016).

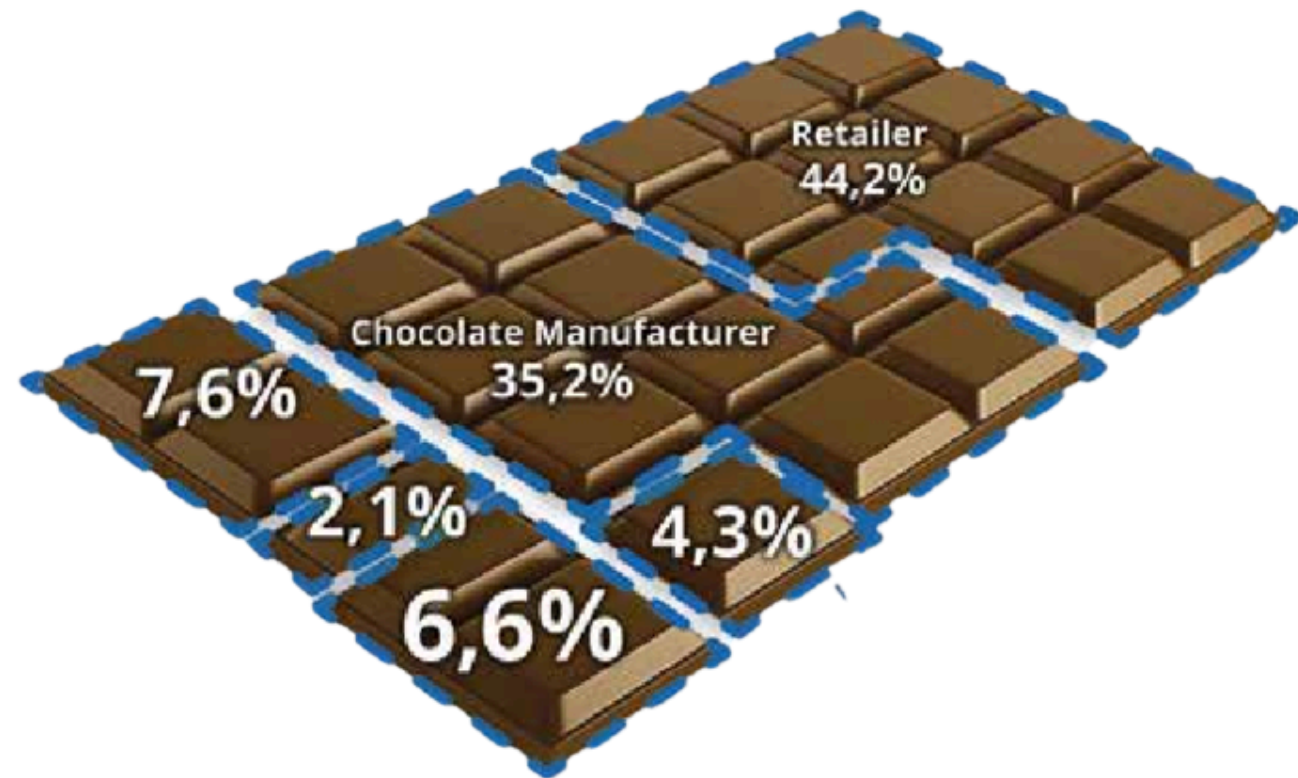
The global cacao market size was valued at \$14.35 Billion in 2024, and is estimated to reach \$23.54 Billion by 2030

The global cocoa powder market size was valued at \$22.2 Billion in 2024, and is estimated to reach \$35 Billion by 2034

The global chocolate market size was valued at \$27 Billion in 2024, and is estimated to reach \$50 Billion by 2034

**Export value of Cacao
\$109 Million in Jan 2025
increasing from \$44
million from Jan 2024**

The Problem



1. Lack of from origin cacao producers

2. Lack of Domestic Value Addition

3. Lack of Inclusive growth

Most countries producing raw materials such as Cocoa do not add value in the country. The majority of the value is added at manufacture and retailer levels of which Tanzania is a primary importer and not producer of Cocoa related produced. Kyela produces 12,000 tonnes of cocoa a year and the opportunity to add value would generate more income for local communities, increase job opportunities and transfer many farmers out of poverty.

Non-inclusive growth manifests itself in several respects, such as increasing unemployment (particularly, youth unemployment), high and pervasive rural poverty, health inequalities and increasing income inequalities in the midst of high economic growth.

The background of the slide is a close-up photograph of cocoa beans and cocoa powder. On the right side, there is a pile of fine, reddish-brown cocoa powder. To the left of the powder, there are several cocoa beans, which are oval-shaped and have a dark brown, slightly wrinkled texture. In the top-left and bottom-left corners, there are small, irregular pieces of pale yellow, solid cocoa butter.

**Value addition can add
between 200% and 1200%
more**

**So... if Tanzania adds value
to at least 25% of Cacao
Exports it could double
Cacao Earnings from \$109
Million to over \$200 Million**

Our Solution : Rural Innovation in the Mbeya Region, Southern Highlands of Tanzania

Value Addition Manufacturing

Manufacturing value added products monetising the cocoa value chain at an earlier stage.



Education and Training

Education and training for smallholder farmers, women and youth based in rural communities. Specialist training for hospitality industry.



Product Research and Development

The solutions offered need to be based on sound market decisions so that they can have an impact.





Livy Africa



Livy Africa is a Education, Manufacturing and Research and Development business founded by Chris and Naomi Mwasambili in Tanzania, focused on the production and development of ethical products and services. The main sectors Livy Africa works in are agriculture, health and beauty, food and eco tourism.



INNOVATION AND ENTREPRENEURSHIP HUB







VALUE ADDED AGRICULTURE IN THE SOUTHERN HIGHLANDS

Contact Us

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 @livyafrica



Livy Africa Group



Research, development and training living labs, fab lab and research and innovation hub. Going from idea/concept to product/service.



Eco Farm Management, post harvest production, Food Production and sales of food and produce.



Innovation Hub, Construction, Manufacturing, processing and quality control of various food and beauty items for internal and external markets.



Producing, processing and creating premium organic cocoa and chocolate products made in Mbeya Region, Tanzania



Eco Tourism and Chocolate Experiences



Tanzania grown natural cold pressed and essential oils



Cocoa Bars and Shops retailing cocoa related products including Chocolate, Hot Chocolate, Ice Cream and

Ready for Business : Food Production





Ready for Business : Farmers and Agribusiness



Our Journey

- Learning, Learning, Learning
- Self-financing
- Research and Product Development
- Training and Development
- Cocoa Bar launch at Ngongu Beach Resort, Kyela
- Product launch at Nane Nane
- Financing Journey
- Funding from FUNGUO Programme
- Launch of Livy Cocoa Bar in Mbeya and Songwe Airport
- TBS Certification
- Kikwete Foundation and AZAM Documentary



TIC Certificate of Incentives and TBS


THE UNITED REPUBLIC OF TANZANIA

02249529

Certificate of Incentives

(Section 17 of the Tanzania Investment Act, 1997)

No: 20219529

This is to certify that

LIVY AFRICA LIMITED

of address P.O.BOX 1116

MBEYA

has been granted a Certificate of Incentives to invest in a new investment project known as

COCOA PROCESSING

Which is located at NKESO 'C' STREET - MABABU WARD

KYELA-MBEYA

Further particulars required by Section 17 of the Tanzania Investment Act are set out overleaf


Executive Director

Tanzania Investment Centre
P.O.Box 938, Dar-es-salaam

Dated: 14 September, 2021



 **TANZANIA BUREAU OF STANDARDS**
SHIRIKA LA VIWANGO TANZANIA
P. O. Box 9524 DAR ES SALAAM

TESTED PRODUCT CERTIFICATE

Certificate 803

This certificate relates to: **Chocolate (Mababu)**

Manufactured by: **Livy Africa Limited**, of P.O Box 953 Mbeya, Mbeya.

This certifies that: **Chocolate (Mababu)** manufactured by **Livy Africa Limited** has been tested by the Tanzania Bureau of Standards, TBS and found to comply with the specification as detailed in the second part of this certificate. Furthermore that this product is manufactured in accordance with a quality control system acceptable to TBS.

The company shall be permitted to use the above certificate number in relation to the tested product in a manner acceptable to TBS.

TBS shall carry out regular surveillance visits to the manufacturing site for the selection of samples for independent test and to ensure that the approved quality control system is in operation. The TBS Regulations for "Tested Products: Government Notice No. 137 published on 25/12/2009 are applicable to this certificate.

This licence shall be valid from **2023-08-25** to **2024-08-24** and may be renewed as prescribed in the Regulations.

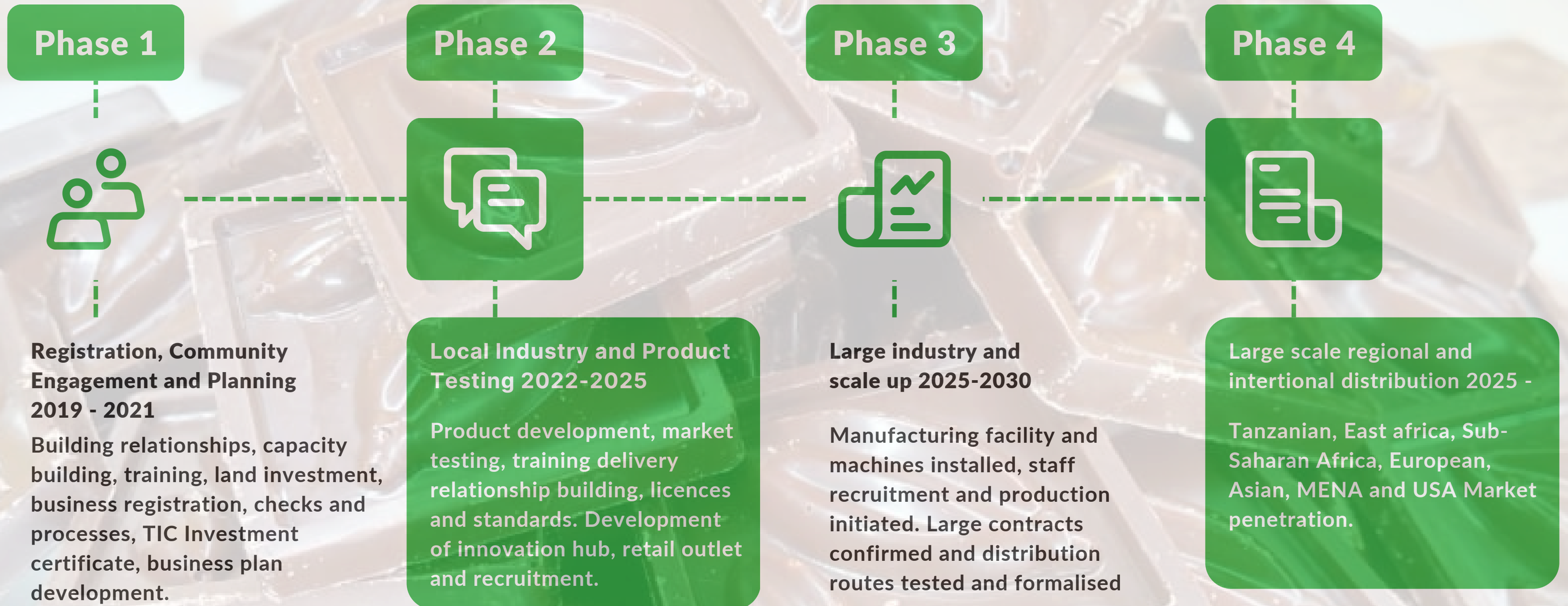



Dr. Ngenya, A.Y
DIRECTOR GENERAL

Date: 2023-08-25

LIVY TIMELINE

4 phases of Livy Africa Implimentation plan



OUR PRODUCTS

We have a range of products made with Organic beans grown in Kyela, Mbeya, Tanzania



Chocolate Bars



Bon Bons



Cocoa Products

Tree

Harvest

Fermet

Dry

Roast

Grind

Mould

Bar



ORIGIN TREE TO BAR MABABU CHOCOLATE

Grown, Fermented, Manufactured and Distributed from Kyela, Mbeya

Tanzania



@mababuchocolate

www.mababuchocolate.com

+255 746 805 833





Where does the
money
from your bar go?

33%

FARMER

DIRECT TRADE

Harvesting |

Fermenting | Drying

32%

MANUFACTURING

100% WOMEN AND

YOUTH

Roasting | Winnowing |

Grinding | Moulding

20%

TAXES

AND

FEES

10%

Nature

And

Environment

5%

TRANSPORT

AND

LOGISTICS

70%

Dark Cacao

TREE TO

BAR

MADE AT ORIGIN

MABABU

CHOCOLATE

Made with Fine

Organic Cocoa

Beans

from Kyela

100% PROUDLY TANZANIAN

Product of

Tanzania



Approved by



2.1 oz 60g

Contact us to find out more

You can reach us on email, phone
or whatsapp



namwasam@gmail.com
admin@livyafrica.com



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+255 742 809 485

