MONZON GREEN GOLD · Clean Industry

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Country: Peru · RUPA-RUPA **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Sketches **Team Size:** 6 **Website:** —

Elevator Pitch

Monzón Green Gold transforms that cocoa into high-value-added processed products—chocolate, cocoa paste, cocoa butter, and other derivatives—generating fair income for local producers and reducing its carbon footprint.

Climate Problem

Exporting unprocessed cocoa leads to deforestation and impoverishes farming families. Monzón Green Gold processes cocoa locally, reducing emissions, shortening the supply chain, and making it economically viable to conserve the Peruvian Amazon.

Solution

We transform cocoa from the Monzón Valley into high-value products: chocolate, cocoa paste, and cocoa butter. By processing locally, we reduce logistics emissions and generate fair income for farming families, proving that the rainforest is more valuable when supported by industry.

Revenue Model

We generate revenue through the direct sale of processed cocoa products—chocolate, cocoa paste, and cocoa butter—to domestic and international markets, which offer higher profit margins than raw cocoa, as well as to the local tourism market.

Target Market

Chocolate companies and premium consumers in Europe, Asia, and the U.S. who demand certified sustainable cocoa; health food stores and local gourmet markets; and tourists visiting the Monzón Valley in search of authentic experiences.

Social Impact

Indigenous Peoples

Demand Evidence

40% of global cocoa demand is sustainable and certified. Demand for organic cocoa products grew by 33%, and sustainable supply by 35% (2024). Latin America is the region with the highest growth in fine-flavored cocoa in 2025, with Peru c

Competitors

Our main competitor is Choco Pasión (C.P. Bella, Tingo María), a regional leader with 18 flavors and a national presence. We stand out due to our larger industrial scale, climate certification, global digital channels, and focus on exports.

Founder Expertise

I have experience working in processing plants and in the sales of finished cocoa products, as well as in academic research on industrialization, building relationships with local producers, and training in business management and profitability analysis.

External Support

We conduct our own academic research and have the support of committed local producers. We are still working to establish institutional partnerships, but every step we take confirms that Monzón Green Gold has the potential to transform lives and protect the Amazon.

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