**Theo Chocolate: A Socially Responsible Organization**

**Ethics, social responsibility, values, organizational relationships**

Description: This video features a socially-responsible company seeking to aid in economic development in coffee-growing regions throughout the world. Theo Chocolate was founded by Joe Whinney in Seattle, Washington. The company is notable for paying cocoa farmers two to three times what they normally earn to encourage economic development and an increase in standard of living. In particular, Whinney has partnered with actor Ben Affleck’s charity to source more cocoa from the Democratic Republic of the Congo.

Please share your thoughts on the following issues as you watch a news video on Theo Chocolate. Theo Chocolate was founded by Joe Whinney in Seattle, Washington. The company is notable for paying cocoa farmers two to three times what they normally earn to encourage economic development and an increase in standard of living. In particular, Whinney has partnered with actor Ben Affleck’s charity to source more cocoa from the Democratic Republic of the Congo.

*Use with:* [*https://www.youtube.com/watch?v=5x0PLZ6RzBQ*](https://www.youtube.com/watch?v=5x0PLZ6RzBQ)

1. Why does founder Joe Whinney pay cocoa farmers two to three times what others pay? Why is farmer compensation an ethical issue?
2. What types of organizational relationships does Whinney hope to form with Theo’s cocoa suppliers?
3. How do you think Whinney’s individual values contributed to the formation of Theo Chocolate?
4. Describe how Theo Chocolate meets the different stages of social responsibility.
5. How is Theo Chocolate’s socially responsible initiative likely to improve its relations with the community?