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**CONSULTATIVE BOARD ON THE WORLD COCOA ECONOMY**  
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**FACTS AND FIGURES ON FAIR-TRADE COCOA**

## FACTS AND FIGURES ON FAIR-TRADE COCOA

### INTRODUCTION

1. The fair-trade approach presents itself as an alternative strategy, positioned between free trade and protectionism, to address the issue of poverty in developing countries. It also offers an alternative way for consumers to express their opinion through “political consumerism” or “responsible consumerism”. People buying fair-trade products are portrayed as using their consumer choice to voice their concerns about poverty in less developed countries, and about a trading system that is considered as unfavourable to these countries. Focusing on the food commodity market is a natural choice for the fair-trade movement because most developing countries are dependent on these products for export earnings.

2. In 1988, the first fair-trade labelled product (coffee) was launched under the Max Havelaar brand. Since then, fair-trade has been growing at a rapid pace and now covers various products, such as cocoa and chocolate, coffee, bananas, tea, honey products, textiles and handicrafts. Cocoa sold with the fair-trade label captures a very small share of the cocoa market (0.1 percent). However, based on the steady growth of fair-trade and the support of public opinion and governments, some fair-trade participants claim that the idea will move beyond niche markets and become more mainstream.

3. Under Action 9 of its work programme of September 2004, the Consultative Board on the World Economy requested the ICCO secretariat to undertake an analysis of the situation and prospects for fair-trade cocoa and its potential market effects. The objective of the Board, according to the work programme of the Board (document CB/3/2 Rev.1), is to assess whether “a very significant increase in the tonnages of cocoa beans sold under the fair-trade brand, and therefore at the fair-trade premium price, would lead to cocoa oversupply and/or depressed demand for non-fair-trade cocoa”.

4. This first document on fair-trade prepared by the ICCO secretariat provides only the basic facts on fair-trade in cocoa; the volumes traded, the characteristics of the “fair-trade price” and the additional benefits and costs of this approach. It is envisaged that the factual information on fair-trade in cocoa provides a good basis for the Board to give guidance to future work by the secretariat.

### THE KEY PARTICIPANTS IN THE FAIR-TRADE MOVEMENT AND DEFINITION

5. The fair-trade movement began to take its current form in the 1960s. It is united in the view that conventional trading relations between the South and the North are unfair and unsustainable and that this issue can be addressed through a different approach to the trading system. Its goal is to tackle poverty in developing countries through trade and its pragmatic approach is one of the key reasons for its success. However, the diversity of the movement, its lack of structure and economies of production scale was an impediment to its sustainability. Since the early 1990s, the fair-trade movement has become more organized to address the challenges it faces. The harmonization of definitions, the increased professionalism and emphasis on quality assurance, the direct marketing through supermarkets and the establishment of working relations with mainstream businesses to enable economies of scale, have further secured steady growth of fair-trade.

6. The organizations engaged in fair-trade can be divided into three groups:
- *The network and umbrella organizations of the fair-trade movement*, which consist of the following four organizations: the Fairtrade Labelling Organization (FLO), the International Fair-trade Association (IFAT), the European Fair-trade Association (EFTA) and the Network of European Worldshops (NEWS). The Fairtrade Labelling Organization (FLO) was established in 1997, and is the worldwide fair-trade standard setting and certification organization. Since 2004, it has been composed of two independent bodies, FLO-I for standard setting and FLO-Cert Ltd. for fair-trade certification and auditing activities. The FLO has established common principles, procedures and specific certification requirements for fair-trade and certifies mainly commodity products. This relates partially to the fact that non-commodity products are usually not subject to direct comparison of price and quality. The FLO deals with cocoa, as well as with coffee, bananas, tea, honey products, rice, fresh fruits, juices, sugar, sport balls, wine and flowers. It estimates its total retail sale value at \$500 million in 2004. The FLO membership consists of the 19 National Initiatives located across Europe, North America, Mexico and Australia/New Zealand, as listed in **Table 1** and has recently introduced a common label to be applied across all products in all countries. The International Fair-trade Association (IFAT) was established in 1989 and is a worldwide membership organization that brings together both producers and buyers. It is a federation to promote fair-trade and a forum for exchanging information to help members increase benefits for producers. It consists of approximately 110 producer organizations and 50 buying organizations. The Network of European Worldshops (NEWS!), established in 1994, acts as the umbrella body for the approximately 2,700 “world shops” that sell predominantly fair-trade goods across Europe. The European Fair-trade Association (EFTA), established in 1990, is an association of 12 importing organizations in nine European countries across Europe.
  - *The Southern producer organisations*, which supply the products, are traditionally co-operatives or associations. Presently, 15 have the FLO certification to sell cocoa beans under the fair-trade label. While cocoa is mainly produced in Africa (71%), 12 FLO registered cocoa producer associations are located in the Latin American and Caribbean region. FLO registered traders only buy part of the cocoa beans produced by the participating co-operatives. The remainder is sold in the mainstream market. **Table 2** provides an exhaustive list of the producer organizations with their main characteristics.
  - The fair-trade importing organizations, known as *Alternative Trading Organisations (ATOs)* are traditionally non-governmental organizations (NGOs) in Northern countries. These are the buying organizations, which act as importers, wholesalers and retailers of the products purchased from the producer organizations. They focus on improving market access and strengthening producer organizations. In Europe, they sell their products through “world shops”, local groups, campaigns, wholesale and mail-order catalogues. **Table 3** provides an exhaustive list of the 47 FLO registered cocoa traders.
7. There have been various definitions of fair-trade developed in the past. However, in an attempt to produce a widely accepted definition, an informal group of umbrella bodies and network

organizations called FINE (composed of FLO, IFAT, EFTA and NEWS) has defined fair-trade as follows: "*Fair-trade is a trading partnership based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South. Fair-trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.*"

### **THE COMPONENTS OF FAIR-TRADE**

8. The FLO approved producer organizations must comply with a number of requirements. Only organizations of small farmers can be given the FLO certification. The FLO fair-trade standards for cocoa require the following :

- The fair-trade activity is to promote the “social development” of the organizations. To this end, the FLO certified producer organizations have to consist mainly of farmers managing their own farms and the organizations must have a democratic and transparent structure.
- The fair-trade activity is supposed to enhance the “economic development” of the organization. To this end, the FLO certified producer organizations must have the capacity to export their production to strengthen their business operations. Moreover, the fair-trade premium is supposed to be managed democratically.
- Under the heading of “environmental development”, the FLO registered producer organizations have to include the environment in farm management. More specifically, the use of certain listed pesticides is prohibited and the production of organic cocoa beans is encouraged.
- Working conditions in FLO registered producer associations have to follow the International Labour Organisation (ILO) Conventions. The FLO “standard on labour conditions” describes how child labour can be used, as well as the requirements in terms of freedom of association and collective bargaining. All farm workers have to work in a safe environment and under fair conditions of employment, especially regarding wages.

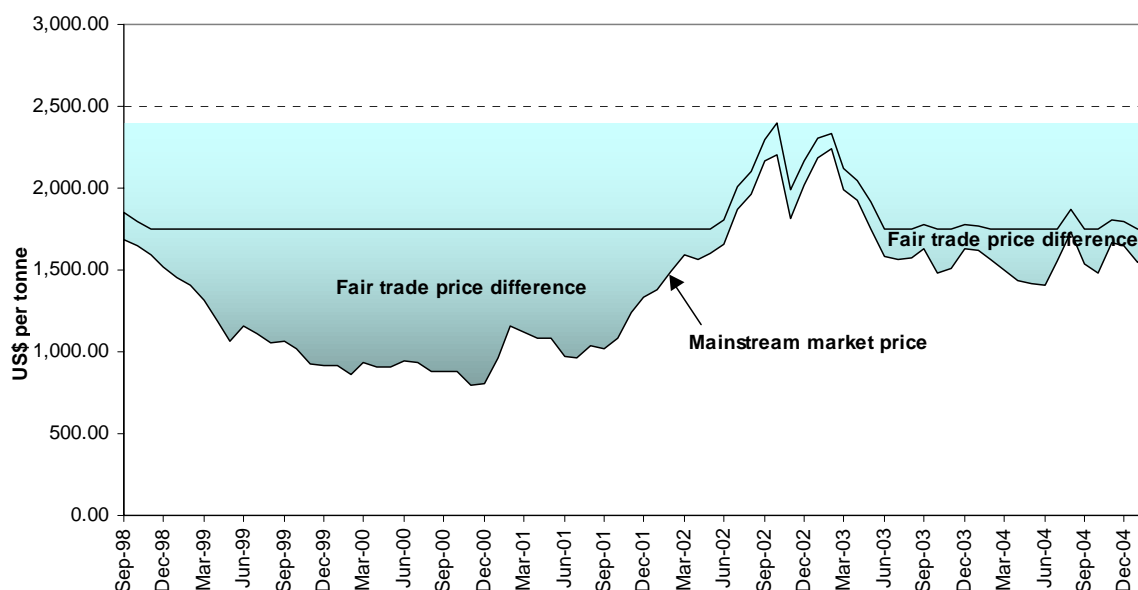
### **BENEFITS AND COSTS ASSOCIATED WITH FAIR-TRADE AT THE PRODUCER LEVEL**

9. The most essential characteristic of fair-trade is that producer organizations receive a higher price for their cocoa beans. The fair-trade price represents the necessary condition for the producer organizations to have the financial ability to fulfil the above requirements, and to cover the certification fees. The differential in the price of cocoa beans between the conventional market and the fair-trade market represents the consumers’ willingness to pay for a certified product. The fair-trade prices are calculated on the basis of world market prices, plus fair-trade premiums. The fair-trade premium for standard quality cocoa is US\$150 per tonne. The minimum price for fair-trade standard quality cocoa, including the premium, is US\$1,750 per tonne. If the world market price of the standard qualities rises above US\$1600 per tonne, the fair-trade price will be the world market price plus US\$150 per tonne.

$$\text{FLO cocoa price per tonne} = \text{Max} \{ \text{FLO floor price (US\$1600)}; \text{f.o.b. market price} \} + \text{premium (US\$150)}$$

**Chart 1** provides the f.o.b. prices for fair-trade cocoa beans that purchasers had to pay during the September 1998 – February 2005 period and the corresponding monthly averages of the ICCO daily prices, which reflect the prices of cocoa beans in the London and New York futures markets. It is obvious that the incentive to sell under the fair-trade market for producers and, conversely, the opportunity cost for fair-trade purchasers is higher during periods of low market prices, as was the case in 1999-2001.

**Chart 1: FLO f.o.b. prices versus f.o.b. market prices  
Sept. 1998 – Feb. 2005**



10. The “fair-trade price” or “FLO price” represents the price received by the co-operatives. The use of the funds derived from the premium (US\$150 per tonne) is decided by the General Assembly of the Co-operatives, which is required to act with total transparency. A proportion of the premium may be paid out to farmers but, in general, it is pooled in a social fund for the benefit of the community rather than passed on directly to the farmers. The money is used for either cocoa related projects, such as farmer training and creation of nurseries for new planting materials, or for social projects, such as boreholes, schools and other investments. These benefit the whole community or the farmers specifically.

11. In contrast to the premium of US\$ 150 per tonne, there are no prescriptions under the fair-trade arrangements on the use of the difference between the FLO minimum price of US\$ 1,750 per tonne minus premium (US\$ 150) and the mainstream price. For example, if the mainstream market price is US\$ 1,200 per tonne, the difference with the FLO minimum price minus premium is US\$ 400 per tonne. It is up to the individual co-operative to decide on the use of these funds.

12. It is further noted that, in most cases, the farmers, at the moment of selling to their co-operatives, receive the same price for their cocoa as when the co-operative sells mainstream cocoa. In most cases, the co-operatives pay the same price to all farmers and they sell only part of their total trade volume under the fair-trade arrangement. The co-operatives do not know which farmers have delivered to them the cocoa they sell under their fair-trade arrangements. The situation naturally leaves open the possibility for a co-operative to distribute advantages of the fair-trade arrangements among all their members.

13. The cost of compliance includes the fees paid by the farmer organizations to the fair-trade organization and indirect costs to comply with the FLO requirements. The cost of certification used to be borne by the importers and not the producers. This made the FLO certification unique, by passing the whole cost of the certification to the buyer. However, since December 2004, both registered producer associations and traders have to support certification fees, mainly to provide additional resources to the newly created FLO-Cert Ltd. For traders, as stated in **Table 4**, the costs are composed of an initial application fee (up to € 000 and payable only once) and an annual certification fee (up to € 000) dependent upon the total turnover of the trading company. To get the FLO certification, producer organizations have first to pay an initial application fee (up to € 200 and payable only once). For the following years, the fee is composed of a fixed amount (€500 per year), and a variable amount depending on the value of cocoa sold under fair-trade (0.45% of the f.o.b. value), as shown in **Table 5**. This implies that a co-operative, which sells 50 tonnes of cocoa in one season has to pay fees of US\$ 20 per tonne. With a fair-trade turnover of 500 tonnes the average fee is cut in half, amounting to US\$ 10 per tonne.

14. Financial benefits and additional costs for co-operatives associated with fair-trade, compared to the conventional market are summarized below:

***Sources of additional benefits***

- Fair-trade price: the f.o.b. price paid to the co-operative is higher than the conventional price and, by definition, more stable.
- Direct sales: the fair-trade supply chain does not usually involve as many intermediaries as the conventional one.

***Source of additional costs***

- Cost of participation in the FLO system: certification fees, documentation costs, etc.
- Production costs to meet the FLO standards: possible additional labour, social and environmental costs.

**The size of the fair-trade market**

15. FLO registered cocoa producer associations and National Initiatives have to report to FLO, respectively, on their sales of cocoa beans and cocoa semi-finished products and sales of chocolate and chocolate products under the fair-trade label. The corresponding volumes are modest, representing less than 0.1% of the total cocoa market. In 2003, producers sold 2 687 tonnes of cocoa beans and cocoa semi-finished products, in beans equivalent, under the fair-trade label. **Table 6** gives an overview of the share of total exports of fair-trade cocoa by country of origin during the period 1994-2003. As country information on sales is related to a very limited number of co-operatives in some cases, the disclosure of volumes would have been against the FLO confidentiality policy. In 2003, more than 90% of the sales originated from two producers: Kuapa Kokoo Ltd. (Ghana) and Conacado Inc. (Dominican Republic). Consequently, the nine other producers concerned in 2003 sold less than 10% of the total, representing less than 200 tonnes. This highly concentrated market may be the result of lower costs associated with trading for larger cocoa producers. Since 2003, five new small co-operatives in Peru, and a large one in Côte d'Ivoire have received the fair-trade certification. In Peru, this is mainly the result of an ongoing United Nations programme to convert coca producers to alternative crops.

16. Until 2003, cocoa and chocolate products were sold in the fair-trade market in 16 countries, mainly in Europe. **Table 7** provides sales information by country during the 1994-2003 period. Presently, only information on total sales of chocolate and chocolate products is available, as the National Initiatives do not provide detailed data on the cocoa content of these products. In 2003, 80% of the total sales of chocolate and chocolate products were realized in only five countries, the United Kingdom (35%), Italy (13%), Germany (13%), Switzerland (10%) and France (nine per cent). Since 2004, fair-trade chocolate and chocolate products have also been sold in Japan, Australia, New Zealand and Mexico. As shown in **Table 8**, the estimated market share of fair-trade labelled cocoa in each country of destination is less than one per cent, with the highest shares (0.9%) in Switzerland and Luxembourg.

17. Fair-trade certified chocolate and chocolate products are composed of various ingredients. It is not always possible for all these ingredients to be sourced from a fair-trade-certified producer organization and consequently for a chocolate product to be "fully fair-trade". FLO policy defines the conditions that allow a composite product to carry the fair-trade label. It is stated that all the ingredients for which the certification exists must be sourced from fair-trade certified producer organizations and 50% of all the ingredients, by dry weight, must be sourced from fair-trade, certified producer organizations. However, exceptions to this rule exist as many manufacturers find it difficult to strictly apply this rule. The implementation of these exemptions requires FLO approval.

**ANNEXES**

**Table 1: Members of the Fairtrade Labelling Organization (FLO)**

<b>Country</b>	<b>National Initiative</b>
<i><b>Europe</b></i>	
Austria	Fairtrade
Belgium	Max Havelaar
Denmark	Max Havelaar
Finland	Reilum kaupan edistämisyhdistys ry.
France	Max Havelaar
Germany	TransFair
Italy	TransFair
Ireland	Fairtrade Mark
Luxembourg	TransFair Minka
Netherlands	Stichting Max Havelaar
Norway	Max Havelaar
Sweden	Rättvisemärkt
Switzerland	Max Havelaar Stiftung
United Kingdom	Fairtrade Foundation
<i><b>America</b></i>	
Canada	TransFair
Mexico	Comercio Justo
United States	TransFair
<i><b>Asia and Oceania</b></i>	
Australia and New Zealand	Fair-trade Association of Australia and New Zealand
Japan	Fairtrade Label



**Table 2: FLO Certified Cocoa Producer Associations:**

Country	Organization	Started in	Reported total sales, in 2003/04 (in tonnes)	Reported sales under fair-trade, in 2003/04 (in tonnes)	Key characteristics
<b>CENTRAL AMERICA</b>					
Belize	Toledo Cocoa Growers' Association (TCGA)	1993	30	30	All certified fair-trade cocoa is also organic certified.
Costa Rica	APPTA	1997	n.a.	n.a.	Produces organic certified cocoa
Nicaragua	CACAONICA	2000	n.a.	n.a.	Organic certified
<b>CARIBBEAN</b>					
Dominican Republic	Conacado Inc.	1994	8 500	1 200	Sold 5 000 tonnes of organic cocoa. Sales of fair-trade cocoa are steady. Processes fair-trade certified cocoa semi-finished products.
Haiti	FECCANO	2003	n.a.	n.a.	n.a.
<b>SOUTH AMERICA</b>					
Bolivia	El Ceibo	2000	400	40	10% is fair-trade certified and 90% is organic certified – Processes fair-trade certified cocoa semi-finished products.
Peru	COCLA	2004	0	0	Involved in coffee and tea – Expect to produce 140 tonnes of certified organic cocoa.
Peru	Cooperativa Agraria Cacaotera Acopagro Ltda	2005	380	0	Produced 150 tonnes of certified organic cocoa in 2004
Peru	Cooperativa Agraria Cafetalera El Quinacho	2003	n.a.	n.a.	Produces certified organic cocoa
Peru	Cooperativa Agraria Cafetalera Valle Rio Apurimac	2003	n.a.	n.a.	Produces certified organic cocoa
Peru	Cooperativa Agraria Industrial Naranjillo Ltda	2004	n.a.	n.a.	Produces certified organic cocoa
Peru	Cooperativa Agraria Cafetalera Pangoa	2005	34	0	Produced 24.7 tonnes of certified organic cocoa in 2004.
<b>AFRICA</b>					
Cameroon	MACEFCOOP	1997	n.a.	n.a.	Produces coffee.
Ghana	Kuapa Kokoo Union	1993	62 901	1 800	Volumes of cocoa beans available to the fair-trade market depend on Cocobod policy.
Ivory Coast	Kavokiva – Coopérative Agricole Kavokiva de Daloa	2004	15 000	0	

Sources: FLO, ICCO survey

**Table 3: FLO Cocoa Registered Traders:**

<b>ORGANIZATION</b>	<b>COUNTRY</b>	<b>FLO STATUS</b>
Agglomeration Technology Ltd.	UK	Cocoa Manufacturer
Alter Eco	France	Cocoa Importer Manufacturer Licensee
Anayate	Canada	National Member Cocoa Manufacturer Licensee
Barry Callebaut Belgium NV	Belgium	Cocoa Manufacturer
Barry Callebaut France	France	Cocoa Manufacturer
Barry Callebaut Sourcing AG	Switzerland	Cocoa Importer
CafeMa International	Switzerland	Cocoa Importer
Chocolat Bernrain	Switzerland	Cocoa Importer Manufacturer
Chocolaterie Pralibel N. V.	Belgium	Cocoa Manufacturer Licensee
Claro fair-trade AG	Switzerland	Cocoa Importer Licensee
Commerce Equitable Oxfam Quebec Inc	Canada	National Member Cocoa Manufacturer Licensee
Commercio Alternativo	Italy	Cocoa Importer Licensee
Conapi S. c. r. l.	Italy	Cocoa Importer
Consorzio CTM- altromercato	Italy	Cocoa Importer
Daarnhouwer & Co. B. V	Netherlands	Cocoa Importer
Dutch Cocoa	Netherlands	Cocoa Grinder
Echange Equitable	France	Cocoa Importer Manufacturer
EcoTrade	USA	Cocoa Importer Licensee
Gepa, Fair Handelshaus	Germany	Cocoa Importer
Grand Foods Ltd.	UK	National Member Cocoa Manufacturer Licensee
Herza Schokolade GmbH & Co	Germany	Cocoa Manufacturer
Horsley, Hick & Flower Ltd	UK	Cocoa Manufacturer
ICAM S. p. a	Italy	Cocoa Importer Grinder, Manufacturer Licensee
Jesse Oldfield Ltd	UK	National Member Cocoa Grinder Licensee
Kerry Sweet Ingredients	UK	Cocoa Manufacturer
La Siembra Co- operative	Canada	Cocoa Importer Licensee
Maestrani	Switzerland	Cocoa Manufacturer licensee
Monbana	France	Cocoa Manufacturer
Nichols Foods Ltd.	UK	National Member Cocoa Manufacturer Licensee
Northern Tea Merchants	UK	National Member Cocoa Grinder Licensee
Nv 't Boerinneke- Marino	Belgium	Cocoa Manufacturer
Omanhene Chocolate	USA	Cocoa Importer Licensee
OntarBio Organic Farmers' Co-operative Inc.	Canada	National Member Cocoa Manufacturer Licensee
Oxfam Fairtrade cbva	Belgium	Cocoa Importer Licensee
Petit'Grandeur	France	Cocoa Chocolate Manufacturer
Phoenix Foods Ltd.	UK	Cocoa Manufacturer
Progetti e Qualita P. s. c. a. r. l	Italy	Cocoa Importer Licensee
Pronatec AG	Switzerland	Cocoa Importer Grinder, Manufacturer Licensee
Rapunzel	Germany	Cocoa Importer Manufacturer
Satro quality drinks GmbH	Germany	National Member Cocoa Manufacturer Licensee
The Cool Hemp Company	Canada	National Member Cocoa Manufacturer Licensee
The House of Sarunds Limited	UK	National Member Cocoa Manufacturer Licensee
Tradin Organic Agriculture B.V.	Netherlands	Cocoa Importer
Twin Trading Ltd	UK	Cocoa Importer
Urtekram A/S	Denmark	Cocoa Importer Licensee
Wakachiai Project	Japan	Cocoa Importer
Weinrich & Co. GmbH	Germany	Cocoa Manufacturer

**Source: FLO**

**Table 4: FLO Trader Certification Fees**

<i>FLO – Initial certification</i>		
Total annual gross sales before costs, fair-trade and conventional	First time applicants	Already FLO registered in other products
< 1.0 million euros	500	250
1.0 to 2.5 million euros	1 000	500
> 2.5 million euros	2 000	500
<i>FLO – Annual fee = 0.25% of the f.o.b. value of fair-trade sales</i>		
Total annual gross sales before costs, fair-trade and conventional	Minimum annual fee	Maximum annual fee
< 1.0 million euros	500	1 000
1.0 to 2.5 million euros	1 000	2 000
> 2.5 million euros	2 000	3 000

Source: FLO

**Table 5: Certification fees paid by Producer Associations**

<i>Initial certification</i>			
	1 <sup>st</sup> -grade members (farmers)	2 <sup>nd</sup> -grade groups (group of farmers)	Cost, in euros
Cat. A	< 500		2 000
Cat. B	> 500	< 10	2 800
Cat. C		10 – 30	3 600
Cat. D		31 – 100	4 400
Cat. E		> 100	5 200
<i>Renewal certification</i>			
Basic fee	500 euros / year		
Value fee	0.45% of the f.o.b. value of the cocoa sold under fair-trade conditions		

Source: FLO

**Table 6: Share of Fair-trade Cocoa exported by Country since 1994 (in percentage of the total)**

COUNTRY	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<b>Ghana</b>	66.0%	70.0%	81.5%	78.4%	55.0%	68.0%	37.0%	15.2%	27.7%	45.05
<b>Bolivia</b>	20.0%	26.9%	12.2%	10.8%	20.0%	5.2%	25.7%	24.5%	7.0%	3.0%
<b>Ecuador</b>	13.0%	3.1%	3.7%	4.6%	0.0%	5.2%	11.4%	7.4%	9.0%	2.0%
<b>Belize</b>			2.6%	3.2%	4.0%	1.8%	2.4%	8.9%	0.3%	0.0%
<b>Dom. Rep.</b>				2.9%	21.0%	18.7%	21.1%	36.6%	54.0%	48.6%
<b>Cameroon</b>						1.0%	2.0%	0.0%	1.0%	1.0%
<b>Costa Rica</b>								7.4%	0.0%	0.0%
<b>Nicaragua</b>									1.0%	0.4%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: FLO

**Table 7: Volume of Fair-trade Cocoa imported by Country since 1994 (in tonnes)**

COUNTRY	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<b>Netherlands</b>	123.9	147.6	187.8	177.4	172.1	95.0	92.5	102.7	105.9	147
<b>Switzerland</b>	83.2	171.1	179.6	124.0	141.4	151.8	180.9	213.2	253.8	275.0
<b>Germany</b>			311.1	330.8	328.7	290.0	321.1	394.2	339.4	343.0
<b>UK</b>			22.0	24.3	81.5	190.1	317.2	426.6	550.6	903.0
<b>Austria</b>				38.0	26.5	41.4	38.2	43.7	76.7	94.0
<b>Luxembourg</b>				13.7	15.6	12.9	17.0	19.9	17.1	21.0
<b>Italy</b>					45.6	108.3	151.5	194.7	162.8	346.0
<b>Sweden</b>					6.7	17.5	15.6	30.8	49.7	52.0
<b>Denmark</b>						14.4	15.7	21.3	13.0	13.0
<b>Finland</b>							2.9	4.9	6.5	9.0
<b>Canada</b>								0.7	42.7	54.0
<b>Belgium</b>									2.9	61.0
<b>France</b>									32.6	227.0
<b>Norway</b>									0.4	0.5
<b>USA</b>									2.1	92.2
<b>Ireland</b>										5.7
<b>Total</b>	<b>207.1</b>	<b>318.7</b>	<b>700.5</b>	<b>708.2</b>	<b>818.1</b>	<b>921.4</b>	<b>1,152.6</b>	<b>1,452.7</b>	<b>1,656.2</b>	<b>2,643.4</b>

Source: FLO

**Table 8: Estimated market share of fair-trade labelled cocoa by importing country  
(in percentage of apparent cocoa consumption)**

COUNTRY	1995	1996	1997	1998	1999	2000	2001	2002	2003
Netherlands	0.4%	0.6%	0.5%	0.5%	0.3%	0.3%	0.3%	0.3%	0.5%
Switzerland	0.7%	0.7%	0.5%	0.5%	0.5%	0.6%	0.8%	1.0%	0.9%
Germany		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
UK			0.0%	0.0%	0.1%	0.2%	0.2%	0.3%	0.4%
Austria			0.2%	0.1%	0.1%	0.1%	0.1%	0.3%	0.3%
Luxembourg			n.a.	n.a.	n.a.	0.8%	0.9%	0.8%	0.9%
Italy				0.0%	0.1%	0.2%	0.2%	0.2%	0.3%
Sweden				0.0%	0.1%	0.1%	0.2%	0.3%	0.3%
Denmark					0.1%	0.1%	0.1%	0.1%	0.1%
Finland						0.0%	0.0%	0.1%	0.1%
Canada							0.0%	0.1%	0.1%
Belgium								0.0%	0.1%
France								0.0%	0.1%
Norway								0.0%	0.0%
USA								0.0%	0.0%
Ireland									0.0%

Sources: FLO, ICCO

Note: One should exercise due caution in using these data, as declared sales concern chocolate and chocolate products and are not restricted to the cocoa content.