

**ED(MEM)947**

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Commonwealth House  
1-19, New Oxford Street  
London WC1A 1NU, United Kingdom

Tel: +44 (0)20 7400 5050  
Fax: +44 (0)20 7421 5500  
E-mail: [info@icco.org](mailto:info@icco.org)

**To:** All Members and Observers  
**From:** The Executive Director  
**Subject:** **Final Report of the World Cocoa Conference, 19-23 November 2012, Abidjan, Côte d'Ivoire**

The Executive Director presents his compliments and has the honour to attach the final Report on the World Cocoa Conference, which took place in Abidjan, Côte d'Ivoire from 19-23 November 2012, together with the relevant annexes.

It is noted that the texts of the Abidjan Cocoa Declaration, the Global Cocoa Agenda, the presentations and all other relevant material related to the World Cocoa Conference are available to download from the ICCO website: [www.icco.org/home/world-cocoa-conference-2012.html](http://www.icco.org/home/world-cocoa-conference-2012.html).

The Executive Director takes the opportunity to wish all Members and Observers a very Happy and Prosperous New Year in 2013.



20 December 2012

# **REPORT ON THE WORLD COCOA CONFERENCE 2012**

**ABIDJAN, CÔTE D'IVOIRE, 19 – 23 NOVEMBER 2012**

## **Note by the Secretariat:**

This report, prepared by the ICCO Secretariat, contains the summary proceedings and outcome of the World Cocoa Conference 2012. The report includes the Global Cocoa Agenda and the Abidjan Cocoa Declaration as well as an updated Conference Programme. The list of presentations and other documents are being posted on the ICCO website ([www.icco.org](http://www.icco.org)).

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## REPORT ON THE WORLD COCOA CONFERENCE 2012

1. The first-ever edition of the World Cocoa Conference successfully concluded on Friday, 23 November 2012 with participants adopting a *Global Cocoa Agenda (Annex I)*, outlining the key issues facing the cocoa sector and the best strategy and players to tackle them, with specific actions to be implemented at national and international levels. The Conference climaxed with the signing, by representatives of the cocoa sector stakeholders, including governments, producers, processors, exporters, traders, chocolate manufacturers and civil society, of the *Abidjan Cocoa Declaration (Annex II)*, outlining a course of action to bring about major changes in the cocoa sector. The Agenda and the Declaration aim to move the entire sector onto a path of sustainable development that will benefit all stakeholders along the cocoa value chain.
2. The Conference was organized by the International Cocoa Organization (ICCO) and held at the *Hôtel Ivoire* in Abidjan from 19-23 November 2012.
3. Sponsorship was generously provided by the Governments of Côte d'Ivoire and of The Netherlands, by the African, Caribbean and Pacific (ACP) Group of States, the Dutch Sustainable Trade Initiative (IDH), Afreximbank, Ecobank and 21 other sponsors, namely Mars Chocolate, Mondelēz International, Nestlé, Filhet-Allard Maritime, Olam International, Barry Callebaut, Filtisac S.A., Touton S.A., S.A.O., Zamacom, Bolloré, the *Chambre de Commerce et d'Industrie de Côte d'Ivoire* (CCICC), Syngenta, Bühler Barth GmbH, Bureau Veritas, ADM Cocoa, Cargill, Louis Dreyfus Commodities, SAFCACAO, Susco, and the *Centre National de Recherche Agronomique* (CNRA).
4. The World Cocoa Conference brought together over 1,200 participants from 46 countries world-wide and included over 90 speakers and panellists. Participants included representatives from cocoa farmers, co-operatives, traders, exporters, brokers, processors, chocolate manufacturers, wholesalers, retailers, representatives of civil society, banks, insurers, supervisors, warehousekeepers, as well as governmental, regional and non-governmental organizations.
5. The Conference was conducted over four days and included four plenary sessions and one day devoted to three separate simultaneous tracks, the first on Sustainable Production, the second on Sustainable Industry Chain and the third on Sustainable Consumption. Participants were free to attend the track of their choice. The closing ceremony included the first signings of the **Abidjan Cocoa Declaration**, led by the Government of Côte d'Ivoire, represented by the Minister of Agriculture. The updated Programme of the World Cocoa Conference is attached to this report as **Annex III** and the detailed List of Participants is attached as **Annex IV**.

### MONDAY, 19 NOVEMBER 2012

6. The official inauguration of the exhibition in the *Palais des Congrès*, in Foyers A & B was conducted by H.E. Jeannot Ahoussou-Kouadio, Prime Minister of Côte d'Ivoire. Exhibitors were: ADM Cocoa, the African Export Import Bank (Afreximbank), Alphacent, Barry Callebaut, Bolloré, Bühler Barth GmbH, Bureau Veritas, Cargill, the *Chambre de Commerce et d'Industrie de Côte d'Ivoire* (CCICI), the *Centre National de Recherche Agronomique* (CNRA), Cémoi, Ecobank, Eyelander, Filtisac, the International Cocoa Initiative (ICI), Louis Dreyfus, Mars, Mondelēz, Nestlé, Olam, Pavillon Côte d'Ivoire, SAFCACAO, *Société Agricole de l'Ouest* (SAO), Stopak, SUCSO,

Syngenta, Touton Négoce, Wienco, and Zamacom. Given the larger than expected number of registered participants, all the exhibitors were pleased with the traffic and visitors to the exhibition during the course of the conference. Registration for the Conference occurred during the day.

## TUESDAY, 20 NOVEMBER 2012

7. The first plenary session of the conference included the Opening Ceremony and Welcome Speeches by: H.E. Mamadou Sangafowa Coulibaly, Minister of Agriculture, Côte d'Ivoire / Chairman of the Organizing Committee for the World Cocoa Conference; Dr. Jean-Marc Anga, Executive Director, ICCO with a presentation on "Working Towards a Sustainable World Cocoa Economy" and finally, an address by H.E. Raymond Ndong Sima, Prime Minister of Gabon, on behalf of President Ali Bongo Ondimba. The keynote address was given by H.E. Dr. Alassane Ouattara, President of the Republic of Côte d'Ivoire.

8. The subsequent session was moderated by: Dr. Jean-Marc Anga, Executive Director, ICCO and consisted of statements made by: Barry Parkin, Global Procurement and Sustainability Head, Mars; Jean-Pierre Halkin, Head of Unit DEVCO.C1, European Commission on behalf of Commissioner Andris Pieļbargs; Tim Cofer, President, Mondelēz International; Jean-Louis Ekra, President, Afreximbank; Achille Bassilekin III, Assistant Secretary General, African, Caribbean and Pacific (ACP) Group of States; and Dr. Coffi Rémy Noumon, Manager, Operations Department, West and Central Africa Region, on behalf of Dr. Frannie Leautier, Executive Secretary, African Capacity Building Foundation (ACBF).

9. Under the title "Ensuring that the World Cocoa Economy Has the Capacity to Deliver Growth for all Stakeholders in the Value Chain: From the Farmer to the Final Consumer" and moderated by Dr. Jean-Marc Anga, Executive Director, ICCO, Steven Retzlaff, President Global Sourcing & Cocoa, Barry Callebaut gave a presentation on "Accelerating Sustainability: Challenges and Opportunities", followed by Jos de Loor, President, Cargill Cocoa and Chocolate, with "The Cargill Cocoa Promise: Working Together for the Cocoa of Tomorrow".

10. Dr Jean-Marc Anga continued as moderator for **Panel 1**, "Addressing Child Labour" which first included an address by Madame Dominique Ouattara, First Lady of the Republic of Côte d'Ivoire, and Chair of the National Monitoring Committee on Child Labour, before a Panel Discussion and Questions took place on Strategies for Addressing Child Labour. This panel included; Mme Patricia Yao, Chief of Staff to the First Lady of the Republic of Côte d'Ivoire; Mme Raymonde Goudou Koffi, Minister of Côte d'Ivoire for Women, Family and Children; Nick Weatherill, Executive Director, International Cocoa Initiative; Emmanuel Opoku, Ghana Cocoa Board Child Labour Group; and Toussaint N'Guessan, *Réseau Ivoirien pour l'Agriculture Durable* (RIAD), Côte d'Ivoire. The panel highlighted the need to address the worst forms of the use of child labour as one of the main priorities for the sector. The complexity of the child labour issue, which included inherent cultural practices and poverty among the root causes, and the need to have a better understanding through the value chain, from cocoa producers to chocolate consumers, were highlighted. Measures taken by the Governments of Côte d'Ivoire and Ghana to tackle the multi-dimensional aspects of the issue were stressed. The panel recognized the need to better communicate on the efforts made by the governments of cocoa producing countries to address this issue, to ensure that representatives of cocoa producers were involved in the process as well to seek the involvement of partners in implementing the national action plans.

**WEDNESDAY, 21 NOVEMBER 2012 – PLENARY, AUDITORIUM**

11. In the plenary session, a presentation entitled “Reform of the Cocoa Market in Côte d’Ivoire”, by Mme. Massandjé Toure-Litsé, Director General, *Conseil du Café - Cacao* was made before **Panel 2**, “Cocoa Certification” which included the “ICCO Study on Cocoa Certification” by Edmond Konan, President, Global Business Consulting Company, Côte d’Ivoire. The panel discussion on Cocoa Certification was moderated by Dr. Jean-Marc Anga, Executive Director, ICCO and included Ashish Deo, Director of Commercial Relations, Fairtrade Foundation; Daan de Vries, Field Director, UTZ CERTIFIED; Christian Mensah, Manager West Africa, Rainforest Alliance; Edmond Konan, President, Global Business Consulting Company, Côte d’Ivoire; and Alexis Koundi, Cocoa Farmer, President, CONAPROCAM, Cameroon. Two main conclusions were reached in the panel discussions; first, the need for a cost/benefit analysis on certification with the requirement for a better understanding of the costs of certification and the accrual of benefits to the different stakeholders along the value chain; and second, the need to harmonize certification standards to reduce the number of participants and cost of certification, bearing in mind the realities facing the producers. It was recommended to organize a seminar/workshop bringing together all the relevant stakeholders to further review this matter.

**WEDNESDAY, 21 NOVEMBER 2012 – TRACK 1, SUSTAINABLE PRODUCTION, AUDITORIUM**

12. Dr. Martin Gilmour, Cocoa Sustainability Research Director, Mars Chocolate and Chairman of the Conference Working Group on Sustainable Production moderated the presentations and panel discussions under Track 1. Under **Panel 3**, “Improving Cocoa Production Practices to Ensure that Sustainable Supply meets Demand Growth - Part One”, Dr. Robert Lockwood, Consultant, presented “Improved Seed for West African Cocoa Farmers”. This was followed by Dr. Elizabeth Johnson, cocoa producer, Trinidad and Tobago, who covered “The Challenges of Producing Cocoa in Trinidad and Tobago”. Brigitte Laliberté, Scientist, Bioversity, then presented “Securing Our Future: Why Cocoa Diversity Matters”, followed by Dr. Ramon Georgis, Director, International Business, Brandt Consolidated, who talked about “Innovative Nutrient Technology to Increase Cocoa Productivity”. Martin Kodde, Head of Food Chain Engagement – Corporate Affairs Europe, Africa and Middle East, Syngenta International AG, presented on the subject “Delivering High Yields and Better Quality to Increase Cocoa Supply Chain Productivity”. Five main requirements were identified from the presentations; the need to access improved planting material including seed gardens, the use of budwood and somatic embryogenesis; the need to reinforce research teams in West Africa; the need to conserve genetic resources for breeding programmes in international collections with the necessary funding in place to ensure sustainable production for the future in terms of yield and quality; the need to consider micro-nutrients in fertilizers; and the need to establish fermentation centres as a means of improving bean quality, bearing in mind the costs of such activity.

13. The discussion on these matters resumed with **Panel 4**, “Improving Cocoa Production Practices to Ensure that Sustainable Supply meets Demand Growth - Part Two” which consisted of: Kenton Dashiell, Deputy Director General, Partnerships and Capacity Building, International Institute for Tropical Agriculture; Andrew Brooks, VP Sustainability, Olam Outspan Ivoire; Lucian Peppelenbos, Senior Manager, Learning and Innovation, IDH; Tristan Borne, Cocoa and Chocolate Managing Director, Groupe CEMOI; and Dr. Lee Choon Hui, Director General, Malaysian Cocoa Board.

14. Under **Panel 5**, “Professionalizing Cocoa Farming to Enhance Social, Economic and Environmental Sustainability”, François Ruf, Agricultural Economist, CIRAD, presented “Professionalism and Non-Professionalism among Cocoa Farmers: The Case for Fertilizers” followed

by a presentation by Michiel Hendriksz, Director of Sustainability, ADM Cocoa on Corporate Social Responsibility, the environment and productivity. Mr Nanga Coulibaly, Secretary General, Alliance of Cocoa Producing Countries (COPAL), gave a talk entitled “Making Cocoa Farming a Profitable Business” followed by Mr Yaa Peprah Amekudzi, Ghana Program Manager, Mondelēz International, presenting “Responsible Business and Sustainability - Professionalizing Cocoa Farming in Ghana”. Dr Eric Boa, Global Director for Plant Health, CABI presented “Smarter Agriculture in a Changing World: New Tools for Smallholder Farmers and Extensionists” followed by a presentation by David Kpelle, Programme Director, African Cocoa Coalition (ACC), Ghana. The presentations and panel discussions drew out the following conclusions; smallholders need to follow a more professional approach to improve their incomes; more training and availability of tools and materials would provide more sustainable production; and farmers should better advise governments, the private sector and NGOs of their needs to ensure that suitable extension services are made available to safeguard sustainable production through a platform provided by the respective authorities at the local, district, regional and national levels. Such a forum could be incorporated in the context of formulating national cocoa development plan. The session was brought to a close by Dr. Gilmour.

### **WEDNESDAY, 21 NOVEMBER 2012 – TRACK 2, SUSTAINABLE INDUSTRY CHAIN, SALLE DES FÊTES**

15. This Track was moderated by Djibril Fadiga, Deputy Director General, *Conseil du Café - Cacao*, Côte d’Ivoire, Chairman of the Conference Working Group on the Sustainable Industry Chain. **Panel 6**, “Shipping, Logistics and Processing” was started by Henry Allard, Chief Executive Officer, Filhet Allard, discussing “Managing the Risks related to Shipping Cocoa Beans” followed by Robin Dand, Independent Authority, robindand.com, providing “Transportation and Shipping Practices of Cocoa Beans and Products”. This was followed by Stefan Poppe, Group Commercial Director, Molenbergnatie Group/Vice President European Warehousekeepers’ Federation, talking about “Cocoa Warehousing: Improving the Quality of Warehousing Services”. Dr. Tobias Lohmüller, Head of Research and Development, Bühler Barth, presented “Cocoa Processing Technology – Future Trends and Latest Developments” which was followed by Dr. Lee Choon Hui, Director General, Malaysian Cocoa Board, providing an insight into “Innovation in the Use of Cocoa Products and By-products”. After these presentations, panel discussions followed from which the subsequent overall conclusions were drawn. First, there was a need for a suitable exchange of information to occur between shipping companies and their clients to solve the issues concerning the marine transport of cocoa beans. Second, proper contracts were required to be established to ensure the quality from service providers; third, the speed of loading and discharge of cargo from containers needed to be improved; fourth, international standards for the traceability of cocoa beans in bulk were needed; fifth, improvement in the research into dealing with pest eradication in shipped cocoa beans; and lastly, improvement in the communication on the health benefits of cocoa consumption and its use in cosmetics.

16. **Panel 7** on “Cocoa Traceability and its Effects on Chocolate Quality” was started by Tony Lass MBE, Fox Consultancy with a presentation entitled “Traceability in the Cocoa Value Chain: An Introduction”, followed by a presentation by Emmanuel Opuku, Deputy Director, Research and Development, Ghana Cocoa Board. Pierre Courtemanche, Executive Director, GeoTraceability Ltd, presented “GeoTraceability”, followed by Jack Steijn, Chair of CEN Committee 415, providing information on “The CEN Initiative on Sustainable and Traceable Cocoa”. This was followed by a panel discussion with questions from the audience from which recommendations were; to improve the quality of traceability schemes to include farm and producer data; to ascertain that the cost/benefit analysis on traceability is transparent to ensure credibility; to

work towards developing traceability schemes that link or bridge certification schemes; and to train and involve all stakeholders in the value chain.

17. **Panel 8**, “Financing the Cocoa Sector” consisted of Hirren Singharray, Managing Director, Standard Chartered; Diaka Sall, Senior Loan Officer, Root Capital; Edward George, Soft Commodities Specialist, Ecobank; and Dr. Benedict Oramah, Vice President, Business Development and Corporate Banking, Afreximbank. Short presentations by the panellists were followed by answers on questions from the audience. These presentations and discussions resulted in the following recommendations: to invite producing countries, public institutions and private entities to become more involved in the financing of production; to establish a system of subsidized interest rates in agricultural production; to encourage the formation of viable and credible professional organizations of producers; and to reflect on products that enable flexible and accessible finance of production.

18. **Panel 9**, “Funding the Global Cocoa Sector” consisted of Viwanou Gnassounou, Expert on Protocols and Commodities, ACP Group of States; Dick de Graaf, Coordinator, Cocoa Steering Committee, European Federation of Food, Agriculture and Tourism Trade Union (EFFAT); Robin Dand, Coordinator, World Cocoa Conference, ICCO; and Dr. Torben Erbrath, Managing Director, Association of the German Confectionery Industry (BDSI). Following short presentations by the panellists, there was a discussion on questions received from the audience, from which the following points emerged; first, recommend to all stakeholders in the value chain to be involved in the financing of production; second, rely on public-private partnership platforms to ensure the efficiency of the funding of the sector ; third, engage in a thematic approach to the funding of all agricultural products and not concentrate on one commodity; fourth, to improve traceability; fifth, to identify alternative approaches to channel funding; and lastly, to encourage and support the ACP Group of States on their draft proposal on a sustainable cocoa sector, the details of which were to be made later.

19. **Panel 10**, “Improving Efficiency and Managing Risk” was started with a presentation by El Hadj Adama Toure, Senior Agriculture Economist, Africa Region, World Bank, entitled “Financing and Managing Risk in the Cocoa Supply Chain”, which was followed by Guy Sneyers, Chief Operations Officer, Common Fund for Commodities, whose presentation was entitled “Improving Efficiency in the Cocoa Market”. During the ensuing discussions, the following recommendations were made; first, to apply best known practices in agricultural production; second, to make available the necessary inputs to farmers to ensure sustainable production; third to fight endemic diseases; and lastly, to ensure good crop forecasting. Following the question and answer session, Dr. Djibril Fadiga, moderator, closed the session.

### **WEDNESDAY, 21 NOVEMBER 2012 – TRACK 3, SUSTAINABLE CONSUMPTION, SALLE CHANDELIER**

20. This track was moderated by Pierre Etoa Abena (Senior Advisor, ONCC Cameroon), Chairman of the Conference Working Group on Sustainable Consumption. As part of “Examining the Dynamics of Demand for Cocoa around the World and Changes in the Chocolate Market” **Panel 11**, “Structure and Competition in the Cocoa and Chocolate Industry” was formed by Edward George, Soft Commodities Specialist, Ecobank; Jonas Mva Mva, Senior Program Manager Cocoa, IDH; Kojo Amoo-Gottfried, Country Manager, Cargill Ghana; and Kouame Kouakou Georges, Secretary General, Cooperative Agricole Kavokiva, Côte d’Ivoire who collectively answered questions from the audience, and discussed the subject. The following conclusions were reached; first, the need to develop further processing at origin; second, to develop and promote consumption in producing countries by, (a) identifying products that meet consumer needs and (b) develop cocoa products

tailored to local needs in non-traditional chocolate consuming markets and sold at acceptable prices. Finally, to promote the development of cocoa-related business activities to improve rural entrepreneurship and help stem the exodus to the cities of the younger generation.

21. **Panel 12**, “Demand and Diversity in Cocoa” was started by Francisco Redruello, Senior Food Analyst, Euromonitor International, who presented “Selling Chocolate: Opportunities and Challenges for Global Manufacturers”, followed by Freddy Amores Puyutaxi, Leader, Coffee-Cocoa Programme, *Instituto Nacional Autónomo de Investigaciones Agropecuarias* (INIAP), who advised on “Working on the conservation and commercial use of the cocoa diversity in Ecuador”. Following the presentations, a question and answer session took place at which the following recommendations were made; first, that information and increased awareness on the quality requirements of chocolate products in emerging markets was needed; second, that consumers need to be informed and educated on the labelling of products; and third, to develop locally-made cocoa products to broaden the range of goods offered.

22. **Panel 13**, “The Increasing Importance of Food Safety and SPS Legislation and Regulations” was started by Mrs. Isabelle Adam, General Secretary, European Cocoa Association (ECA) providing a talk on “Quality and Food Safety: EU Regulatory Requirements in a Sustainable Cocoa Supply Chain”, followed by Dr. Julie Flood, Senior Global Director for Commodities, CABI, with a presentation entitled “Food Safety in Cocoa: Promoting Producer and Consumer Confidence”. This was followed by presentations entitled “A Producer’s Experience in Meeting Food Safety Requirements” by Lucien Kouamé, Inspector, Ministry of Agriculture, Côte d’Ivoire and “Cocoa SPS: Linking Regulation with Research Needs and Farmer Practices in the 21st Century” by Roy Bateman, International Pesticide Application Research Consortium (IPARC). Following the presentations, a question and answer session occurred at which the following points were raised. First, capacity building in the responsible use of pesticides was needed, which requires that all in the value chain are aware of the issues and suitable collaboration between producers, importers and pesticide manufacturers; second, research is needed into finding new, safe and effective pesticides and their application; third, collaborative mechanisms for the introduction of legislation prohibiting the production and illegal distribution of banned pesticides in cocoa is required. Fourth, Sanitary and Phytosanitary (SPS) measures to be shared and, where identified as required, updated; fifth, the experiences of current research, production, use and compliance with SPS standards in most developed countries should be shared with the least developed countries; and sixth, legislation on registration and use of pesticides in cocoa need to be harmonized.

23. Panel 13 was followed by a presentation by Gerry Manley, Chairman of the Federation of Cocoa Commerce Ltd (FCC) / Managing Director Cocoa, Olam International on the objectives, functions and challenges faced by the Federation of Cocoa Commerce (FCC).

24. **Panel 14**, “Market Outlook for Cocoa Supply and Demand”, received a presentation by Dr. Judith Ganes-Chase, Consultant, and Laurent Pipitone, Director of the Economics and Statistics Division, ICCO. Collectively the panel answered questions from the audience and discussed the subject matter. The following points were identified from the panel and discussions. First, methods of processing cocoa into products other than chocolate need to be identified in order to boost consumption at origin. Second, increase the production of cocoa with particular sensory characteristics, generally fetching a price premium. Third, mechanisms need to be sought to reduce fluctuations and imbalance between supply and demand in order to maintain a relatively stable market, including ensuring that incentives to increase the global supply of cocoa do not create overproduction over the long term and respond adequately to changing demands in consumption. Fourth, in order to improve the reliability of supply and demand forecasts, more information on cocoa resources and

better cooperation in sharing information between producer and consumer countries should be promoted. Pierre Etoa Abena, moderator, closed the session.

#### **THURSDAY, 22 NOVEMBER 2012 – PLENARY SESSION, AUDITORIUM**

25. Pierre Etoa Abena, Senior Advisor, ONCC, Cameroon, moderated the sessions, entitled “Theory into Practice – Delivering a Sustainable Cocoa Value Chain”, presenting the vision of major institutions with regard to enhancing the sustainability of the cocoa sector, reporting on their actions and plans. The first presentations were from companies. The panel consisted of Kevin Petrie, Head of Procurement, Nestlé; James Boateng, Managing Director for Ghana, Mondelez International (Kraft Foods); Dr. Howard Shapiro, Global Staff Officer, Plant Science and External Research, Mars; and Nicko Debenham, Director, Development & Sustainability, Armajaro Trading.

26. The second part of the session was entitled “Theory into Practice – Delivering a Sustainable Cocoa Value Chain: Countries” and consisted of the following panellists; Robert Yapo, Conseil Café-Cacao, Côte d’Ivoire ; Anthony Fofie, Chief Executive Officer, Ghana Cocoa Board; Luis Valverde, Vice Minister of Agriculture, Livestock, Aquaculture and Fisheries, Ecuador; and Shamsudin Hj. Noor, Undersecretary, Cocoa and Pepper Industries Development Division, Ministry of Plantation Industries and Commodities, Malaysia.

27. The third part of the session was entitled “Theory into Practice – Delivering a Sustainable Cocoa Value Chain: Institutions” and consisted of the following panellists; Hope Sona Ebai, Chief of Party, World Cocoa Foundation/African Cocoa Initiative (WCF/ACI); Patrick Poirrier, Vice President, CAOBISCO / CEO Groupe CEMOI; Elena Rueda, GIZ, representing the German Sustainable Cocoa Forum; and Marieke Poissonnier, Head of Policy and Advocacy Department, Oxfam-Wereldwinkels. The moderator, Pierre Etoa Abena closed the session.

#### **THURSDAY, 22 NOVEMBER 2012 – SALLE DES FÊTES**

28. In the afternoon, Dr. Jean-Marc Anga, Executive Director, ICCO, moderated a meeting at which the Chairs of the Working Groups and moderators of the tracks; rapporteurs; and key stakeholders, including civil society representatives considered the wording of the draft **Global Cocoa Agenda** and **Abidjan Cocoa Declaration** in view of the discussions held at the Conference. The final wording of both documents was agreed.

#### **FRIDAY, 23 NOVEMBER 2012 – PLENARY SESSION, AUDITORIUM**

29. Dr. Jean-Marc Anga, Executive Director, ICCO, moderated the first part of this session at which Laurent Pipitone, Director of the Economics and Statistics Division, ICCO, presented “The Role of ICCO in Monitoring and Coordinating Global Cocoa Initiatives”. This was followed by Achille Bassilekin III, Assistant Secretary General, African Caribbean and Pacific (ACP) Group of States presenting “Introducing the ACP-ICCO Cocoa Sustainability Programme”. Based on the presentations made by major institutions on their initiatives and vision, these two presentations provided a framework to support key activities to ensure the sustainability of the cocoa economy and improve coordination of all initiatives implemented in the sector.

30. Chaired by Luis Valverde, Vice Minister of Agriculture, Livestock, Aquaculture and Fisheries, Ecuador, the Moderators of each of the Tracks were invited to report to the Conference on the final recommendations of their relevant sessions. Dr. Martin Gilmour, Cocoa Sustainability Research

Director, Mars Chocolate, and Chairman of the Conference Working Group on Sustainable Production reported on Track 1; Djibril Fadiga, Deputy Director General, *Conseil du Café - Cacao*, Côte d'Ivoire, and Chairman of the Conference Working Group on the Sustainable Industry Chain reported on Track 2; Pierre Etoa Abena, Senior Advisor, ONCC Cameroon, and Chairman of the Conference Working Group on Sustainable Consumption reported on Track 3; and Dr. Jean-Marc Anga, Executive Director, ICCO, and Chairman of the Conference Working Group on Strategic Management reported on Track 4.

31. The Closing Ceremony of the Conference was held in the presence of H.E. Mr. Daniel Kablan Duncan, the newly appointed Prime Minister of the Republic of Côte d'Ivoire. Dr. Jean-Marc Anga, Executive Director, ICCO, presented the **Global Cocoa Agenda** with specific actions to be taken at regional, national and global levels. He highlighted the seven recommendations made in the document aiming to move the entire sector onto a path of sustainable development. This was followed by the first signings of the **Abidjan Cocoa Declaration** by key government representatives of the major cocoa producing countries, representatives from major cocoa and chocolate companies, international aid and development agencies, banks and other financial institutions, representatives of farmer organizations and civil society etc. Closing remarks with a vote of thanks to the Government of Côte d'Ivoire for being an excellent host was expressed by Dr Jean-Marc Anga on behalf of all participants. This was followed by the closing address to the Conference made by H.E. Daniel Kablan Duncan, Prime Minister of the Republic of Côte d'Ivoire.

32. On behalf of her government, Ms Lucie Wassink, Policy advisor, Sustainable Commodities, Ministry of Economic Affairs, Agriculture and Innovation of the Netherlands accepted the recommendation by participants to hold the next conference in The Netherlands in 2014.

33. The World Cocoa Conference concluded with a press conference.

## ANNEX I

### ABIDJAN COCOA DECLARATION

#### World Cocoa Conference 2012

**The Abidjan Cocoa Declaration is a legally non-binding expression of support for the World Cocoa Conference**

**Abidjan, 23 November 2012**

#### **A. Preamble**

As key participants engaged in the cocoa value-chain: producers, cooperatives, traders, exporters, processors, chocolate manufacturers, wholesalers, producing and consuming countries, governmental and non-governmental organizations, financial institutions as well as donors and international aid and development agencies; we believe that the cocoa economy cannot prosper in the long term without operating in a more sustainable and cooperative manner. We recognize that through our business operations and/or through our initiatives in the sector, we have a responsibility towards the economic, environmental and social sustainability of the cocoa economy. We believe that this objective can only be reached without compromising healthy competition between market participants if we all cooperate as the scale of the challenges to be addressed are so complex and intertwined.

As stakeholders in the cocoa value chain, we have either participated in the World Cocoa Conference leading to the Global Cocoa Agenda for a Sustainable Cocoa Economy, or we have decided to support its recommendations. Collectively, we are all committed to playing our part in addressing the key challenges faced by the whole cocoa sector, in particular by providing opportunities for smallholder farmers to move out of poverty and to improve their livelihoods, a necessary condition to achieving sustainability of the sector.

#### **B. The World Cocoa Conference – towards a Sustainable Cocoa Economy**

**Therefore, as signatories to the Abidjan Cocoa Declaration, we agree to participate in the process initiated by the first World Cocoa Conference, guided by the following principles:**

##### *In relation to the Strategic Management of the sector*

- a. To recommend working towards a visible and coherent approach of the initiatives currently undertaken in the cocoa sector, thus providing the framework for a better coordination of these operations;
- b. To recommend developing and/or assisting, as required, the formulation and implementation of national cocoa development plans, based on transparent and fully participatory local Public-Private-Partnership (PPP) approaches;

- c. To give due consideration to applicable internationally recognized regulations and agreements, in particular with regard to the environment and food safety and related issues;
- d. To aim to improve the living standards and working conditions of populations engaged in the cocoa sector, consistent with their stage of development, and in particular those of children and women, bearing in mind internationally recognized principles and applicable ILO standards;
- e. To participate in a voluntary consensual process to attain sustainability, without impinging on contracting parties freedom to trade, taking into consideration the contribution of existing cocoa certification schemes, other programmes, as well as those initiatives under preparation at national, regional and international levels, bearing in mind that cocoa farmers should be adequately rewarded for additional efforts.

***In relation to the Sustainability of Production***

- f. Aim, where necessary to transform cocoa farming into successful business entities that are likely to be attractive to younger generations. This is achievable by increased productivity and the sustainable growing of good quality cocoa that meets characteristics outlined by the cocoa and chocolate industry. These aims may be met by using better planting material and inputs, innovative technology, integrated pest management to control pests and diseases, while recognizing international labour standards;
- g. Enable cocoa farmers to operate as members of farmers' groups supported by adequate education and training in Good Agricultural Practices, backed up with affordable and accessible credit facilities and extension services, adequately managing soil fertility and preserving biodiversity and existing ecosystems;

***In relation to the Sustainability of the Industry Chain***

- h. Promote the use of best known practices along the value chain thereby keeping the chain as short and efficient as possible, enhancing traceability and reduce any harmful action to the environment. Support all relevant stakeholders having adequate training and awareness of market conditions and consumer safety issues, in order that all entities along the value chain operate in a sustainable way in the long term. Additional income may also be generated by value-addition at origin;

***In relation to the Sustainability of Consumption***

- i. Formulate and implement cocoa consumption strategies that meet evolving expectations and concerns of consumers, while promoting cocoa consumption in traditional/mature markets and in emerging markets, as well as in origin (producer) countries.

## ANNEX II

### GLOBAL COCOA AGENDA

## Global Cocoa Agenda for the World Cocoa Conference 2012: Roadmap for Achieving a Sustainable World Cocoa Economy

### Strategic Document

#### 1. Background

- 1.1. Over the past decades, the global cocoa sector has been operating in a generally unsustainable manner raising concerns over its future.
- 1.2. Growth in **demand** for sustainable cocoa, i.e. meeting economic, social and environmental considerations, is likely to continue for decades to come as incomes, human population, emerging consumption markets and taste for more and new cocoa and chocolate products continue to expand. In addition, the characteristics of the demand for cocoa and chocolate products have significantly evolved over the past decade, with an emphasis towards premium cocoa and chocolate products mainly in mature markets and a strong growth finally materializing in emerging markets in various parts of the world, particularly in Asia. In addition, consumers are increasingly demanding cocoa and chocolate products that are sustainable, certified, traceable and ensuring high level of food safety. However, global consensus has yet to be reached within the cocoa community on the best way forward to reassure consumers that cocoa is sustainably produced and that the additional efforts required from farmers is adequately rewarded.
- 1.3. On the **supply** side, farmers are struggling to meet the evolving characteristics and concerns of the demand side mainly because of the poverty level and inadequate remuneration of cocoa farmers, their lack of organization, poor business skills, lack of information on existing cocoa resources on the ground, low yields, losses due to pests and diseases, ageing trees, land and soil degradation, competing land-use, food security, climate change, lack of access to affordable credit and of adequate inputs and, finally, to the fact that the younger generations are moving away from cocoa cultivation and rural life in general. In addition, the intrinsic nature on cocoa growing, requiring long term investments has led to under-investment in several areas jeopardizing future growth of the supply, such as research on improved planting material, seed gardens for propagation and extension services for growers.

- 1.4. In an attempt to address these issues, several initiatives were implemented. In recent years various organizations have prioritized the need for taking measures to promote a sustainable cocoa economy. Thus at the **First ICCO Roundtable for a Sustainable Cocoa Economy (RSCE1)** in Accra, Ghana, in October 2007, participants representing the complete cocoa value chain (producers, cooperatives, traders, exporters, processors, chocolate manufacturers, wholesalers, governmental and non-governmental organizations, financial institutions as well as donors and international aid and development agencies) adopted the “*Accra Agenda*” towards a Sustainable World Cocoa Economy. The Agenda identified six priority areas, along the cocoa value chain, for actions to achieve a sustainable world cocoa economy, under the headings of: Institutional Framework, Sustainable Production, Sustainable Commercialization, Sustainable Processing and Manufacturing, Sustainable Consumption and International Dimension.
- 1.5. At the **Second ICCO Roundtable for a Sustainable Cocoa Economy (RSCE2)**, in Port-of-Spain, Trinidad and Tobago, in March 2009, participants reviewed the progress achieved in the implementation of the *Accra Agenda* and adopted the ***Declaration of Trinidad and Tobago*** in which it was agreed that ten key elements contained in a working document were to be discussed further at future meetings. The ten key elements were identified as: (i) Transparency, (ii) Compliance with applicable laws and regulations, (iii) Remuneration for quality cocoa, productivity and improved farmers’ income, (iv) Access to credit and rural development services and diversification, (v) Market access and market information, (vi) Decent working conditions, (vii) Support for farmers’ and workers’ organizations, (viii) Clear land use planning and proper infrastructure, (ix) Rational natural resource management, and (x) Conservation and wise-use of biodiversity.
- 1.6. Based on the momentum created by the two Roundtables and following the successful negotiations of a new ***International Cocoa Agreement, 2010*** concluded in June 2010 in Geneva, under the auspices of the United Nations Conference on Trade and Development (UNCTAD), key stakeholders in the world cocoa sector agreed to pursue their endeavours to bring about a sustainable world cocoa economy in full compliance of economic, social and environmental requirements.
- 1.7. At its 84<sup>th</sup> regular session held in London, United Kingdom, in September 2011, and following a presentation on the proliferation of mostly uncoordinated cocoa initiatives, the International Cocoa Council, supreme ruling body of the International Cocoa Organization (ICCO), agreed to organise a **World Cocoa Conference** in November 2012, in Abidjan, kindly hosted by the government of the largest producing country, Côte d’Ivoire.
- 1.8. The proposed conference brought together all the stakeholders in the cocoa value chain to critically review the key challenges facing the world cocoa economy and to agree on the best strategy and actors to tackle them. The main outcome of the conference is a **Global Cocoa Agenda** for a Sustainable World Cocoa Economy containing an action plan at global level with specific actions at national levels.

- 1.9. To prepare the Global Cocoa Agenda, Four **Working Groups** (“WG”) were established, comprising representatives from the key stakeholders in the cocoa value chain, namely producers, traders, processors, chocolate manufacturers, governmental and non-governmental and other civil society organizations, etc. Working Group 1 (WG1) was tasked with addressing Sustainable Cocoa Production, WG2, Sustainable Cocoa Industry Chain WG3, Sustainable Cocoa Consumption, while WG4 was to deal with Strategic Management. A conference website and a Facebook page were set up to gather the views, comments, suggestions and observations from members of the general public and other interested parties as relevant.

## 2. Guiding Principles

- 2.1 **We**, participants at the World Cocoa Conference 2012, representatives from producers, cooperatives, traders, exporters, processors, chocolate manufacturers, wholesalers, producing and consuming countries, governmental and non-governmental organizations, financial institutions as well as donors and international aid and development agencies, have gathered in Abidjan, Côte d’Ivoire, from 19-23 November 2012, to review the challenges facing the world cocoa sector and recommend measures to be implemented to address them, ensuring a sustainable cocoa economy that yields high economic and social returns while retaining environmental benefits, for all its stakeholders in the value chain, in particular for the smallholders;
- 2.2 **Acknowledging** that international co-operation, coordination among all stakeholders in the value chain is vital for the future sustainability of the cocoa sector and that international efforts should supplement/complement national initiatives developed to achieve a sustainable cocoa economy;
- 2.3 **Recognizing** that actions and sustainability initiatives undertaken by the various stakeholders are praiseworthy and should continue while ensuring that they benefit from a better coordination with each other at national, regional and international levels;
- 2.4 **Recommend** to increase and coordinate our efforts to ensure that we reach the goal of achieving a sustainable world cocoa economy;
- 2.5 **Invite** national, regional and international stakeholders with an interest in the cocoa sector, to join in this global initiative by fully supporting and committing adequate resources, at national, regional and international levels to the Global Cocoa Agenda outlined below.

### **3. Key Challenges**

**The following have been identified as the key challenges facing the cocoa value chain. Further details are provided in the Technical Annex:**

#### **3.1 Sustainable Cocoa Production**

The current business model for many cocoa farmers is unsustainable as it is characterized by poor and uneconomic production systems with limited or no access to improved planting material, extension services, inputs, credit, especially at affordable interest rates, coupled with poor organizational base for producers leading to weak marketing opportunities and generally low returns. Other challenges include adaptation and mitigation of climate change, adverse effects on the environment as well as social and labour challenges.

#### **3.2 Sustainable Cocoa Industry Chain**

The movement of cocoa in the industry chain is often sub-optimal because of mishandling of the goods compounded by a lack of market transparency, knowledge on food safety, which together with restrictive access to finance and imposition of trade barriers and a lack of infrastructure creates imperfect conditions for the transport of goods, particularly those forming part of traceability scheme. There is a lack of information on the best known practices along the industry chain, from trading, processing, manufacturing to retailing. Other challenges, including social and labour issues are worth being considered. Also, in many cases, the cocoa supply chain is inefficient, reducing the share of the export price received by cocoa farmers.

#### **3.3 Sustainable Cocoa Consumption**

Despite recent improvements, in traditional, mature markets, consumers' expectations and concerns for sustainable cocoa products, meeting economic, social and environmental requirements and verified through certification and traceability, remain largely unfulfilled. Similarly, while acknowledging its current growth, there is a potential for expansion of cocoa consumption in emerging markets and in origin (producer) countries which should be strengthened. Finally, there is a lack of understanding in the characteristics of cocoa demand expected by the industry which could serve as reference by producers to plan cocoa supply accordingly.

#### **3.4 Strategic Management**

There is a proliferation of initiatives in the cocoa sector, most of which, while well intentioned, are generally uncoordinated and at times lack transparency, compete or neutralize and contradict each other, leaving the farmers confused, negatively affecting their expected performance and the positive impact of these initiatives.

## **4 Action by the Stakeholders at National, Regional and International Levels (please see Technical Annex for details)**

### **4.1 Sustainable Production**

- 4.1.1. To transform cocoa farming into successful business entities, attractive to younger generations, increasing productivity and producing good quality cocoa that meets characteristics outlined by the cocoa and chocolate industry, sustainability requirements, using better planting material and inputs, innovative technology, integrated pest management to control pests and diseases, including invasive ones and quarantine cocoa collections, while complying with international labour standards;
- 4.1.2. To enable cocoa farmers to operate as members of viable farmers' organisations supported by adequate education and training in Good Agricultural Practices backed up with affordable and accessible credit facilities, research and extension services, adequately managing soil fertility, adaptation and mitigation of climate change and preserving biodiversity and existing ecosystems, including promoting crop diversification.

### **4.2 Sustainable Industry Chain**

To promote the use of best known practices along the value chain thereby keeping the chain as short and efficient as possible, enhancing traceability and reduce any harmful action to the environment, while ensuring that all in the Industry Chain have adequate training and awareness of market conditions and consumer safety issues in order that all entities along the value chain operate in a sustainable way in the long term, including value-addition at origin, and the development of cocoa-based by-products, thereby ensuring a living income for all cocoa dependants, especially for those in producing countries.

### **4.3 Sustainable Consumption**

To formulate and implement sustainable cocoa consumption strategies that meet evolving expectations and concerns of consumers, while promoting cocoa consumption in traditional/mature markets and in emerging markets as well as in origin (producer) countries.

#### **4.4 Strategic Management**

- 4.4.1. National governments and/or government-backed cocoa agencies to foster the formulation and implementation of comprehensive national **Cocoa Development Plans** (“CDPs”) in each producer and consumer country, through a fully inclusive, transparent and participatory approach involving all stakeholders in the cocoa value chain (producers, cooperatives, traders, exporters, processors, chocolate manufacturers, wholesalers, governmental and non-governmental organizations, financial institutions as well as donors and international aid and development agencies);
- 4.4.2. Relevant international institutions to advise national cocoa agencies, as required, on the implementation of the CDPs in a manner that is in line with international requirements, and to suggest corrective measures as necessary;
- 4.4.3. Relevant international agencies to enhance the coordination and the coherence of initiatives implemented in the cocoa sector at national level, by public or private sector entities.

## 5. Recommendations

The participants of the World Cocoa Conference 2012 recommend the following:

1. Adopt the **Global Cocoa Agenda** contained in the present document and its Technical Annex;
2. Invite all ICCO and non-ICCO Member countries to each develop and implement a national **Cocoa Development Plan** derived from a fully transparent and participatory process with all key-stakeholders involved in the cocoa sector, through public-private partnerships
3. Seek to increase transparency and **coordination of development activities** implemented and planned for the future in the cocoa sector at national, regional and international levels, thereby allowing for more coherent and efficient actions to address the challenges faced by the sector.
4. That the International Cocoa Council allow the ICCO **Consultative Board on the World Cocoa Economy** to be enlarged, in accordance with the International Cocoa Agreement 2010, to include other relevant stakeholders and experts.
5. That the Consultative Board, under the authority of the International Cocoa Council, should be in charge of the monitoring and coordination, through the ICCO Secretariat, of the implementation of the Global Cocoa Agenda in accordance with the provisions of the International Cocoa Agreement 2010.
6. Request the International Cocoa Council to authorise the Secretariat of ICCO to be the **central coordination body** assigned to monitor the effective implementation of the Global Cocoa Agenda, to prepare annual reports on "The State of the World Cocoa Economy" for discussion by the Consultative Board and reporting to the International Cocoa Council.
7. To hold the **next World Cocoa Conference** during 2014 in The Netherlands.

The participants express their sincere gratitude to the government and to the people of Côte d'Ivoire for their generosity and kind attention in hosting this conference.

Abidjan, Côte d'Ivoire, Friday 23 November 2012

## **Global Cocoa Agenda for the World Cocoa Conference 2012: Roadmap for Achieving a Sustainable Cocoa Economy**

### **Technical annex**

#### **1. Key Challenges and Actions**

*To move towards a sustainable cocoa economy, challenges facing the sector should be addressed based the following principles:*

##### **1.1 Guiding strategy**

- 1.1.1 Ensure a coherent vision of the initiatives currently undertaken in the cocoa sector thus providing the framework for these operations to be coordinated;
- 1.1.2 Assist, as required, governments from cocoa producing countries in the formulation and implementation of national cocoa development plans, based on local Public-Private-Partnership (PPP) approaches, to be initiated and coordinated by local governments and government-backed institutions;
- 1.1.3 Ensure compliance with applicable internationally recognized regulations and agreements, in particular with regards to environment and food safety and related issues, and to provide assistance as necessary;
- 1.1.4 Implement programmes aimed at improving the living standards and working conditions of populations engaged in the cocoa sector consistent with their stage of development, in particular children, bearing in mind internationally recognized principles and applicable ILO standards; and
- 1.1.5 Establish a consensual process to ensure conformity to sustainability requirements, taking into consideration the contribution of existing cocoa certification schemes and other existing avenues or those under preparation at national, regional and international levels, bearing in mind that cocoa farmers should be fairly rewarded for additional efforts.

## **1.2 Sustainable production**

*Five areas of action in sustainable production have been identified:*

- 1.2.1 Transform cocoa farming into modern enterprises using a business approach, bringing equitable economic returns, and consequently attractive to the younger generations. Support the organization of farmers into groups such as they can access a wider scope of services, including education and training, and into associations to empower them, engaging them in the process of policy formulation at the region/district/state and national levels. Increase access to affordable credit, extension services and adequate infrastructures at community level for farmers and farmers' organizations;
- 1.2.2 Increase productivity by supporting conservation and use of cocoa genetic diversity, providing better plant material and inputs, innovative technology and integrated pest and disease management while managing cocoa soil fertility and soil conservation to ensure long-term sustainability in yield;
- 1.2.3 Improve cocoa quality by better communication of industry needs, post-harvest processing and quality assessment;
- 1.2.4 Enhance food safety by wider promotion and adoption of Good Agricultural Practices and the elimination of all non-approved pesticides and improved traceability to enable the quick identification of the source of any illegal product, in the event of an incident that may threaten food safety; and
- 1.2.5 Preserve biodiversity, conserve existing ecosystems and increase resilience on the effects of climate change in cocoa production by investing in adaption and mitigation of its effects.

## **1.3 Sustainable Industry Chain**

*Nine areas in the Sustainable Industry Chain have been identified for attention:*

- 1.3.1 Continue work on “*Guidelines on best known practices in the cocoa value chain*”, widening their scope to include all stages in the chain, including processing, manufacturing, retailing and consumption. Promote and disseminate the use of best known practices along the value chain;
- 1.3.2 Conduct national value chain studies 'from farm to table' and undertake national SWOT analyses of the cocoa sector to identify and address challenges and seize opportunities;
- 1.3.3 Develop and strengthen an efficient supply chain, keeping the internal cocoa chain as short and efficient as possible, with all participants receiving a fair and equitable economic return, in particular smallholder farmers;
- 1.3.4 Ensure market transparency and dissemination of information through the value chain, in particular to farmers. As the use of mobile phones and other information and communications technologies (ICTs) becomes more affordable and widespread in cocoa producing countries, there is a great opportunity to significantly improve access to market information;

- 1.3.5 Improve traceability of the value chain, from cocoa produced at farmers' groups' level to consumption, using new and affordable technologies, such as geographical information systems (GIS). Devise and implement a system whereby the security of the cocoa within the chain and their representative documents may be enhanced;
- 1.3.6 Compile and maintain an up-to-date, comprehensive and authoritative list of consumer safety issues, how they may be mitigated, establish an early warning system/mechanism for trade and producers to identify critical assessment points to prevent escalation of trade related issues;
- 1.3.7 Investigate the relevance of warehouse receipt systems, and develop processing and value addition at origin;
- 1.3.8 Seek to reduce farmers' exposure to cocoa price volatility and provide education programme for farmers to sell their produce at optimum conditions thus enhancing their market power; and
- 1.3.9 Seek to reduce any harmful action to the environment, invest in energy efficient technologies while mitigating the effects of climate change and investing in adaption techniques.

#### **1.4 Sustainable Consumption**

*Four areas in Sustainable Consumption have been identified for attention:*

- 1.4.1 Formulate and implement strategies to meet evolving expectations and concerns of the consumers;
- 1.4.2 Disseminate information and marketing on key quality and flavour attributes of specific cocoas, in particular fine or flavour cocoas, promote the diversity and use of cocoa fetching price premium, thereby enhancing farmer returns;
- 1.4.3 Promote cocoa consumption in emerging markets and at origin, in particular through national generic promotion campaigns and innovations to develop the local consumption of cocoa and the use of by-products; and
- 1.4.4 Promote the adoption of good practices that improve food safety and ensure appropriate levels of safety of the cocoa consumed.

### **2. Actions to be taken by the Stakeholders at National, Regional and International Levels**

#### **2.1 Action by cocoa farmers and farmers' groups:**

*Farmers should be guided by the following principles:*

- 2.1.1 To adopt best known agricultural practices to deliver a high quality product, preserving the local environment and respecting the biodiversity;
- 2.1.2 To promote the establishment of viable farmers' organizations, thereby giving them access to a wider range of services at a lower cost and enhancing their market power;

*Farmers' groups can take various forms and can differ significantly in scope, having various functions depending on local conditions and specific needs from farmers. They should be guided by the following principles:*

- 2.1.3 To provide adequate services to their members, such as: i) economic functions, including supply, production, processing, and marketing of good and services, management of factors of production like water, land, labour, agricultural equipment; ii) social functions that benefit members and the local community, including cultural, education, training, health, drinking water, awareness-raising of labour conditions and human rights, and mutual support; iii) representation, including safeguarding group interest and advocacy at the local, regional and/or national level; iv) information sharing, communication both within the organization and towards other stakeholders and capacity building, either directly or through contractual agreements and v) coordination, since farmers' organizations are in a position to establish linkages both at the local and international level and to integrate the above functions;
- 2.1.4 To ensure adequate and efficient functioning of farmers' organizations, with their managers having adequate business management skills coupled with integrity, and ensuring good governance and transparency, working for the betterment of their members.

## **2.2 Action by the social partners and civil society actors**

*Social partners should be guided by the following principles:*

- 2.2.1 To strengthen the market position of farmers, adequately empower them at local, national and international levels and improve outreach of workers into the economic sectors in which cocoa is grown, traded and transported;
- 2.2.2 To advocate effective training and education policies;
- 2.2.3 To work to ensure that effective systems are in place to improve the sustainability of the cocoa sector, recognising the usefulness of social dialogue in the design and implementation of such systems;

*NGOs and other civil society actors should be guided by the following principles:*

- 2.2.4 To assist and support all origin-based operations of the cocoa community, specifically those at the farmer level and in the supply chain;
- 2.2.5 To contribute, as required, under the authority of national governments, to the dissemination of best known agricultural practices to those engaged in the cocoa sector; and
- 2.2.6 To engage those in the cocoa community, particularly the growers, in an inclusive and participatory manner, in cooperation with other stakeholders, so that policy makers can take into account their views when developing policies;
- 2.2.7 To improve awareness of social, environmental and economic issues with special regard to smallholders on national and international levels.

**2.3 Action by the governments of cocoa producing countries, international and regional organizations and development partners:**

*Governments, international and regional organizations and development partners should be guided by the following policy principles:*

- 2.3.1 To develop a national cocoa development plan which outlines the vision and strategies in cooperation with the other national actors involved in the sector, taking into consideration the international perspective, to deliver a sustainable cocoa economy. The participatory approach in each country would be ensured through public-private partnership, with government institutions in charge of cocoa in the lead, with all relevant strategic partners involved in the process. A body in charge of the monitoring of the progress made would also ensure adequate coordination of national cocoa initiatives;
- 2.3.2 To provide or support the provision of adequate extension services to farmers, such as improved planting material; inputs, integrated management of pests and diseases, conserving soil fertility; improving quality and enhancing food safety, mindful of the need to enhance farmer earnings and organization; and to deliver adequate social and health services to those engaged in the cocoa sector;
- 2.3.3 To establish the necessary controls to guarantee the quality of the cocoa and preserve its integrity throughout the process;
- 2.3.4 To promote adequate land tenure systems and clear litigation processes in cases of disputes;
- 2.3.5 To provide to all those engaged in the cocoa sector the right of association based on internationally-accepted principles such as those enshrined under the ILO, and to facilitate representation of farmers at national and international level;
- 2.3.6 To seek decent working conditions for workers in the cocoa sector consistent with their stage of development, bearing in mind international recognized principles and applicable ILO standards. Extend and improve access to education for all children, while adopting and enforcing national legislation against child labour and its worst forms, and ensuring that information on relevant legislation is widely disseminated;
- 2.3.7 To work towards the protection of the environment and its diversity, given the role of the farmer and those in the supply chain in seeking a sustainable cocoa economy; and
- 2.3.8 To promote the use of cocoa at origin.

**2.4 Action by the private sector**

*The trade and industry actors should be guided by the following principles:*

- 2.4.1 To evaluate and improve the impact of their direct operations and purchasing practices and work towards a more efficient and sustainable cocoa value chain, including ensuring a decent livelihood to cocoa farmers;
- 2.4.2 To improve the traceability of the cocoa value chain;

- 2.4.3 To participate actively in the inventory of initiatives in the cocoa sector, and work towards applying the core principles of the Paris Declaration and Accra Agenda for Action (ownership, alignment, harmonisation, results and mutual accountability);
- 2.4.4 To communicate the needs of the industry and assist with the information gathering on credit facilities available to farmers;
- 2.4.5 To communicate the requirements of food safety and assist with the provision of tools to ensure market transparency and the transfer of technology; and
- 2.4.6 To respect relevant domestic and international legislation and rules.

**2.5 Action by governments from cocoa importing countries, international and regional organizations and other development partners**

*Governments, international and regional organizations and development partners should be guided by the following policy principles:*

- 2.5.1 To participate actively in the inventory of initiatives in the cocoa sector, and work towards improving coordination of initiatives within the cocoa sector, applying the core principles of the *Paris Declaration on Aid Effectiveness* and *Accra Agenda for Action* (ownership, alignment, harmonisation, results and mutual accountability);
- 2.5.2 To strengthen multi-stakeholders forums and assist in solving issues related to cocoa matters;
- 2.5.3 To reduce tariff and non-tariff barriers to cocoa trade as far as possible;
- 2.5.4 To ensure adequate food safety for the consumer, particularly for children;
- 2.5.5 To improve transparency and the functioning of the cocoa physical and financial markets, through appropriate regulations when required;
- 2.5.6 To assist governments from producing countries to address challenges and seize opportunities, in particular with regards to the development and implementation of national cocoa development plans;
- 2.5.7 To support cocoa farmers in improving the quality of their produce and to apply best known practices, to enable them to earn a decent income; and
- 2.5.8 To direct sufficient development aid to enhance the sustainability of the cocoa economy, in particular with the aim to alleviate poverty of smallholder farmers, improve their livelihood and achieve internationally agreed development goals, including the Millennium Development Goals (MDGs).

## ANNEX III

### PROGRAMME OF THE WORLD COCOA CONFERENCE

#### MONDAY 19 NOVEMBER

Registration, Hotel Ivoire, Foyer Salle des Fêtes

Exhibition Opens, Palais des Congrès, Foyer A & B

Official Inauguration of Exhibition, Palais des Congrès, Foyer A & B

H.E. Jeannot Ahoussou-Kouadio, Prime Minister of Côte d'Ivoire

#### TUESDAY 20 NOVEMBER

##### *Plenary morning session (Auditorium)*

##### *Opening Ceremony and Welcome Speeches:*

H.E. Mamadou Sangafowa Coulibaly, Minister of Agriculture, Côte d'Ivoire / Chairman of the Organizing Committee, World Cocoa Conference

##### **Working Towards a Sustainable World Cocoa Economy**

Dr. Jean-Marc Anga, Executive Director, ICCO

H.E. Raymond Ndong Sima, Prime Minister of Gabon, on behalf of President Ali Bongo Ondimba

##### **Keynote Address:**

**H.E. Dr. Alassane Ouattara, President of the Republic of Côte d'Ivoire**

##### *Plenary afternoon session (Auditorium)*

**Moderated by: Dr. Jean-Marc Anga, Executive Director, ICCO**

Barry Parkin, Global Procurement and Sustainability Head, Mars

Jean-Pierre Halkin, Head of Unit DEVCO.C1, European Commission on behalf of Commissioner Andris Pieļbāgs

**Tim Cofer**, President, Mondelēz International

**La Diversification des Exportations de l'Afrique à travers la valeur ajoutée**  
**Jean-Louis Ekra**, President, Afreximbank

**Achille Bassilekin III**, Assistant Secretary General, African, Caribbean and Pacific Group of States

**Dr. Coffi Rémy Noumon**, Manager, Operations Department, West and Central Africa Region, African Capacity Building Foundation

***Ensuring that the World Cocoa Economy Has the Capacity to Deliver Growth for all Stakeholders in the Value Chain: From the Farmer to the Final Consumer***

**Accelerating Sustainability: Challenges and Opportunities**  
**Steven Retzlaff**, President Global Sourcing & Cocoa, Barry Callebaut

**The Cargill Cocoa Promise: Working Together for the Cocoa of Tomorrow**  
**Jos de Loor**, President, Cargill Cocoa and Chocolate

**PANEL 1: Addressing Child Labour**

**Madame Dominique Ouattara**, First Lady of the Republic of Côte d'Ivoire, Chair of the National Monitoring Committee on Child Labour

**Panel Discussion and Questions on Strategies for Addressing Child Labour**

**Mme Patricia Yao**, Chief of Staff to the First Lady of the Republic of Côte d'Ivoire  
**Mme Raymonde Goudou Koffi**, Minister for Women, Family and Children  
**Nick Weatherill**, Executive Director, International Cocoa Initiative  
**Emmanuel Opoku**, Ghana Cocoa Board Child Labour Group  
**Toussaint N'Guessan**, Réseau Ivoirien pour l'Agriculture Durable (RIAD), Côte d'Ivoire

**Closing remarks from the Moderator and end of the Session**

**WEDNESDAY 21 NOVEMBER**

**Reform of the Cocoa Market in Côte d'Ivoire**

**Massandjé Toure-Litsé**, Director General, Conseil du Café - Cacao

**PANEL 2: Cocoa Certification**

**ICCO Study on Cocoa Certification**

**Edmond Konan**, President, Global Business Consulting Company, Côte d'Ivoire

**Panel Discussion and Questions on Cocoa Certification**

**Ashish Deo**, Director of Commercial Relations, Fairtrade Foundation

**Daan de Vries**, Field Director, UTZ CERTIFIED

**Christian Mensah**, Manager West Africa, Rainforest Alliance

**Edmond Konan**, President, Global Business Consulting Company, Côte d'Ivoire

**Alexis Koundi**, Cocoa Farmer, President, CONAPROCAM, Cameroon

*Simultaneous Breakout Sessions (Auditorium, Salle des Fêtes and Salle Chandelier)*

**Track 1: SUSTAINABLE COCOA PRODUCTION (Auditorium)**

**Moderated by: Dr. Martin Gilmour (Cocoa Sustainability Research Director, Mars Chocolate),  
Chairman of the Conference Working Group on Sustainable Production**

**Moderator's Introduction**

**PANEL 3: Improving Cocoa Production Practices to Ensure that Sustainable Supply meets  
Demand Growth—Part One**

**Improved Seed for West African Cocoa Farmers**

**Dr. Robert Lockwood**, Consultant

**The Challenges of Producing Cocoa in Trinidad and Tobago**

**Dr. Elizabeth Johnson**, Cocoa producer, Trinidad and Tobago

**Securing Our Future: Why Cocoa Diversity Matters**

**Brigitte Laliberté**, Scientist, Bioversity

**Innovative Nutrient Technology to Increase Cocoa Productivity**

**Dr. Ramon Georgis**, Director, International Business, Brandt Consolidated

**Delivering High Yields and Better Quality to Increase Cocoa Supply Chain Productivity**  
**Martin Kodde**, Head of Food Chain Engagement – Corporate Affairs Europe, Africa and Middle East, Syngenta International AG

**Panel Discussion and Questions**

**PANEL 4: Improving Cocoa Production Practices to Ensure that Sustainable Supply meets Demand Growth—Part Two**

**IITA's Perspective**

**Kenton Dashiell**, Deputy Director General, Partnerships and Capacity Building, International Institute for Tropical Agriculture

**Andrew Brooks**, VP Sustainability, Olam Outspan Ivoire

**Lucian Peppelenbos**, Senior Manager, Learning and Innovation, IDH

**Comment CEMOI accompagne les planteurs pour garantir la disponibilité et la qualité du cacao de demain?**

**Tristan Borne**, Cocoa and Chocolate Managing Director, Groupe CEMOI

**Cocoa Productivity and Quality**

**Dr. Lee Choon Hui**, Director General, Malaysian Cocoa Board

**Panel Discussion and Questions**

**PANEL 5: Professionalizing Cocoa Farming to Enhance Social, Economic and Environmental Sustainability**

**Professionalism and Non-Professionalism among Cocoa Farmers: The Case for Fertilizers**

**François Ruf**, Agricultural Economist, CIRAD

**Professional Farmers for a Sustainable Future**

**Michiel Hendriksz**, Director of Sustainability, ADM Cocoa

**Making Cocoa Farming a Profitable Business**

**Nanga Coulibaly**, Secretary General, Alliance of Cocoa Producing Countries (COPAL)

**Responsible Business and Sustainability - Professionalizing Cocoa Farming in Ghana**

**Yaa Peprah Amekudzi**, Ghana Program Manager, Mondelez International

**Smarter Agriculture in a Changing World: New Tools for Smallholder Farmers and Extensionists**

**Dr Eric Boa**, Global Director for Plant Health, CABI

**Professionalizing cocoa farming to enhance social, economic and environmental sustainability**

**David Kpelle**, Programme Director, African Cocoa Coalition (ACC), Ghana

**Panel Discussion and Questions**

**Closing remarks from the Moderator and end of the Session**

**Track 2: SUSTAINABLE INDUSTRY CHAIN (Salle des Fêtes)**

**Moderated by: Djibril Fadiga (Deputy Director General, Conseil du Café - Cacao, Côte d'Ivoire), Chairman of the Conference Working Group on the Sustainable Industry Chain**

**Introduction by the Moderator**

**PANEL 6: Shipping, Logistics and Processing**

**Managing the Risks related to Shipping Cocoa Beans**

**Henry Allard**, CEO, Filhet Allard

**Transportation and Shipping Practices of Cocoa Beans and Products**

**Robin Dand**, Independent Authority, robindand.com

**Cocoa Warehousing: Improving the Quality of Warehousing Services**

**Stefan Poppe**, Group Commercial Director, Molenbergnatie Group / Vice President European Warehousekeepers Federation

**Cocoa Processing Technology – Future Trends and Latest Developments**

**Dr. Tobias Lohmüller**, Head of Research and Development, Bühler Barth

**Innovation in the Use of Cocoa Products and By-products**

**Dr. Lee Choon Hui**, Director General, Malaysian Cocoa Board

**Panel Discussion and Questions**

**PANEL 7: Cocoa Traceability and its Effects on Chocolate Quality**

**Traceability in the Cocoa Value Chain: An Introduction**

**Tony Lass**, Fox Consultancy

**Cocoa traceability and chocolate quality**

**Emmanuel Opuku**, Deputy Director, Research & Development, Ghana Cocoa Board

**Offering more than Traceability**

**Pierre Courtemanche**, Executive Director, GeoTraceability Ltd

**The CEN Initiative on Sustainable and Traceable Cocoa**

**Jack Steijn**, Chair of CEN Committee 415

**Panel Discussion and Questions**

**PANEL 8: Financing the Cocoa Sector**

**Panel Discussion and Questions**

**Hirren Singharray**, Managing Director, Standard Chartered

**Diaka Sall**, Senior Loan Officer, Root Capital

**Financing the Cocoa Sector**

**Edward George**, Soft Commodities Specialist, Ecobank

**Dr. Benedict Oramah**, Vice President, Business Development and Corporate Banking, Afreximbank

**PANEL 9: Funding the Global Cocoa Sector**

**Panel Discussion and Questions**

**Viwanou Gnassounou**, Assistant Secretary General, ACP Group of States

**Dick de Graaf**, Coordinator, Cocoa Steering Committee, European Federation of Food, Agriculture and Tourism Trade Union (EFFAT)

**Funding the Global Cocoa Sector**

**Robin Dand**, Coordinator, World Cocoa Conference, ICCO

**Dr. Torben Erbrath**, Managing Director, Association of the German Confectionery Industry (BDSI)

**PANEL 10: Improving Efficiency and Managing Risk**

**Financing and Managing Risk in the Cocoa Supply Chain**

**El Hadj Adama Toure**, Senior Agriculture Economist, Africa Region, World Bank

**Improving Efficiency in the Cocoa Market**

**Guy Sneyers**, Chief Operations Officer, Common Fund for Commodities

**Panel Discussion and Questions**

**Closing remarks from the Moderator and end of the Session**

**Track 3: SUSTAINABLE CONSUMPTION (Salle Chandelier)**

**Moderator: Pierre Etoa Abena (Senior Advisor, ONCC Cameroon), Chairman of the Conference Working Group on Sustainable Consumption**

**Moderator's Introduction**

***Examining the Dynamics of Demand for Cocoa around the World and Changes in the Chocolate Market***

**PANEL 11: Structure and Competition in the Cocoa and Chocolate Industry**

**Structure and Competition**

**Edward Gerorge**, Soft Commodities Specialist, Ecobank

**From scarcity to sustainability**

**Jonas Mva Mva**, Senior Program Manager Cocoa, IDH

**Sustainable supply and demand: working in partnerships for tomorrow's cocoa**

**Kojo Amoo-Gottfried**, Country Manager, Cargill Ghana

**Kouame Kouakou Georges**, Secretary General, Cooperative Agricole Kavokiva, Côte d'Ivoire

**Panel Discussion and Questions**

**PANEL 12: Demand and Diversity in Cocoa**

**Selling Chocolate: Opportunities and Challenges for Global Manufacturers**

**Francisco Redruello**, Senior Food Analyst, Euromonitor International

**Preserving the Diversity of Ecuador Cocoa: the Nacional Project**

**Freddy Amores Puyutaxi**, Leader, Coffee-Cocoa Programme, Instituto Nacional Autónomo de Investigaciones Agropecuarias (INIAP)

**Panel Discussion and Questions**

**PANEL 13: The Increasing Importance of Food Safety and SPS Legislation and Regulations**

**Quality and Food Safety: EU Regulatory Requirements in a Sustainable Cocoa Supply Chain**

**Isabelle Adam**, General Secretary, European Cocoa Association (ECA)

**Food Safety in Cocoa: Promoting Producer and Consumer Confidence**

**Julie Flood**, Senior Global Director for Commodities, CABI

**A Producer's Experience in Meeting Food Safety Requirements**

**Lucien Kouame**, Inspector, Ministry of Agriculture, Côte d'Ivoire

**Cocoa SPS: Linking Regulation with Research Needs and Farmer Practices in the 21<sup>st</sup> Century**

**Dr Roy Bateman**, International Pesticide Application Research Consortium (IPARC)

**Panel Discussion and Questions**

**La Fédération du Commerce du Cacao**

**Gerry Manley**, Chairman of the Federation of Cocoa Commerce Ltd (FCC) / Managing Director Cocoa, Olam International

**PANEL 14: Market Outlook for Cocoa Supply and Demand**

**Benefiting from Objective Observations**

**Judith Ganes-Chase**, Consultant

**Situation and Prospects for Cocoa Supply and Demand**

**Laurent Pipitone**, Director of the Economics and Statistics Division, ICCO

**Panel Discussion and Questions**

**Closing remarks from the Moderator and end of the Session**

**THURSDAY 22 NOVEMBER**

***Plenary morning session (Auditorium)***

**Moderator: Pierre Etoa Abena, Senior Advisor, ONCC Cameroon**

**Moderator's Introduction**

***Theory into Practice – Delivering a Sustainable Cocoa Value Chain: Companies***

**Supporting Farmers for Better Chocolate**

**Kevin Petrie**, Head of Procurement, Nestlé

**James Boateng**, Managing Director for Ghana, Mondelez International (Kraft Foods)

**Dr. Howard Shapiro**, Global Staff Officer, Plant Science and External Research, Mars

**Nicko Debenham**, Director, Development & Sustainability, Armajaro Trading

***Theory into Practice – Delivering a Sustainable Cocoa Value Chain: Countries***

**Robert Yapo**, Conseil Café-Cacao, Côte d'Ivoire

**Tony Fofie**, Chief Executive Officer, Ghana Cocoa Board

**Intensification in Cocoa Production through Innovation in Technology to increase the Total Value of the Cocoa Industry**

**Luis Valverde**, Vice Minister of Agriculture, Livestock, Aquaculture and Fisheries, Ecuador

**Shamsudin Hj. Noor**, Undersecretary, Cocoa and Pepper Industries Development Division, Ministry of Plantation Industries and Commodities, Malaysia

**Questions**

***Theory into Practice – Delivering a Sustainable Cocoa Value Chain: Institutions***

**Hope Sona Ebai**, Chief of Party, World Cocoa Foundation/African Cocoa Initiative (WCF/ACI)

**Patrick Poirrier**, Vice President, CAOBISCO / CEO Groupe CEMOI

**Elena Rueda**, GIZ, representing the German Sustainable Cocoa Forum

**Use Your Voice**

**Marieke Poissonnier**, Head of Policy and Advocacy Department, Oxfam-Wereldwinkels

**Questions**

**FRIDAY 23 NOVEMBER**

***Plenary morning session (Auditorium)***

**Moderated by: Dr. Jean-Marc Anga, Executive Director, ICCO**

**The Role of ICCO in Monitoring and Coordinating Global Cocoa Initiatives**  
**Laurent Pipitone, Director of the Economics and Statistics Division, ICCO**

**Introducing the ACP-ICCO Cocoa Sustainability Programme**  
**Achille Bassilekin III, Assistant Secretary General, African Caribbean and Pacific Group of States**

***Final Recommendations (Auditorium)(Plenary)***

**Final Recommendations: Reports from the Conference sessions (followed by Submissions, Comments and Observations)**

**Dr. Martin Gilmour (Cocoa Sustainability Research Director, Mars Chocolate), Chairman of the Conference Working Group on Sustainable Production**  
**Djibril Fadiga (Deputy Director General, Conseil du Café - Cacao, Côte d'Ivoire), Chairman of the Conference Working Group on the Sustainable Industry Chain**  
**Pierre Etoa Abena (Senior Advisor, ONCC Cameroon), Chairman of the Conference Working Group on Sustainable Consumption**  
**Dr. Jean-Marc Anga (Executive Director, ICCO) Chairman of the Conference Working Group on Strategic Management**

***Closing Ceremony in the Presence of H.E. Daniel Kablan Duncan, Prime Minister of the Republic of Côte d'Ivoire (Auditorium) (Plenary)***

**Part 1: Recommendations from the Global Cocoa Agenda for a Sustainable World Cocoa Economy and the Abidjan Cocoa Declaration**

**Dr. Jean-Marc Anga, Executive Director, ICCO**

*A 10-year strategic action plan with specific actions to be taken at regional, national and global levels*

**Part 2: Signing of the Abidjan Cocoa Declaration**

*By key government representatives of the major cocoa producing countries, representatives from major cocoa and chocolate companies, international aid and development agencies, banks and other financial institutions, representatives of farmers organizations and civil society, etc.*

**Closing Remarks**

**Dr. Jean-Marc Anga, Executive Director, ICCO**

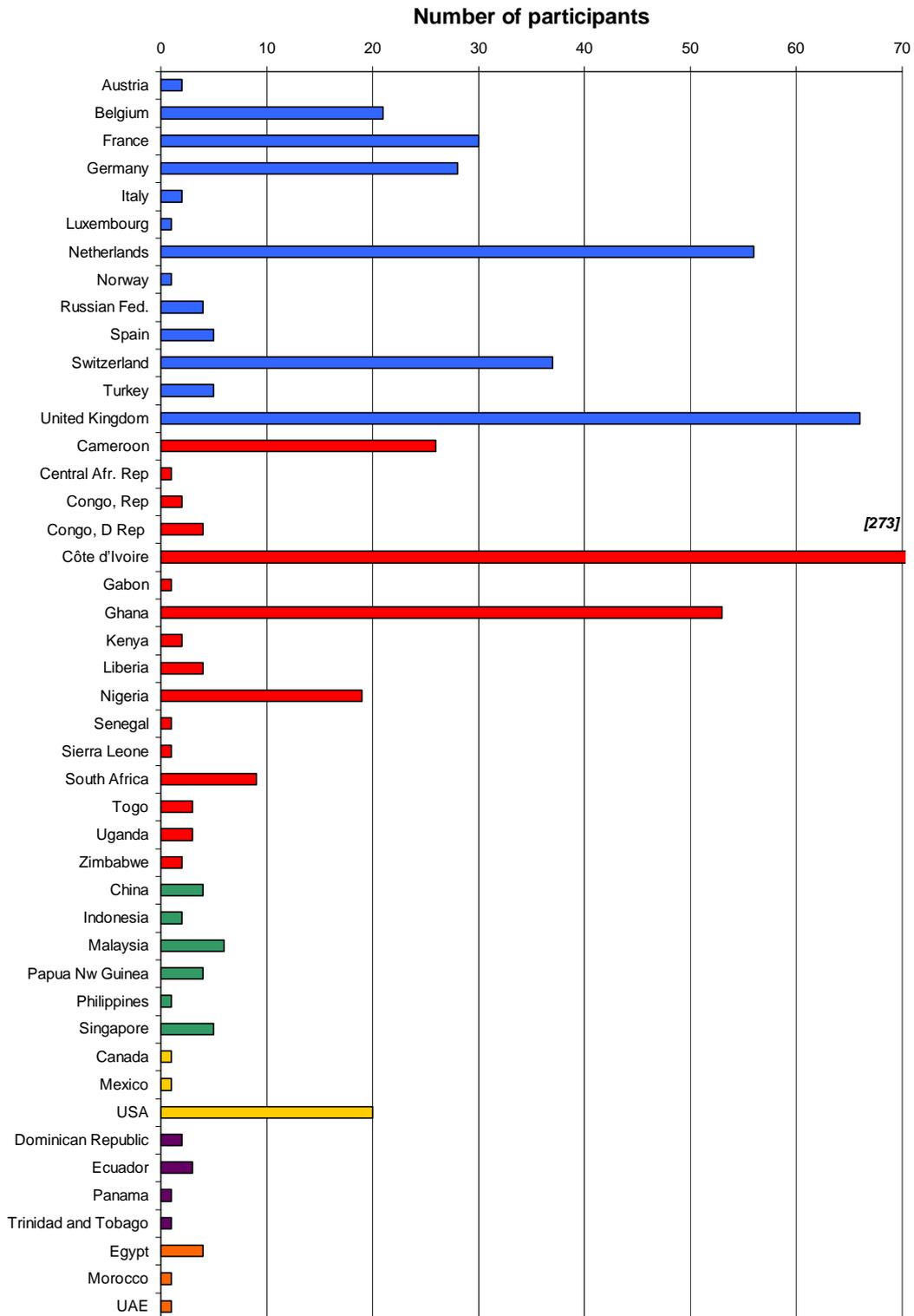
**H.E. Daniel Kablan Duncan, Prime Minister of Côte d'Ivoire**

**World Cocoa Conference Closes**

*Press Conference*

**ANNEX IV: PARTICIPANTS – BY COUNTRIES AND INSTITUTIONS WITH THE MOST REGISTERED REPRESENTATIVES**

Registered Participants at the  
World Cocoa Conference 2012



**INSTITUTIONS WITH THE MOST REGISTERED REPRESENTATIVES**

Cargill	26
Mondelez International	17
Government officials for Côte d'Ivoire	14
Ghana Cocoa Board	11
Mars	11
Nestlé	11
Olam	11
CNRA	10
TOUTON-SAO	10
Armajaro	9
ICRAF	9
Barry Callebaut	8
Ecobank	8
Fairtrade	8
Solidaridad	8
Bolloré	7
CIPEXI	7
Filtisac	7
Arysta Lifescience	6
Bureau Véritas	6
Chambre de Commerce	6
FLO-CERT	6
GIZ	6
SAFCACAO	6
COCAF	5
FODECC	5
NCCB Office National du Cacao et du Cafe	5
Plot Enterprise (Gh) Ltd	5
Press/Media (Bloomberg News/Dow Jones/El Pais)	5
Rainforest Alliance	5
Transmar Group	5
Zamacom	5

Note: This includes only those participants who were registered as attendees internationally; it does not include those who were registered directly in Abidjan and/or those who were invited by the Government of Côte d'Ivoire.