SUSTAINABLE COCOA
THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

Marcel Vernooij
Chairman Choco Working Group of The Netherlands

2nd World Cocoa Conference
Amsterdam, 10th of June 2014
SUSTAINABLE COCOA

THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

cooperation around world with cocoa producers

imports 600,000 tons/yr

13% of world processing

turnover Euro 2,5 bln/yr with 20,000 employees

biggest chocolate producing facility of Europe

5 kg/yr per capita consumption
SUSTAINABLE COCOA
THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

Letter of Intent Sustainable cocoa consumption and cocoa production

Objectives

• International cooperation to promote sustainable cocoa economies
• Help improve lives and incomes of cocoa farmers, increase productivity
• Support organization of producer groups, improved working & living conditions
• Guaranteed sustainable cocoa consumption in The Netherlands by 2025
SUSTAINABLE COCOA

Letter of Intent Sustainable cocoa consumption and cocoa production – signatories:

other participants in Choco Working Group
International cooperation

• Active participation in and contribution to multilateral cooperation: ICCO, World Cocoa Conference, FAO, EU Working Group Commodities, World Cocoa Foundation

• Supporting cocoa research & knowledge exchange: several projects, for example on genetic resources; CocoaCONNECT

• Bilateral programs of Economic Affairs, Foreign Affairs/Embassies and IDH Sustainable Trade Initiative including in Ivory Coast, Ghana, Cameroon, Indonesia, Vietnam, Brazil, Trinidad & Tobago
SUSTAINABLE COCOA
THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

Roadmap towards sustainable cocoa consumption in The Netherlands

2010: Letter of Intent signed, formation of the Choco Working Group

2012: all chocolate letters on Dutch market – by 2012 realized: 98%

2015: 50% of all cocoa used in cocoa and chocolate products consumed in Dutch market – by 2012 realized: 20%

2020: 80% of all cocoa consumed in Dutch market

2025: 100% of all cocoa consumed in Dutch market
SUSTAINABLE COCOA

THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

Guaranteed sustainable cocoa

Sustainable =
• people, planet, profit

• Key elements of 2nd Roundtable Sustainable Cocoa Economy, Trinidad:
  transparency, legal compliance, good price for quality cocoa/ productivity/ income,
  credit/ rural development services, market access/information,
  decent working conditions, support farmers/labor organizations, land use planning/ infrastructure,
  wise management natural resources, wise use of biodiversity

• dynamic interpretation of sustainability

Guaranteed =
• internationally proven, externally verifiable

• Includes: Rainforest Alliance, UTZ Certified, Organic, Fairtrade
SUSTAINABLE COCOA
THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

Means of implementation

• Each signatory to live up to its commitment – reforming policies, & practices

• Choco Working Group: meetings, shared action plan

• Public-private partnerships

• External communication: CocoaCONNECT, events like Chocoa, brochure, public campaigning