From Certification to Sustainability

World Cocoa Conference 2

Alastair Child
Cocoa Sustainability Director
Mars

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Role of Certification:
A tool for reaching farmers at scale

- From consumer marketing tool to farmer and supply chain value
- Scalable mechanism to invest via supply chain for impact at farm level
- Significant industry investment supporting farmers needs
Common Framework: FARMERS FIRST
Opportunities to strengthen certification
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Focus on activities ➞ Focus on results: farmer adoption
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Focus on results: farmer adoption

Social and environmental focus

Strengthened productivity component
- Including inputs: access & affordability
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Social and environmental focus
External Control Systems

Focus on results: farmer adoption

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Internal Management Capability
Common Framework: FARMERS FIRST
Opportunities to strengthen certification

- Focus on activities
- Social and environmental focus
- External Control Systems
- Cost saving

Focus on results: farmer adoption
- Strengthened productivity component
  - Including inputs: access & affordability
- Internal Management Capability
- Value creation
- Quality of implementation
Common Framework: FARMERS FIRST
Opportunities to strengthen certification

- Focus on activities
- Social and environmental focus
- External Control Systems
- Cost saving
- Farmer benefit is the premium

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- Catalyse successful farming business

Sustainable Cocoa Initiative

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  - Value creation
    - Quality of implementation
  - Catalyse successful farming business

Multi-stakeholder alignment and coordination
Strengthened Approach through Collaboration

- Investment from manufacturers / markets
- Enabling environment from producer country governments
- Reflected in Certification Schemes – RA, UTZ, Fairtrade, CEN/ISO
- Implementation by up-country supply chain partners
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  - Verify quality of implementation and impact progress

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• Implementation by up-country supply chain partners
  – Bottom line benefit: group membership, loyalty, yields, quality
  – Top line benefit: market opportunity through impact with farmers
THANK YOU

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