



**WORLD
COCOA
CONFERENCE 2014**



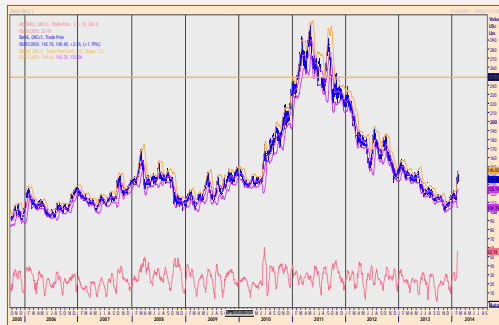
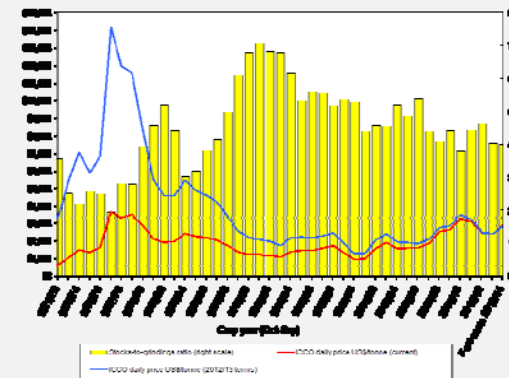
9-13 JUNE 2014
AMSTERDAM RAI, THE NETHERLANDS
Towards a Sustainable World
Cocoa Economy: Mapping Progress
Along the Road
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WORLD COCOA CONFERENCE

9-13 June 2014

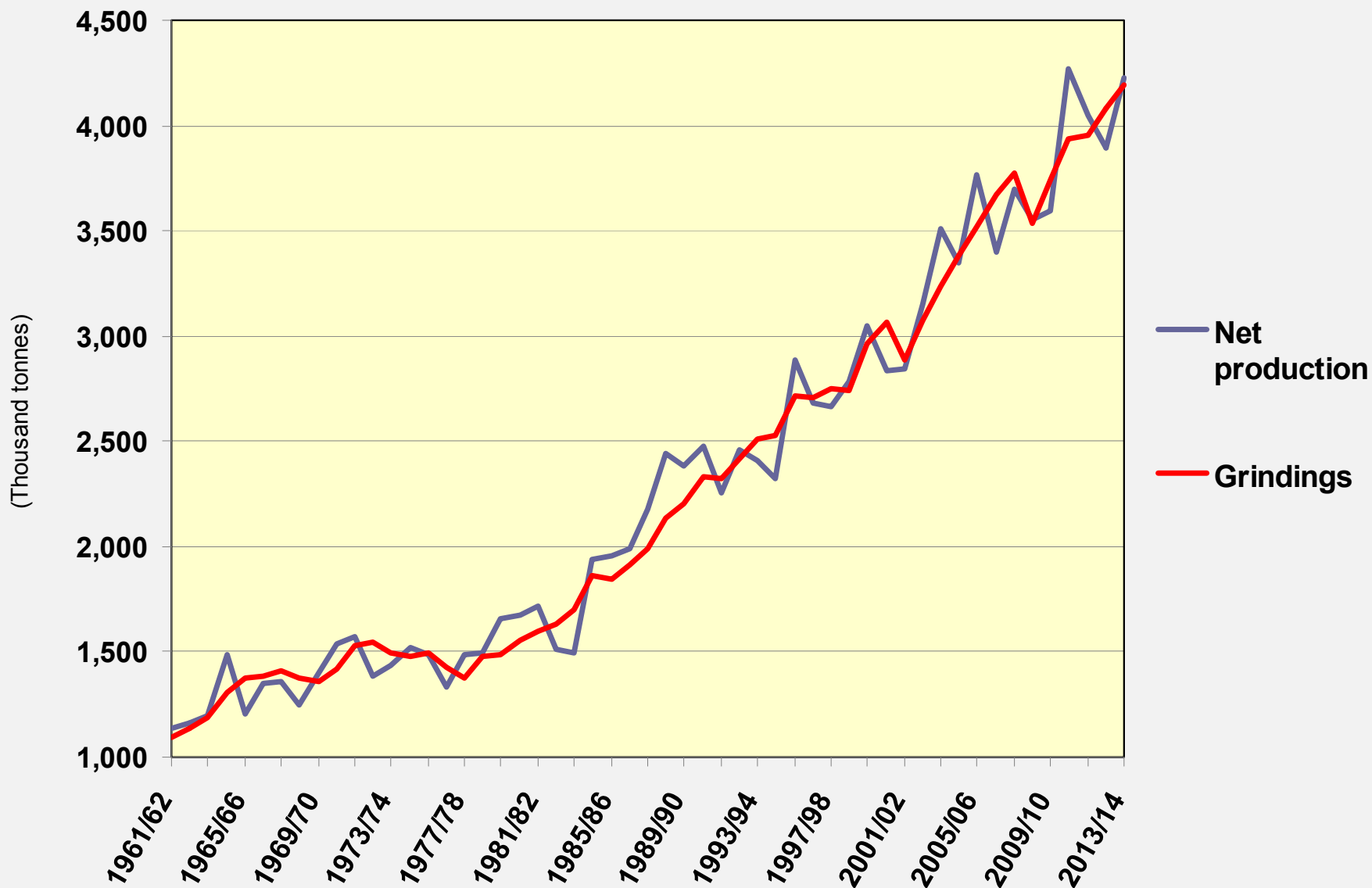
Rai Exhibition and Congress Centre, Amsterdam

Cocoa market outlook: a structural supply deficit?



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

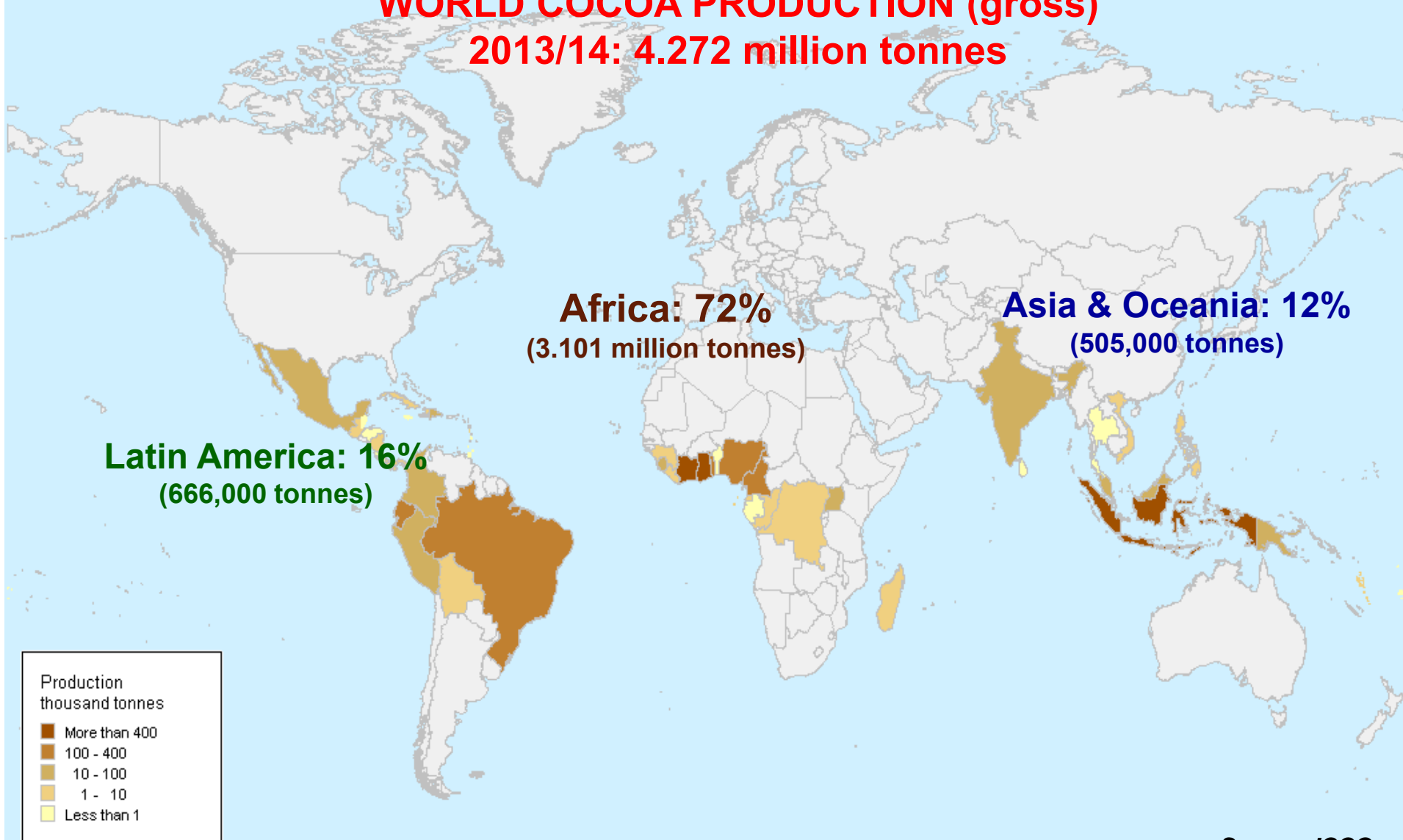
dir.econ@icco.org



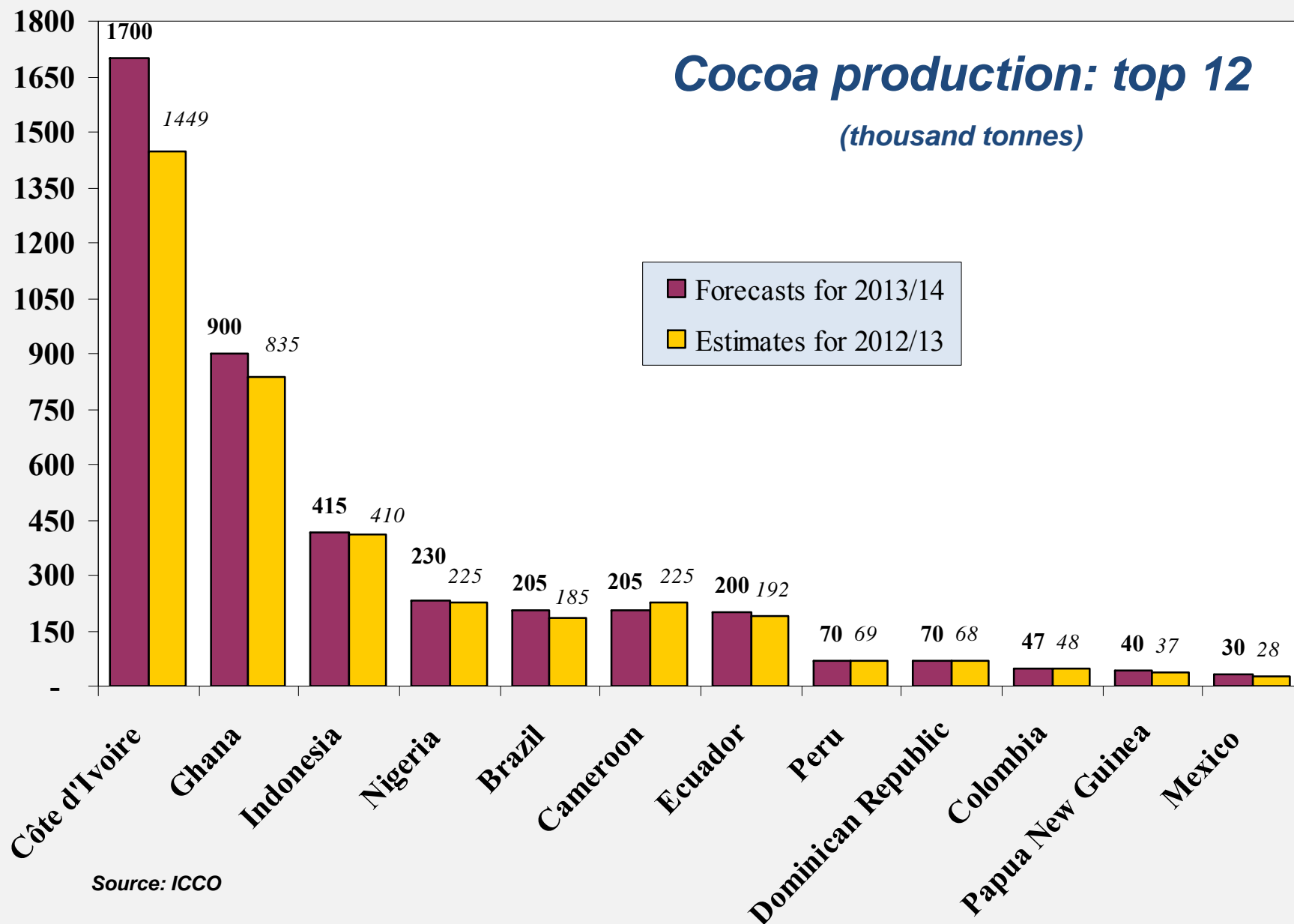
Source: ICCO

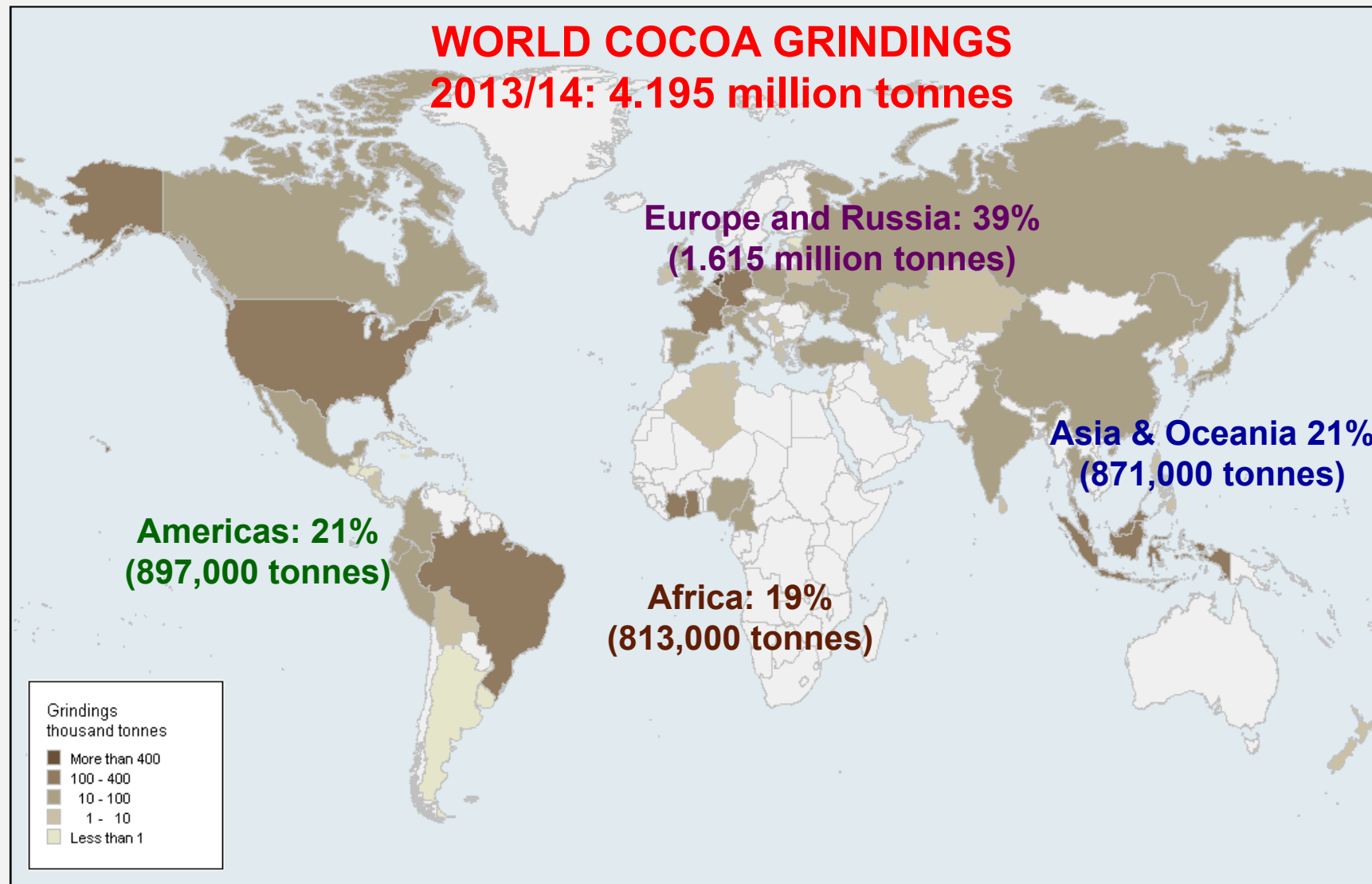


WORLD COCOA PRODUCTION (gross) 2013/14: 4.272 million tonnes

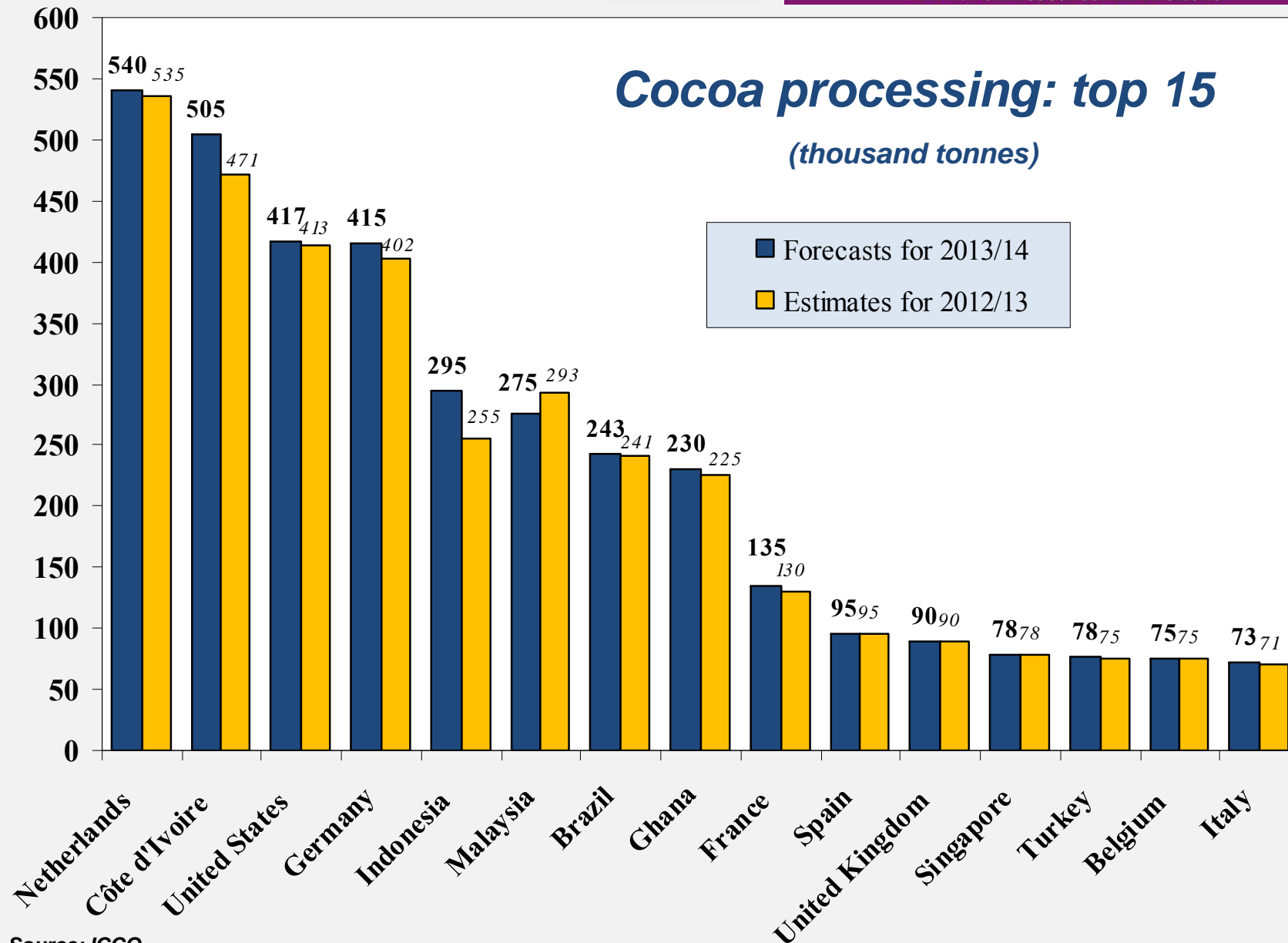


Source: ICCO





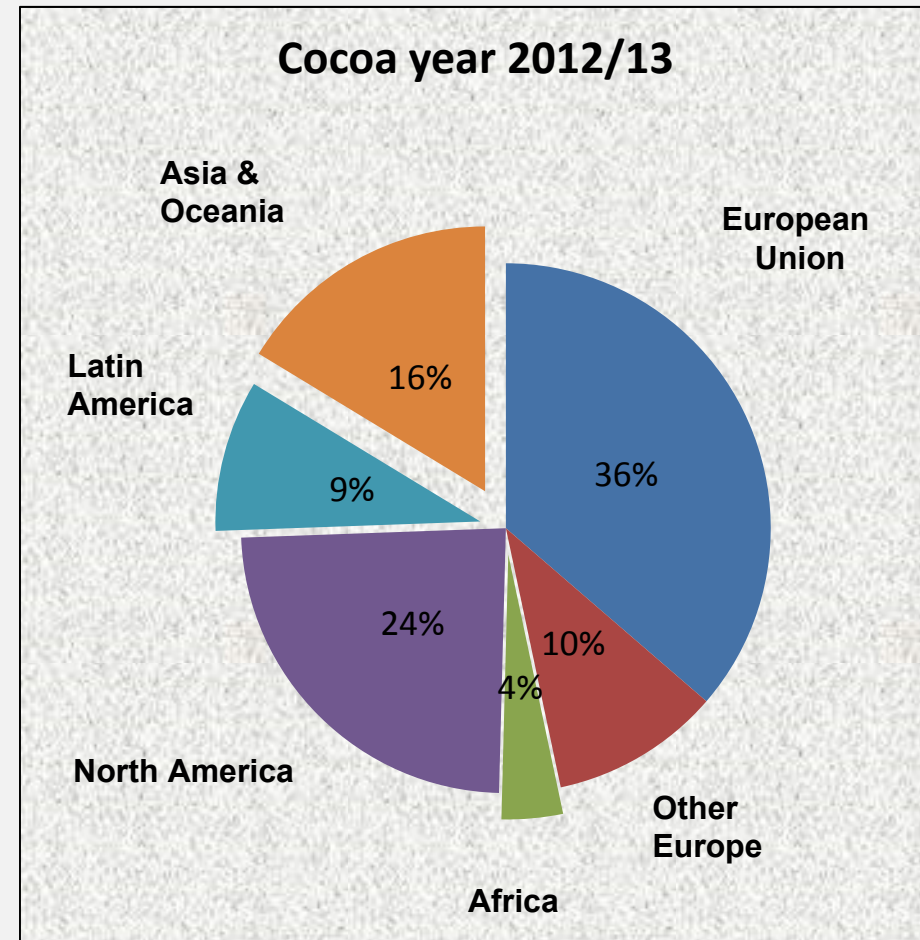
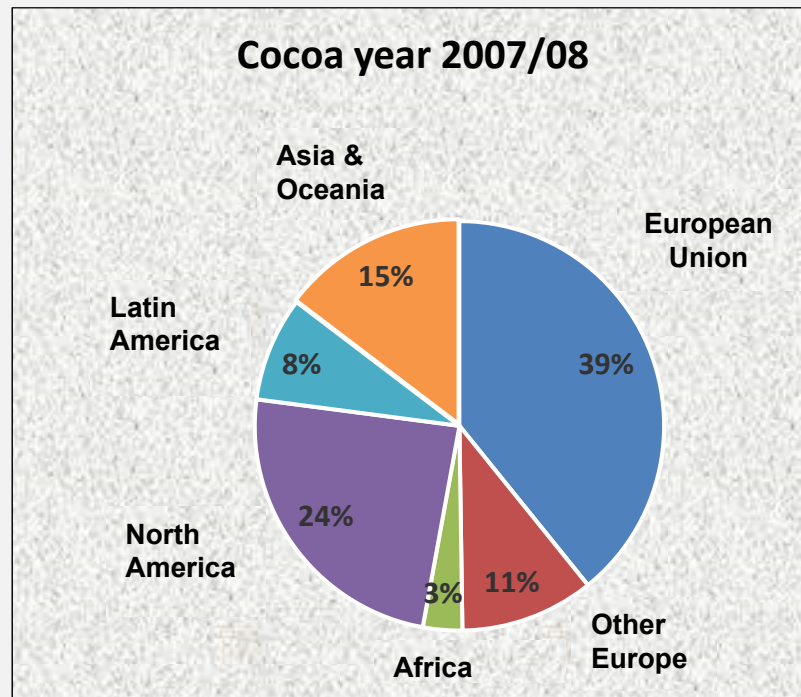
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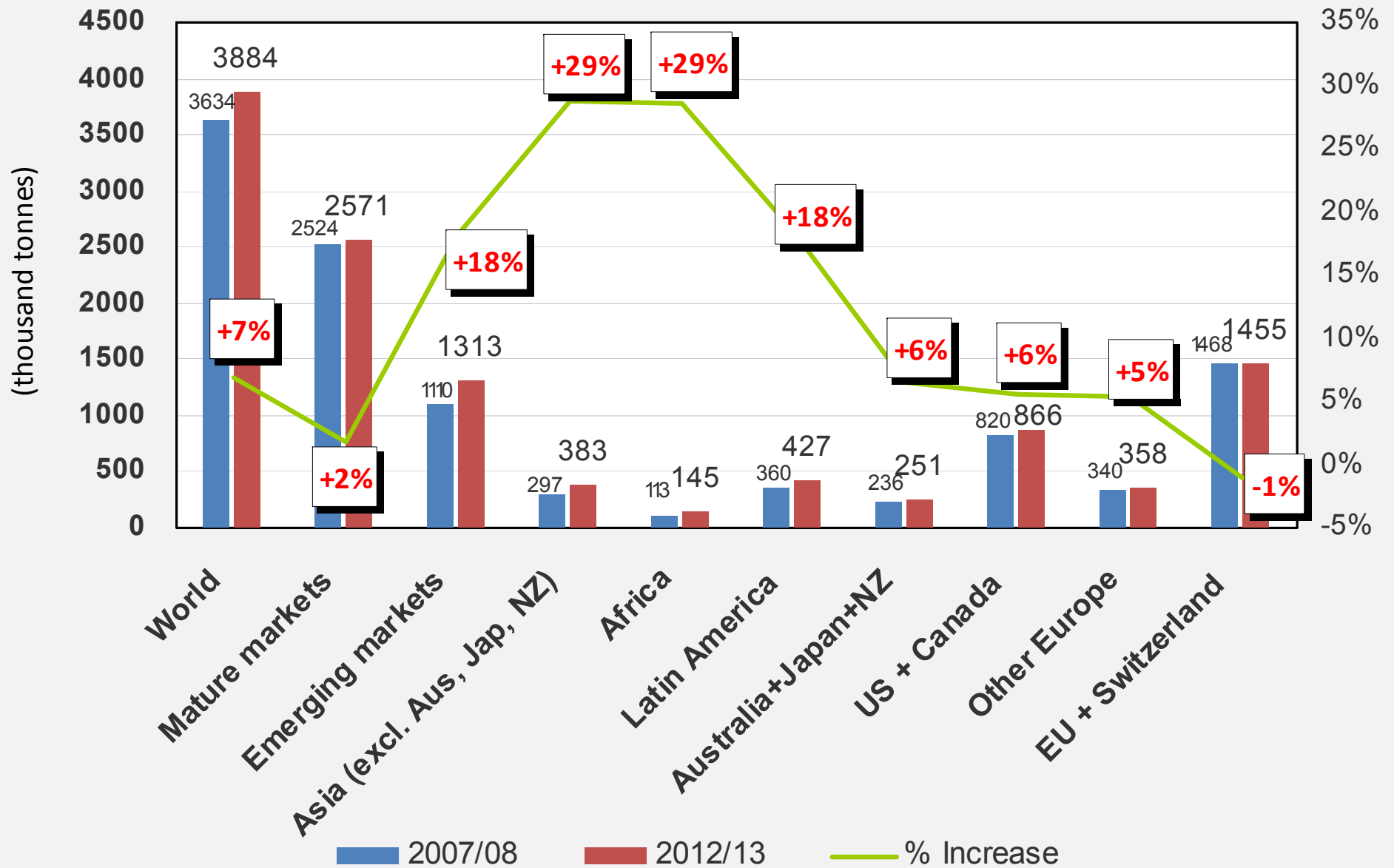
Source: ICCO



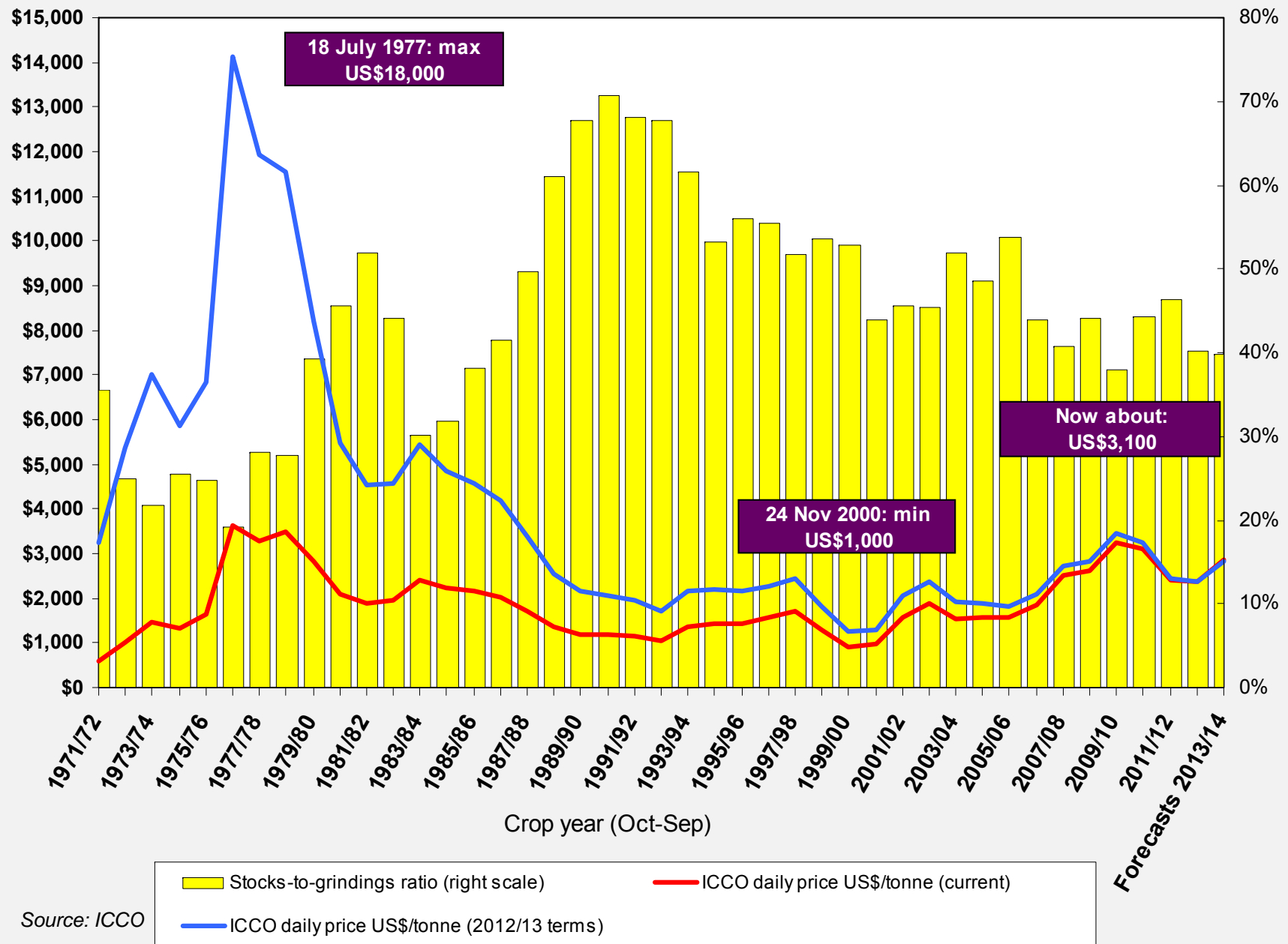
Cocoa apparent consumption



Source: ICCO, Quarterly Bulletin of Cocoa Statistics



Source: ICCO



A photograph of an astronaut in a white space suit floating in space, surrounded by a dense field of space debris. The debris includes various pieces of metal, plastic, and other materials, some of which are larger and more complex in shape. The background is the dark void of space, with a faint view of Earth's surface visible at the bottom. The astronaut is positioned on the left side of the frame, looking towards the right. The debris is scattered throughout the scene, creating a sense of a cluttered and potentially hazardous environment.

***Houston, we have
a problem!***

... How big?

1



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Let's all run to the shop...

“We'll run out of cocoa in just SEVEN years!”

“The world will officially run out on October 2, 2020”

Star Sunday – 6 October 2013

“No more chocolates by 2020!”

“Chocolate bars may get replaced by slabs of palm oil and vegetable fats packed with raisins and nougat by 2020 ”

The Times of India – 13 April 2014



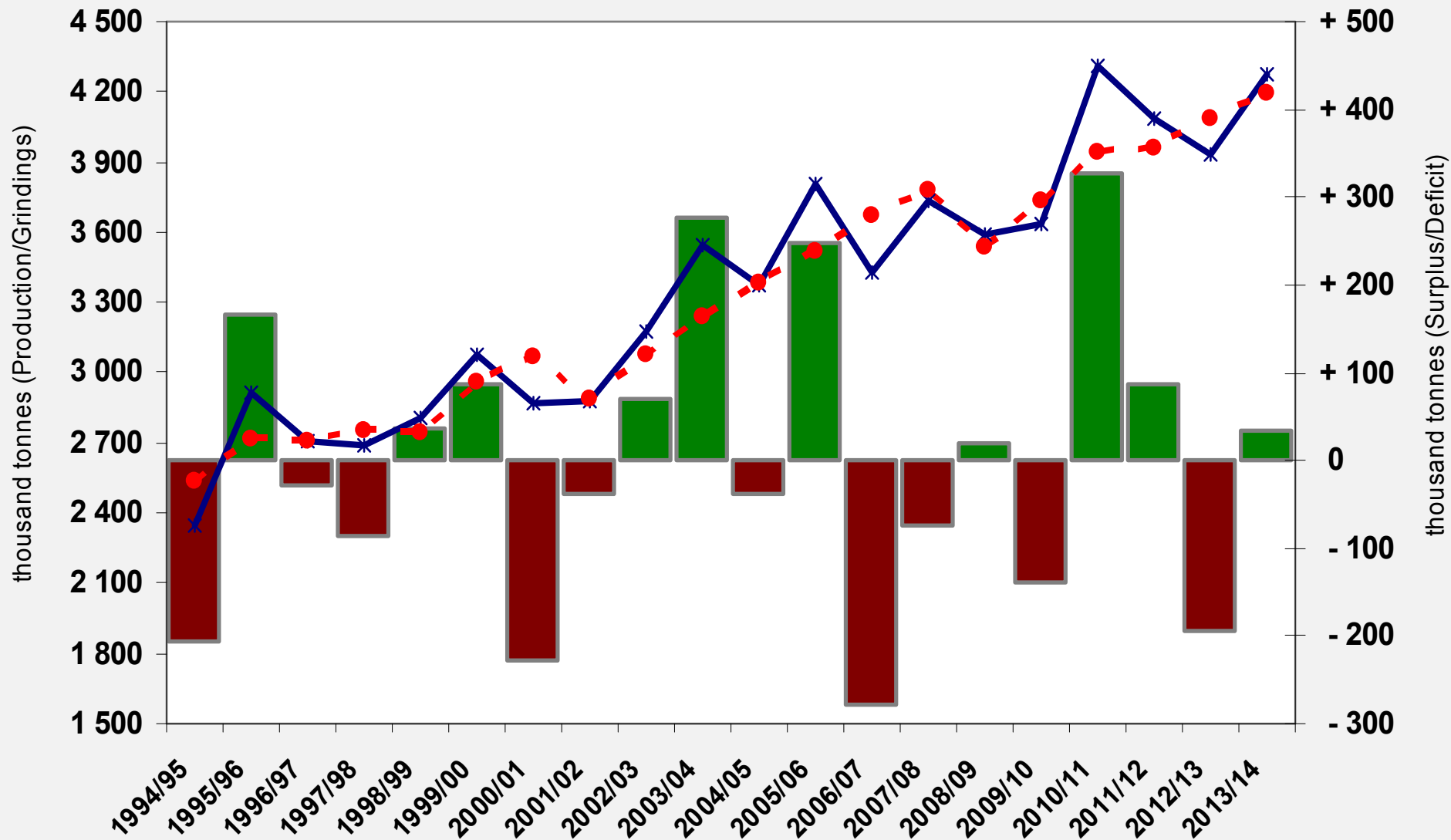
Let's ask Donald...

What we know:

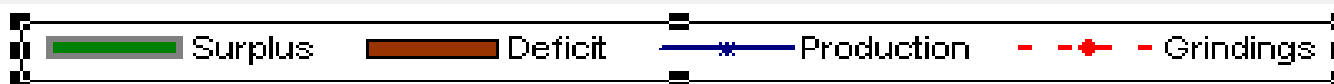
1. **Known knowns:** current market situation, market concentration, pests & diseases (i.e. CSSVD)...
2. **Known unknowns:** future supply & demand situation, future growth of consumption in emerging markets...

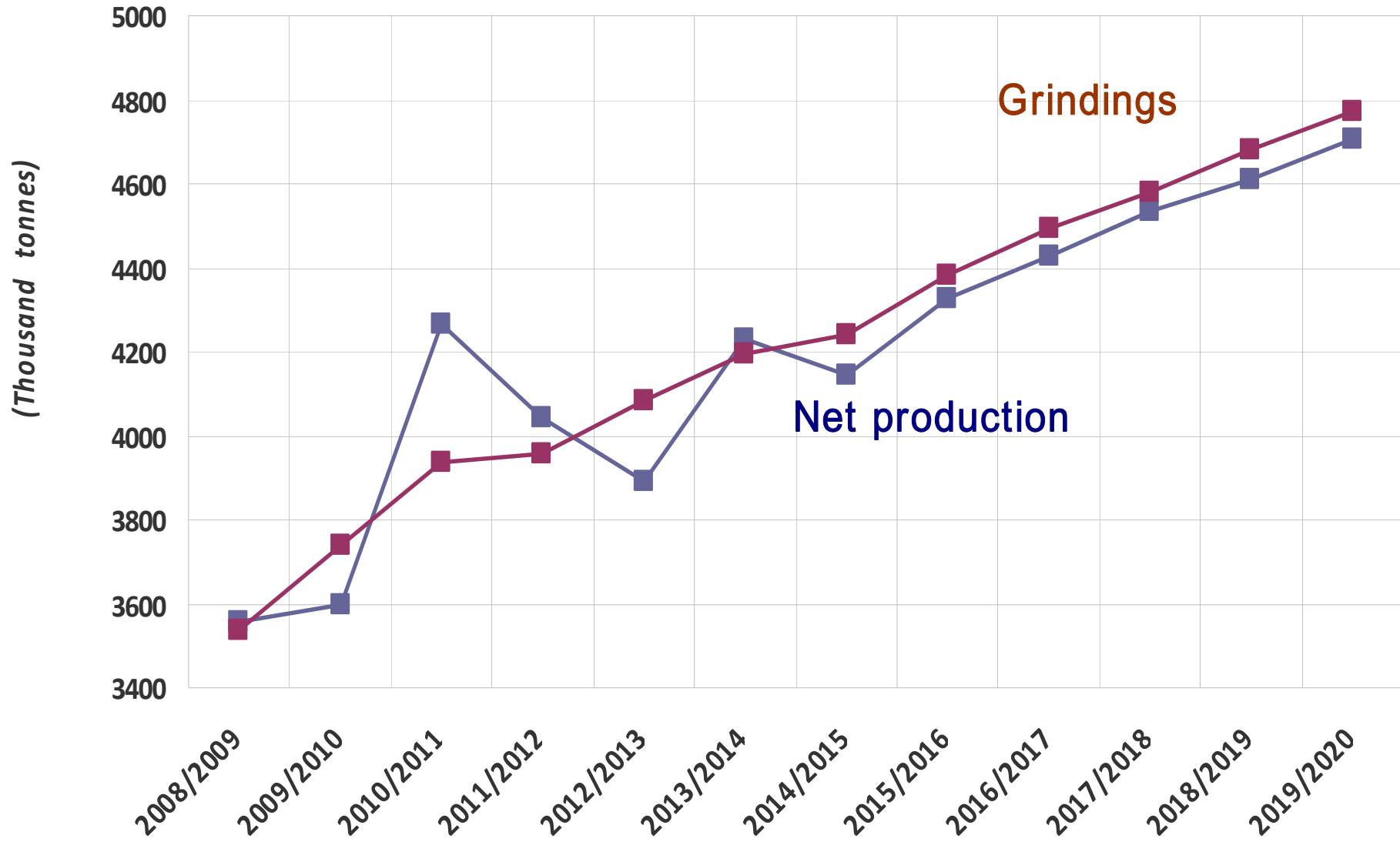
What we don't know:

1. **Unknown knowns:** impact of initiatives on supply, tree stock...
2. **Unknown unknowns:** ????



Source:
ICCO





Source: ICCO