Sustainable Consumption: Trends and Actions in Response

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Production of Cocoa Beans by Region 2010/11
World total: 4,303,700 Tonnes (Data in 1,000 t)

- Americas total 544,5 t
- Africa total 3,222,5 t
- Asia and Oceania total 536,8 t

Data based of ICCO, London
Cocoa Year: 1 October to 30 September

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Grindings of Cocoa Beans by Region 2010/11
World total: 3,914,200 Tonnes (Data in 1,000 t)

- European Community incl. Switzerland total 1,520,6
- Americas total 854,5 t
- Africa total 655,6
- Asia and Oceania total 792,4
- Other Europe and former USSR total 90,8

Data based of ICCO, London
Cocoa Year: 1 October to 30 September

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Grindings of Cocoa Beans in Germany
Total in 2010/11: 438,500 Tonnes

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Sustainable Cocoa Consumption = Sustainable Consumption of Chocolate
Enjoy!!!
Chocolate Consumption

Ranking of Consumption
Chocolate Confectionery

Kilos per head in 2011

*Not including: Netherlands, Czech Republic, Cyprus, Luxembourg, Malta, and Slovakia, Australia and USA
One platform for promoting chocolate consumption: ISM
The world’s biggest trade fair for sweets and snacks
35,000 trade visitors from around 140 countries
Over 1,450 exhibitors from over 70 countries
Sustainable Consumption: Four Areas in the Global Cocoa Agenda 2012

- Formulate and implement strategies to meet evolving expectations and concerns of the consumers

- 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

- 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

- Promote the adoption of good practices that improve food safety and ensure appropriate levels of safety of the cocoa consumed