Fairtrade Cocoa

ICCO workshop on certification
Douala, Cameroon, 25 June 2013
The Recipe for Sustainable Development
Strong Organizations make
Strong Farmers make
Strong Supply Chains
Standards
The Roadmap for Development
Minimum Price Guarantee

Knowing what Tomorrow holds
Development Premium

Investing in a better Future
Dedicated Farmers
Planning YOUR Journey
Producer Support
Beyond Compliance
Committed Buyers

Sharing Value today, securing tomorrow’s Supply
Credible Certification

Understanding what’s behind it
What’s Next?
From Compliance to Impact!
….with more Collaboration
In a Nutshell

Fairtrade is a Recipe for Development

Flavour: Strong Organizations

Ingredients:
1. StandardsRoadmap for Development
2. Minimum PriceKnowing what tomorrow holds
3. Development PremiumInvesting in a better Future
4. Dedicated Farmers Planning YOUR Journey
5. Producer SupportBeyond Compliance
6. Committed Buyers Sharing Value today
7. Credible CertificationUnderstanding what’s behind it

Health Check: Impact

Invitation: Collaborate!!