Mars perspective on cocoa certification

ICCO Certification Conference

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Unique mechanism to reach farmers at scale

100% of cocoa from certified sources by 2020 – an industry first

- **2009**: We announced our intention to use 100% certified cocoa by 2020.
- **2011**: 10% of our cocoa came from certified sources.
- **2012**: 20% certified cocoa.
- **2014**: 35% of our cocoa will be certified.
- **2016**: 50% of our cocoa will be certified.
- **2020**: 100% of our cocoa will be certified.
La certification vue par les producteurs

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www.Flip4Mac.com

Producers view on certification
Our expectations: focus on the core issue

Farmer prosperity

Sustainable supply

Responsible practices
Continual improvement journey

Growth in volume

Growth in impact

2020 vision
Strengthen farm resilience & performance

Potential productivity gains in kg/ha

- Current
- Knowledge and Pest Control
- Plant Material
- Fertilizer (necessary for all productivity gains)

Potential productivity gains range from 0 to 1600 kg/ha. Fertilizer shows the highest potential productivity gains, with a 3 X increase proven.
Making best practice examples the norm
We know WHAT, but HOW?

1. How do we maximize benefits and drive real farmer prosperity?

2. How do we both ensure and measure consistent quality of implementation, adoption and outcomes?

3. How do we optimize costs and reduce complexity?

4. How do we transform the global sector to the point that sustainable production that is certified becomes widespread?

5. What are the focused roles of the key players going forwards?
Common agenda in uncommon collaborations

The best route to achieve our vision for change is through uncommon collaborations with industry partners, standards and certification bodies, governments and non-government organizations, and producers.