



## **Sustainable Consumption: Trends and Actions in Response**

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Amsterdam, June 12 2014



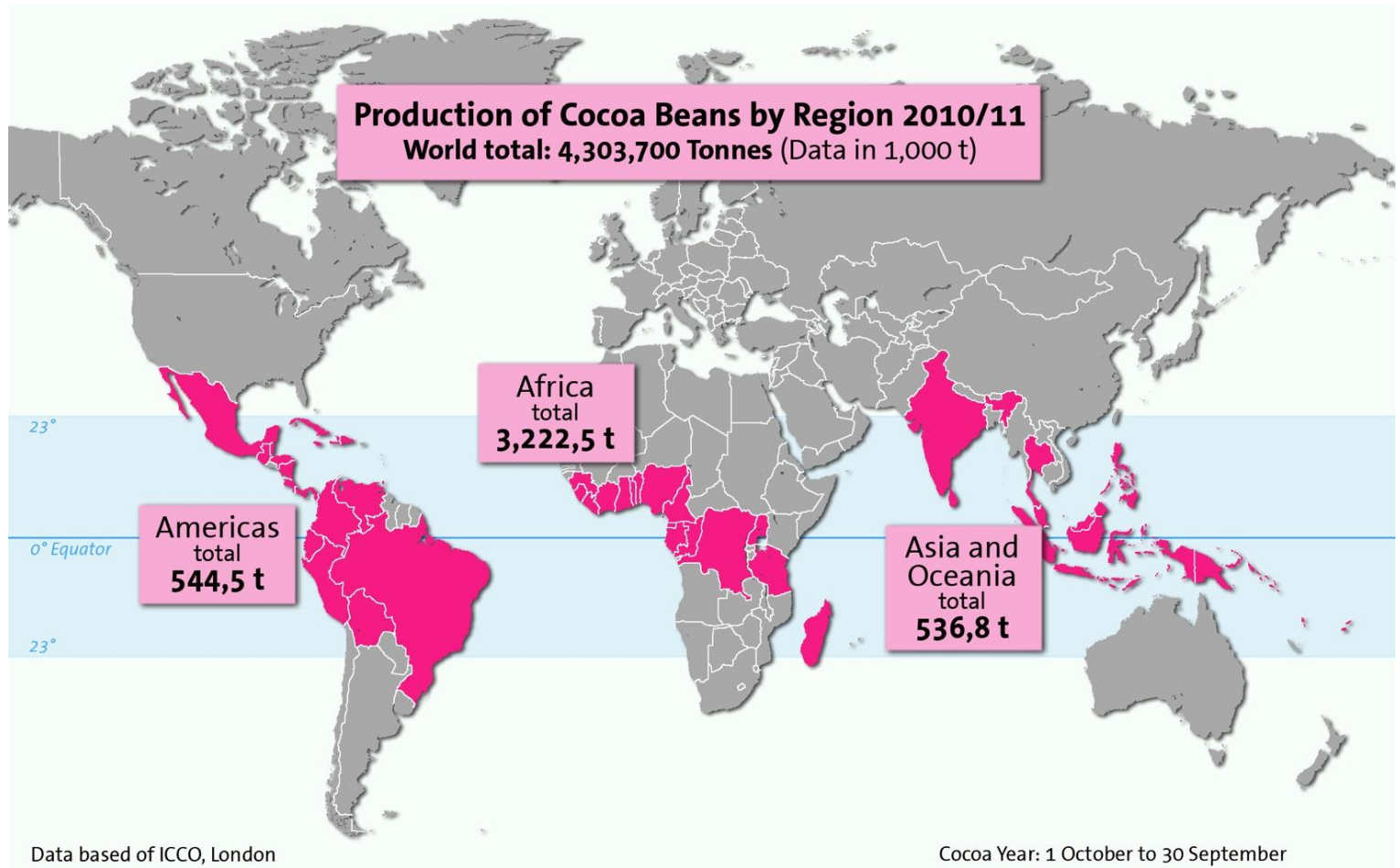
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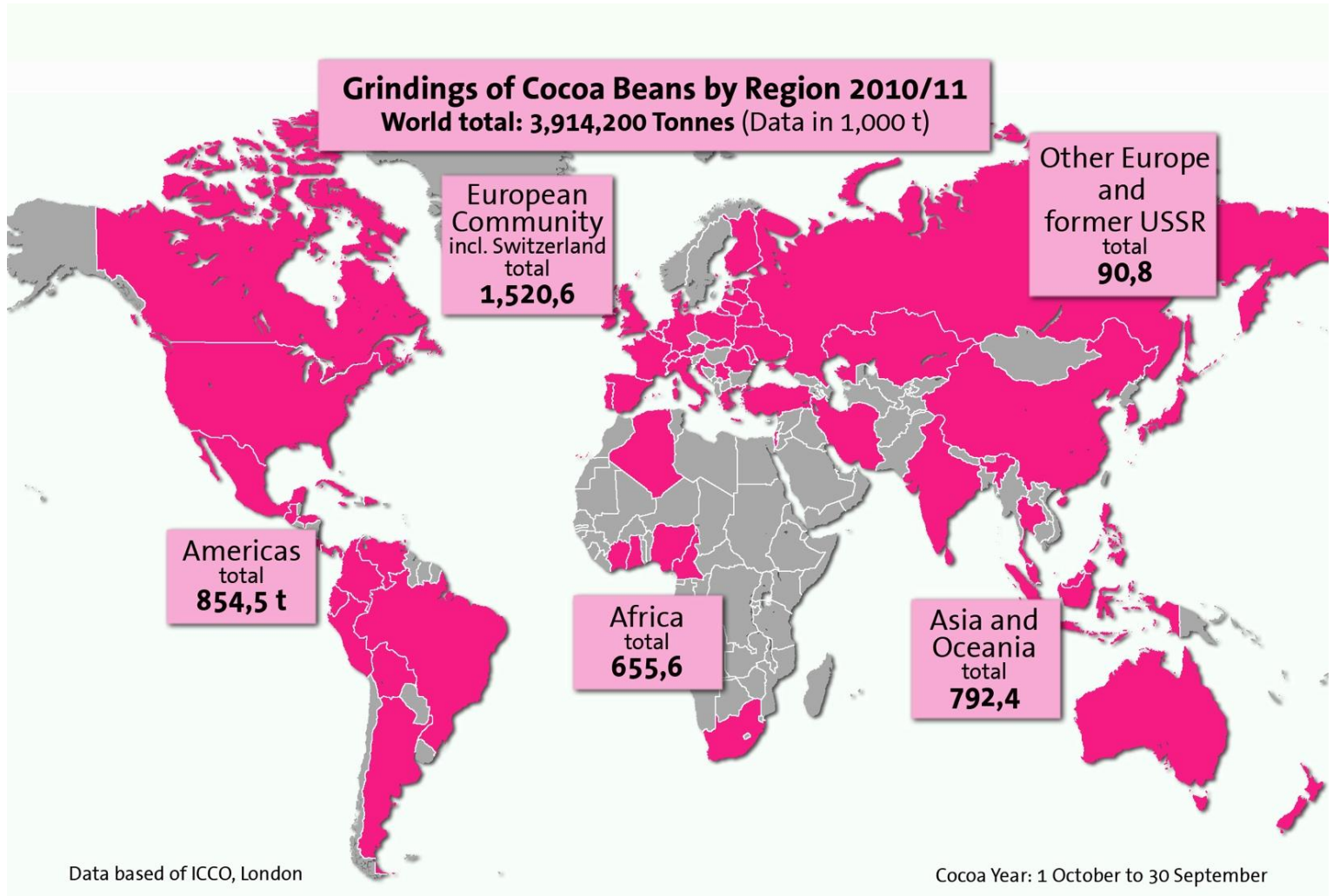


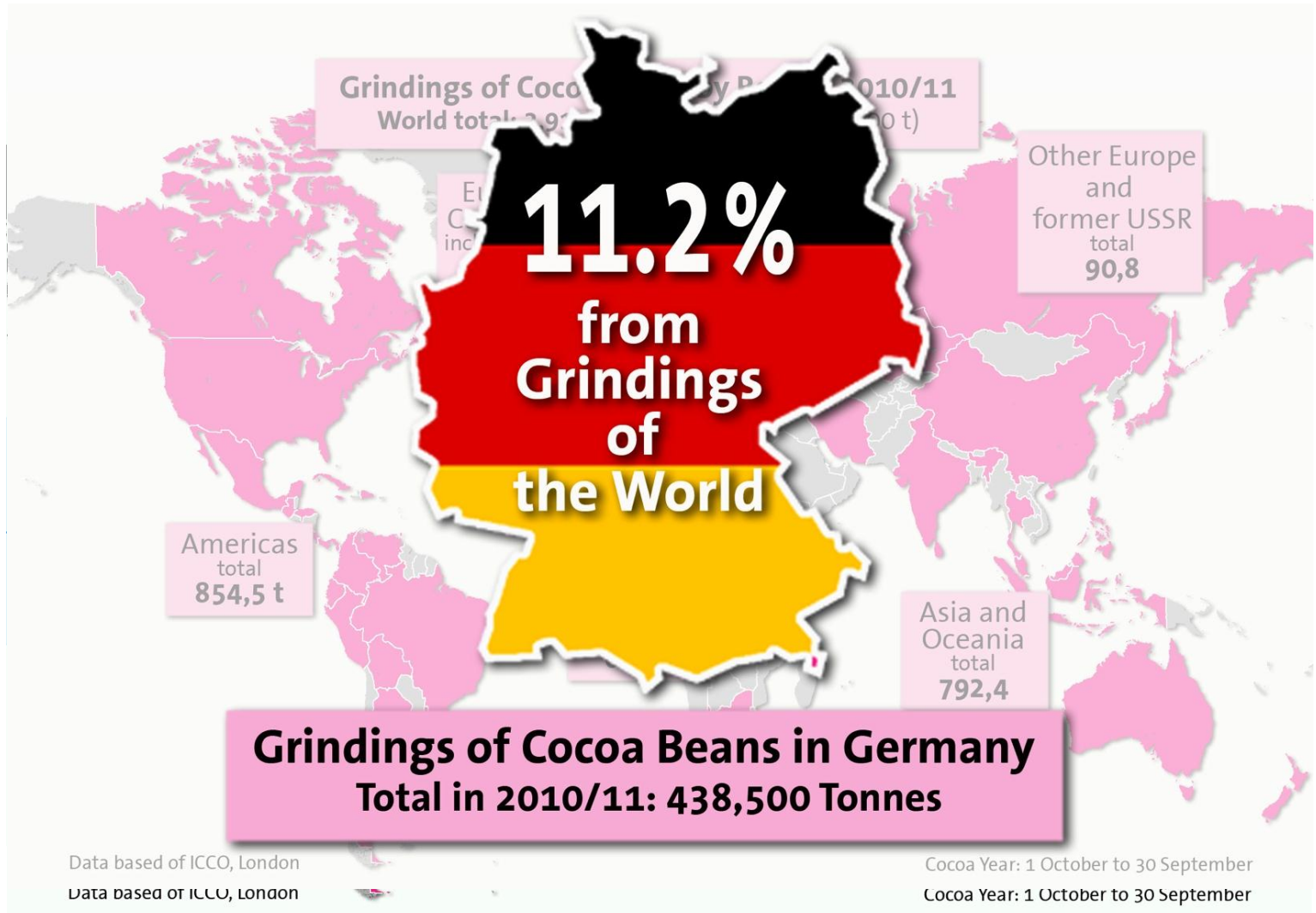
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Towards a Sustainable World Cocoa Economy:  
Mapping Progress Along the Road

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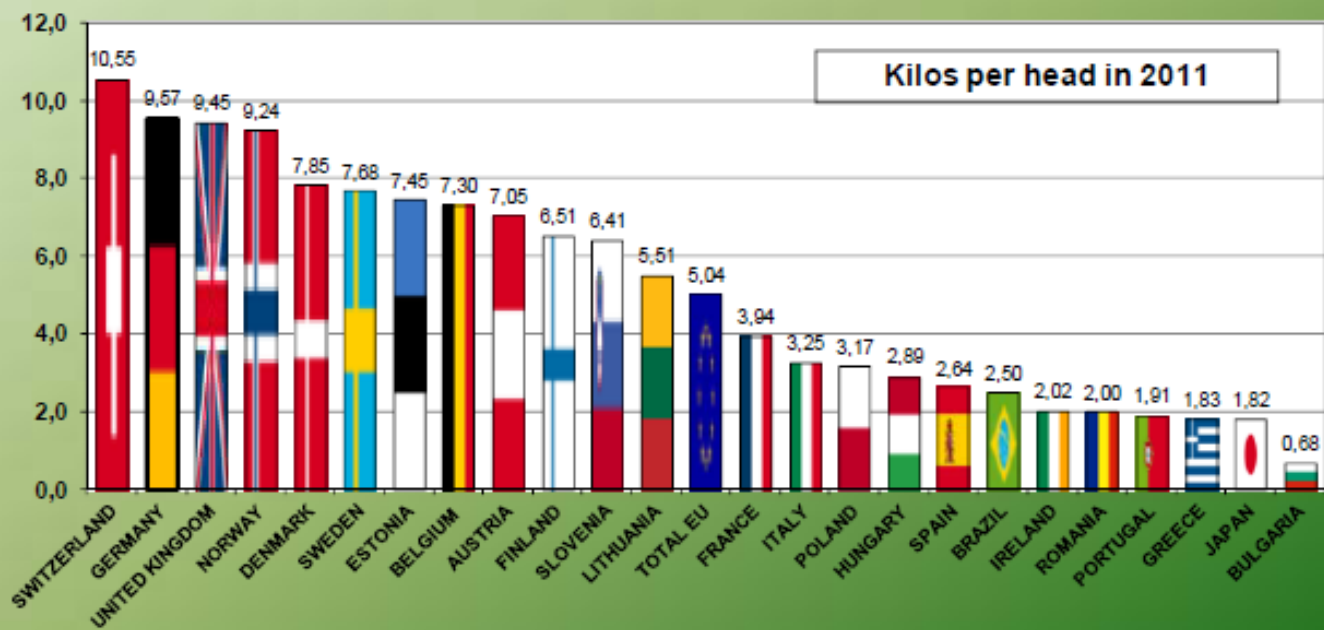
**Sustainable Cocoa Consumption =  
Sustainable Consumption of Chocolate  
Enjoy!!!**





## Chocolate Consumption

Ranking of Consumption  
Chocolate Confectionery



\*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



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