

SUSTAINABLE COCOA

THE NETHERLANDS AND THE INTERNATIONAL COCOA SECTOR

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cooperation around world
with cocoa producers

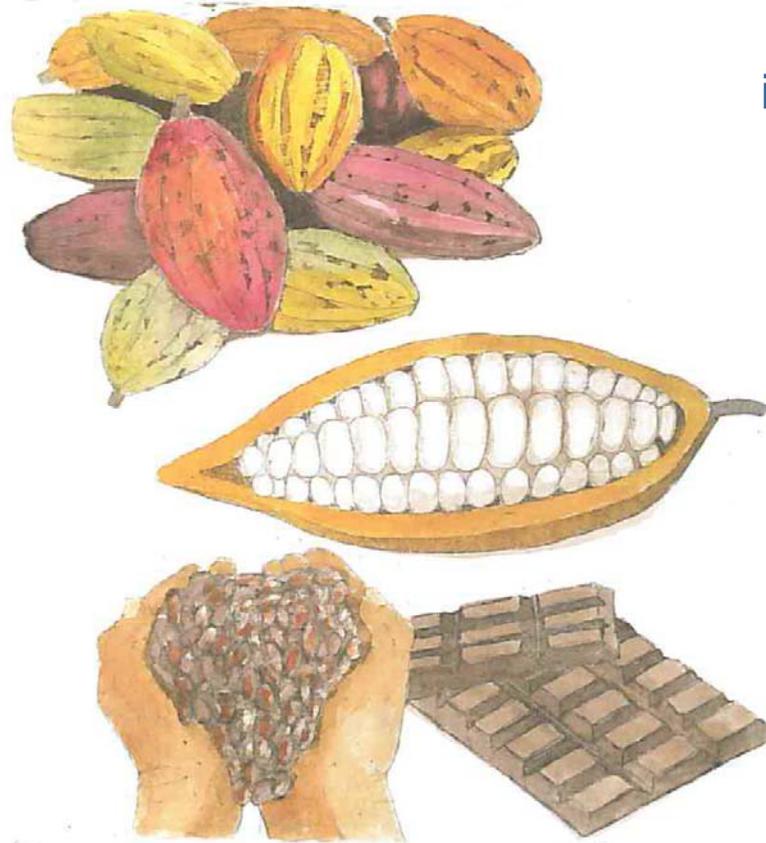
imports 600,000 tons/yr

13% of world processing

turnover Euro 2,5 bln/yr
with 20,000 employees

biggest chocolate
producing facility
of Europe

5 kg/yr per capita
consumption



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Letter of Intent Sustainable cocoa consumption and cocoa production

Objectives

- International cooperation to promote sustainable cocoa economies
- Help improve lives and incomes of cocoa farmers, increase productivity
- Support organization of producer groups, improved working & living conditions
- Guaranteed sustainable cocoa consumption in The Netherlands by 2025

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Letter of Intent Sustainable cocoa consumption and cocoa production – signatories:



other participants in Choco Working Group

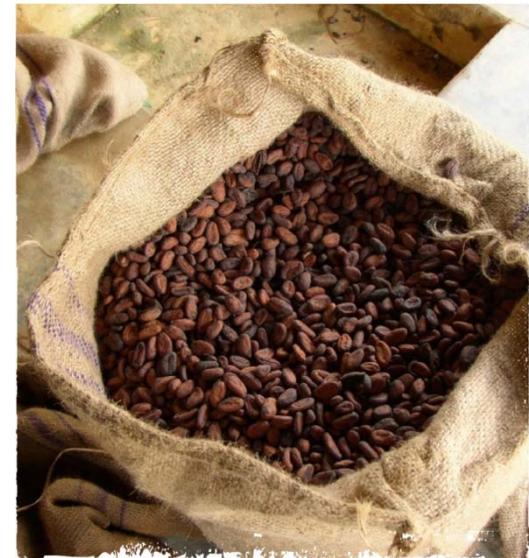


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International cooperation

- Active participation in and contribution to multilateral cooperation: ICCO, World Cocoa Conference, FAO, EU Working Group Commodities, World Cocoa Foundation
- Supporting cocoa research & knowledge exchange: several projects, for example on genetic resources; CocoaCONNECT
- Bilateral programs of Economic Affairs, Foreign Affairs/ Embassies and IDH Sustainable Trade Initiative including in Ivory Coast, Ghana, Cameroon, Indonesia, Vietnam, Brazil, Trinidad & Tobago



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Roadmap towards sustainable cocoa consumption in The Netherlands

2010: Letter of Intent signed, formation of the Choco Working Group

2012: all chocolate letters on Dutch market – **by 2012 realized: 98%**

2015: 50% of all cocoa used in cocoa and chocolate products
consumed in Dutch market – **by 2012 realized: 20%**

2020: 80% of all cocoa consumed in Dutch market

2025: 100% of all cocoa consumed in Dutch market

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Guaranteed sustainable cocoa

Sustainable =

- people, planet, profit

- Key elements of 2nd Roundtable Sustainable Cocoa Economy, Trinidad:
transparency, legal compliance, good price for quality cocoa/ productivity/ income,
credit/ rural development services, market access/information,
decent working conditions, support farmers/labor organizations, land use planning/ infrastructure,
wise management natural resources, wise use of biodiversity

- dynamic interpretation of sustainability

Guaranteed =

- internationally proven, externally verifiable

- Includes: Rainforest Alliance, UTZ Certified, Organic, Fairtrade

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Means of implementation

- Each signatory to live up to its commitment – reforming policies, & practises
- Choco Working Group: meetings, shared action plan
- Public-private partnerships
- External communication:
CocoaCONNECT, events like Chocoa, brochure, public campaigning