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Dutch policy on sustainable cocoa

ICCO
September 2013
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23 September 2013



Dutch national plan

- Why do we have a National plan?
- What are the gains?



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Content of presentation

- Letter of intent Dutch stakeholders
- Action plan
- Role of Dutch government
- Relation with Abidjan declaration
- Lessons learned up to now

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First steps of processing is happening in The Netherlands



- **25% of world cocoa enters Port of Amsterdam**
- **Grinders: ECOM Dutch cocoa, ADM, Cargill**



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Purpose

Why a letter of intent?

Keeping all stakeholders to the spirit of all we agreed on.

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Letter of intent

We, the signatories of this Letter of Intent, strive to continuing our efforts at an international level to contribute to the revitalization of the cocoa sector within our own responsibilities and capabilities.

In close collaboration with the responsible authorities we will help improve the lives and incomes of millions of small farmers, in order to build an attractive cocoa sector for current and future generations.

We will continue to contribute to training of farmers in modern agricultural techniques to promote higher productivity and better quality cocoa. We support the organization and strengthening of producer groups and improved working and living conditions.

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Stakeholders

- Government of the Netherlands
- Industry and traders
- NGO's & Trade Unions
- Certification bodies
- Wageningen UR & KIT



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Milestones

- **Start**
- **2012 all chocolate letters in the Netherlands are sustainable**

- **Sequel**
- **2020 80% consumption in the Netherlands is sustainable**
- **2025 100% consumption in the Netherlands is sustainable**



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Solution how to address sustainability

- Certified cocoa : Fair trade, Utz, Rain Forreest Alliance, Organic
- Future standards



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Lay out Action plan

19 actions under 5 pillars

- International cooperation
- Integral chain approach
- Joined collaboration in enhancing production and quality
- Increase production
- Increase consumption

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Implementation action plan

- Keywords: flexibility and equipment for the job
- Adoption by stakeholders of one or two of the action plan points depending on their possibilities and capacities



Example

- Industry and traders are involved with training and increase of yield



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Actions done by Dutch government

- Install a National Multi-Stakeholder Platform to implement the actions
- A platform needs maintenance – general meeting 2 or 3 times a year.
 - Discussions
 - Updates of actions
 - Coordinate actions more efficiency
- Measurement of progress for political and public support
 - Monitoring by Wageningen UR
 - Cocoa Barometer
 - Measuring impact Wageningen UR

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Actions (2)

- Dutch Bufferstockfund: world wide research
 - 12 million Euros - nearly all research is finished.
 - Example: gene bank Trinidad and Tobago



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Actions (3)

- Knowledge dissemination: learn from each other
 - website cocoa connect www.cocoaconnect.org



- Public Private Partnerships
 - IDH cocoa programs,
 - Embassy program in Ghana
 - FDOV program Continaf

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Global Cocoa Agenda

- Guiding Strategy
- Sustainable production
- Sustainable industry chain
- Sustainable consumption

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Our most important lessons learned

- Do not sit back as a government: be active in creating an enabling environment
- It is not as costly as you think, the first steps are rather cheap, the implementation is more costly, but
- With a national plan you can work more efficiently
- Know where you are talking about: have good data
- Be sure that it is possible to measure
- Share your knowledge and be transparent
- Cocoa family is a family: work on the relation and work together

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There is not one solution that fits all!!



Thank you for your attention

