



Sustainable Cocoa Production

Chairman's Introduction

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Mars

**WORLD
COCOA
CONFERENCE 2012**



19-23 NOVEMBER 2012

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Ensuring a sustainable cocoa value chain to
guarantee quality supply and enable further growth
in new chocolate products and emerging markets

WWW.WORLDCOCOACONFERENCE.ORG



Low yields
Declining soil fertility
Old trees
Major pest and disease threats



Major pest and disease threats
CSSV
Black Pod
Mirids



Old farmers...
Few farmers organisations
Low level of training
Unattractiveness of cocoa





Tendency towards single crop

Low diversity

Over exposed \$, £, €



Labour issues

Residues

Protective equipment



Post harvest quality issues



Average yields 400kg/Ha
Unchanged in decades



Supply chain inefficiencies

Low traceability

1 Million Ton Shortfall by 2020

