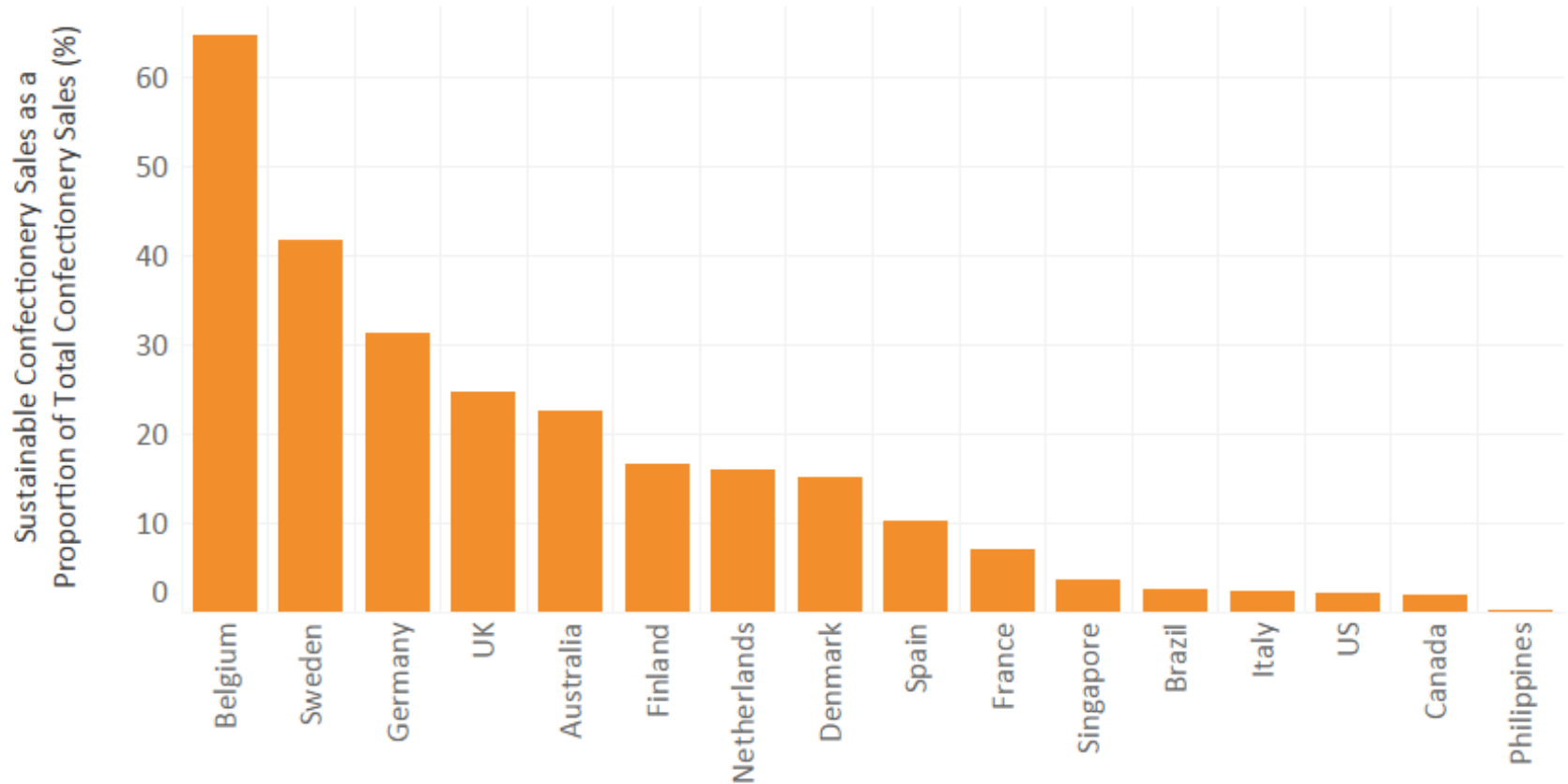


Still Room for Sustainable Confectionery Growth

Value of Chocolate Confectionery with Sustainable Farming Label in Selected Countries in 2016
(Based on US\$)



Create a Connection



Manufacturers must ensure that symbols mean something to the consumer



Use Contemporary Methods to Appeal to Consumers



Beyond symbols



Use of social media



Make sustainable cocoa
and confectionery
aspirational