



# COCOA NEWSFLASH

Autumn-Winter 2009

Number 1

## Who is CAOBISCO

CAOBISCO is the Association of chocolate, biscuit and confectionery industries of Europe. CAOBISCO represents:

- 1800 companies
- More than 245,000 direct employees
- More than 47,8 billion € annual turnover.
- A production of 14,1 million tons of products;
- 4,1 billion € of exports, i.e. 10% of the total value of food exports from the European Union;
- An import value of € 1,1 billion.
- In terms of raw materials usage we are the major users of dairy and cereals in Europe.

We also use 50% of world cocoa production.

For more about CAOBISCO:

<http://www.caobisco.com>

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## In This Issue

To read more, click on the titles

### Committed to Cocoa Farming

For over a decade Industry's efforts are focused on three actions economic development, improved labour practices and access to education, with Industry supported programmes and initiatives that to date have reached more than 1 million beneficiaries in the region  
<http://www.cocoafarming.org.uk/>

### CAOBISCO at 50 -Roundtable on Sustainability in the CAOBISCO supply chain

As CAOBISCO turned 50 earlier this autumn, it played host to a roundtable on 'Sustainability in the CAOBISCO Supply Chain'. Participants including DG Development looked across the CAOBISCO sectors and beyond to pinpoint how its members play their part in ensuring a sustainable supply and demand in its business for the future.

### OECD Regional Initiative combating worst forms of Child Labour on West African Cocoa Farms Issue Joint Position Paper

The OECD Sahel West Africa Club (SWAC), who are coordinating a regional effort to build on the actions already underway in the West African cocoa sector, issued a joint position paper Regional Initiative combating worst forms of child labour on West African cocoa farms.

<http://www.oecd.org/swac/cocoa>

### World Cocoa Foundation in Brussels - October 2009

The World Cocoa Foundation (WCF) received a big welcome to Brussels when it hosted its 16th Partnership meeting in the city in October. Conference highlights included discussion on developing best practice and supporting individuals, communities and national governments in cocoa growing countries. CAOBISCO is Member of WCF - For more on WCF programmes and meetings <http://www.worldcocoafoundation.org/>

### On the Ground

Swedish Chocolate industries launch project to improve safety and health of cocoa farming families

## President's Corner

### CAOBISCO on Sustainability

Welcome to the first edition of our all new Cocoa newsflash, a newsletter that aims to keep you up to date on the issues our members face and are tackling in the context of cocoa sustainability. In this issue we have put together a variety of articles that give you a taste of how far we have come and our commitment to continue.

This year CAOBISCO turned 50 and to mark this auspicious occasion we of course took a look back at the achievements of our association and its members over the years, but the onus for us was more on the next 50 years. It seemed fitting that we should choose sustainability as the theme of our celebrations. Among the many activities being carried out in the cocoa sector, we are particularly proud to bring to your attention the work of the OECD Sahel West Africa Club (SWAC) of which CAOBISCO is partner to, and announce the publication of the OECD Regional Initiative, combating worst forms of Child Labour on West African Cocoa Farms Joint Position Paper

#### *Sustainability in the CAOBISCO industries supply chain*

Many of the raw materials used by members of CAOBISCO originate from developing countries outside Europe. Whether it is cereals, dairy products, oils and fats, or nuts, vine fruits and cocoa, our members have an established track record in terms of sustainable sourcing in challenging circumstances. Cocoa, for example, is a fragile tropical tree crop, farmed and traded by many in developing countries, making demands for a sustainable supply chain a daily reality.

The economic driver for our industries has been to secure supplies. But this in turn has, for many years also stimulated understanding of the need for a more holistic approach to sustainability programmes in the sector. This has seen intense engagement with all stakeholders in the cocoa supply chain to work with the farming communities on cocoa quality, best agricultural practices, crop protection, soil and land conservation and biodiversity. Social conditions and community infrastructures increasingly play a major role in many of the programmes in which industry is an investor in the origin countries.

The challenge for all stakeholders including industry is to work with the many hundreds of thousands of small farmers in the cocoa sector to ensure that we secure a broader outreach on how to better the livelihoods of their communities

Using the best principles of cocoa sustainability as outlined by the Roundtable on Sustainable Cocoa Economy - [www.roundtablecocoa.org](http://www.roundtablecocoa.org) - is one of the best investments that industry, governments and donors can make to secure the improvements.

There is still much to be done and the engagement must be enduring.



Filippo Cerulli Irelli  
President of CAOBISCO



**Committed to Cocoa Farming – helping children, families and communities thrive**

#### **Cocoa Farming in West Africa**

For nearly a decade, leading participants in the world's chocolate and cocoa industry have supported a global effort to make a better life for the millions of

adults and children in cocoa communities and to eliminate the unacceptable exposure of some children to hazardous labour practices on family run cocoa farms.

Over 1.5 million farmers their families and communities located in some of the most remote areas of West Africa depend on cocoa for their livelihood. Cocoa farming is a time intensive, agricultural activity, where century old practices include children helping their families, especially during the busy harvest season.

Since 2001, the governments of Cote d'Ivoire and Ghana, working with industry, NGOs and a host of other organisations including the International Cocoa Initiative (ICI), and the International Labour Organisation (ILO), have made determined efforts to achieve positive and sustainable change to the way cocoa is grown and harvested.



### **Achieving Change**

Industry's efforts are focused on three actions economic development, improved labour practices and access to education, with Industry supported programmes and initiatives that to date have reached more than 1 million beneficiaries in the region, between 2005 and 2010 we will have spent over US\$75 million on community education, farmer training, agricultural improvement programmes, access to schools, health clinics and more. These efforts are targeted at community level to make a lasting difference for farmers, their families and especially their children.

### **Certification of the cocoa sector**

Implementation of a "certification" process that addresses cocoa farming labour practices across Côte d'Ivoire and Ghana has been challenging, resource intensive and ground breaking, involving the participation of numerous experts, NGOs and most importantly the governments of Côte d'Ivoire and Ghana.

Certification of the cocoa farming sector is helping bring about long term positive change in cocoa farming labour practices. Most importantly, cocoa farmers' attitudes are changing which makes it possible for behaviours to change throughout entire cocoa communities.

### **International Cocoa Verification Board**



The International Cocoa Verification Board (ICVB) is a non-profit, multi-stakeholder organisation that was convened by Verité in December 2007 (a specialist agency working in the field of human right), to ensure that certification efforts to evaluate the occurrence of child or forced adult labour in cocoa producing areas in Côte d'Ivoire and Ghana are independently verified.

ICVB has overseen rigorous, independent review of data on cocoa farming labour practices and has played a key role in the “certification” process. The publication of the first independent verification report in December 2008 was another milestone in the overall cocoa farming “certification” process. [www.cocoaverification.net](http://www.cocoaverification.net)



### Joint Working Group

In May 2009, nearly 100 cocoa sector experts met in Accra, Ghana, during the "Knowledge into Action" meeting to discuss the future of data collection and remediation of the Worst Forms of Child Labour and Forced Adult Labour. Delegates agreed that the creation of a "Joint Working Group," spearheaded by the governments of Ghana and Côte d'Ivoire, would lead to greater coordination of future work, and present a groundbreaking opportunity to share technical expertise to better address the complex issues of trafficking, Worst Forms of Child Labour and Forced Adult Labour. In July 2009, the newly formed "Joint Working Group on Labour in Cocoa Farming" (JWG) held a preliminary meeting in Abidjan, Côte d'Ivoire, to determine its vision, scope of work, stakeholder composition and operating procedures. With a commitment to transparency and a robust multi-stakeholder process, the JWG represents the latest step forward in the fight to eradicate Worst Forms of Child Labour and Forced Adult Labour.

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## CAOBISCO at 50 – Roundtable on Sustainability



As CAOBISCO turned 50 earlier this autumn it played host to a roundtable on ‘Sustainability in the CAOBISCO Supply Chain’. 80 industry leaders heard from Dr Niels Christiansen, Vice President of Public Affairs for Nestlé, who compared consumer attitudes to chocolate and biscuit products today with those of 50 years ago, when marketing was about taste.

Dr Christiansen explained the importance that today’s consumers place on knowing how goods are produced and whether processes are sustainable.

The European Commission’s Enzo Barattini announced a consultation on stakeholder cooperation as legislators take things forward and environmental consultant Julia Hailes enlivened the debate with some wide ranging views on diet and sustainability issues.

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## World Cocoa Foundation Holds 16<sup>th</sup> Partnership Meeting on Cocoa Sustainability in Brussels

The World Cocoa Foundation (WCF) received a big welcome to Brussels when it hosted its 16th Partnership meeting in the city in October.

Speaking on day two of the meeting, Charles Michel, Belgian Minister for Cooperation and Development, commended the cocoa and chocolate industry's efforts so far and encouraged their continued emphasis on sustainability. He highlighted the results of a recent OECD public-private partnership regional initiative combating worst forms of Child Labour on West African Cocoa Farms and economic migration in the Sub-Saharan region where the aim is to "share collectively, at the regional level, knowledge acquired to date, efforts and experiences". He was particularly glad to see the concrete initiatives undertaken by industry to date. For more on this initiative read [article on OECD](#).

*"WCF were very pleased to be back in Brussels, sharing current issues within the cocoa sector with a variety of partners"*  
Bill Guyton, WCF



"We were very pleased to be back in Brussels, sharing current issues within the cocoa sector with a variety of partners from government, industry and civil society. As always, we appreciate the support of David Zimmer and his staff at CAOBISCO, who have been long-time members of the World Cocoa Foundation" said Bill Guyton.

Conference highlights included discussion on developing best practice and supporting individuals, communities and national governments in cocoa growing countries, Roundtable discussions also highlighted community health and safety, environment and cocoa science initiatives.

<http://www.worldcocoafoundation.org/who-we-are/partnership-meetings/Oct2009PartnershipMeeting.asp#social>

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## OECD Issue Joint Position Paper

The OECD Sahel West Africa Club (SWAC) issued (September 2009) a [joint position paper](#), Regional Initiative combating worst forms of child labour on West African cocoa farms.

Following a request from the Belgian Government, the SWAC/OECD Secretariat brought all actors involved in improving the lives of cocoa farming families in West Africa in order to learn from the good work underway. OECD SWAC is coordinating a regional initiative on the issue of combating the worst forms of child labour on West African cocoa farms, with a view to building on existing

*"By capitalizing on the knowledge acquired to date and by increasing interaction between the actors involved, the [OECD] initiative wants to achieve economies of scale and therefore improve the efficiency of aid"* H.E. Charles Michel, Minister for Development Cooperation, Government of Belgium

work particularly that included in the National Plans of Côte d'Ivoire and Ghana. These efforts have seen "very strong international and domestic West African mobilisation, and programmes and initiatives carried out have obtained considerable results" states the OECD.

Almost one year on, work is well under way and various steps have been taken to ensure that the concrete results in Ghana and Côte d'Ivoire are shared throughout the West African region and Sahel area through regional bodies.

The initiative in particular aims at involving all international, bi-lateral and Regional bodies such as ECOWAS, ECCAS, UEMOA, CILSS, the ECOWAS' Youth and Sports Development Centre, producer organisations, etc. as well as national governments (cocoa producers and non-cocoa producers) and its technical agencies, control and enforcement services.

Next steps include a regional practical guide on combating the worst forms of child labour that is due to be published early next year.

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## *On the ground*



### **Swedish Chocolate industries launch project to improve safety and health of cocoa farming families**

The Swedish Chocolate, Confectionery and Biscuit Manufacturers' Association (CHOKOFA) with the World Cocoa Foundation (WCF) as operator have embarked on a new occupational safety and health project.

The 18 month project aims to improve farmers' understanding of occupational safety and health issues. Engaging with the International Institute of Tropical Agriculture (IITA) and Sustainable Tree Crops Program (STCP) to develop training modules and relevant extension materials will be developed and made available to ongoing farmer field school programmes. The project will reinforce concepts during training sessions and serve as a reference guide for farm families. The farmer field school methodology is an interactive training approach that emphasizes learning-by-doing. The training modules and materials will be piloted in Côte d'Ivoire and Ghana with an initial group of 930 farmers.



"Improving the occupational safety of cocoa farmers is critical for increasing cocoa productivity," said Dr. Sonii David, IITA/STCP.

The farmer training activities has an added component that provides funding for the development of innovations in the areas of farm safety, farm level innovations and health education materials. A total of two grants will be awarded to Ivorian research institutes,

*"Focusing our efforts on the two largest cocoa producing countries allows us to achieve maximum impact and develop new approaches and technologies that will ultimately benefit the entire West Africa cocoa-producing region. Côte d'Ivoire and Ghana are the main sources of cocoa for Swedish manufacturers. The wellbeing of farmers of these countries is very important to us and our members. We are pleased to partner with the World Cocoa Foundation and the International Institute of Tropical Agriculture, two organizations with successful ongoing programs in the region."*

*Håkan Björklund, director general of CHOKOFA*

national universities or non-governmental organizations as part of the 2009 World Cocoa Foundation Challenge Grants Program.

By the conclusion of the project, the materials will be available for use by other programs and institutions in both Côte d'Ivoire and Ghana and be readily adaptable for use in other countries

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## Useful links

International Cocoa Initiative (ICI) - <http://www.cocoainitiative.org/>

The Sustainable Tree Crops Program (STCP) - <http://www.treecrops.org/>

The International Institute of Tropical Agriculture (IITA) - [www.iita.org](http://www.iita.org)