

From Certification to Sustainability

World Cocoa Conference 2

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Role of Certification: A tool for reaching farmers at scale

- From consumer marketing tool to farmer and supply chain value
- Scalable mechanism to invest via supply chain for impact at farm level
- Significant industry investment supporting farmers needs



Farmer prosperity



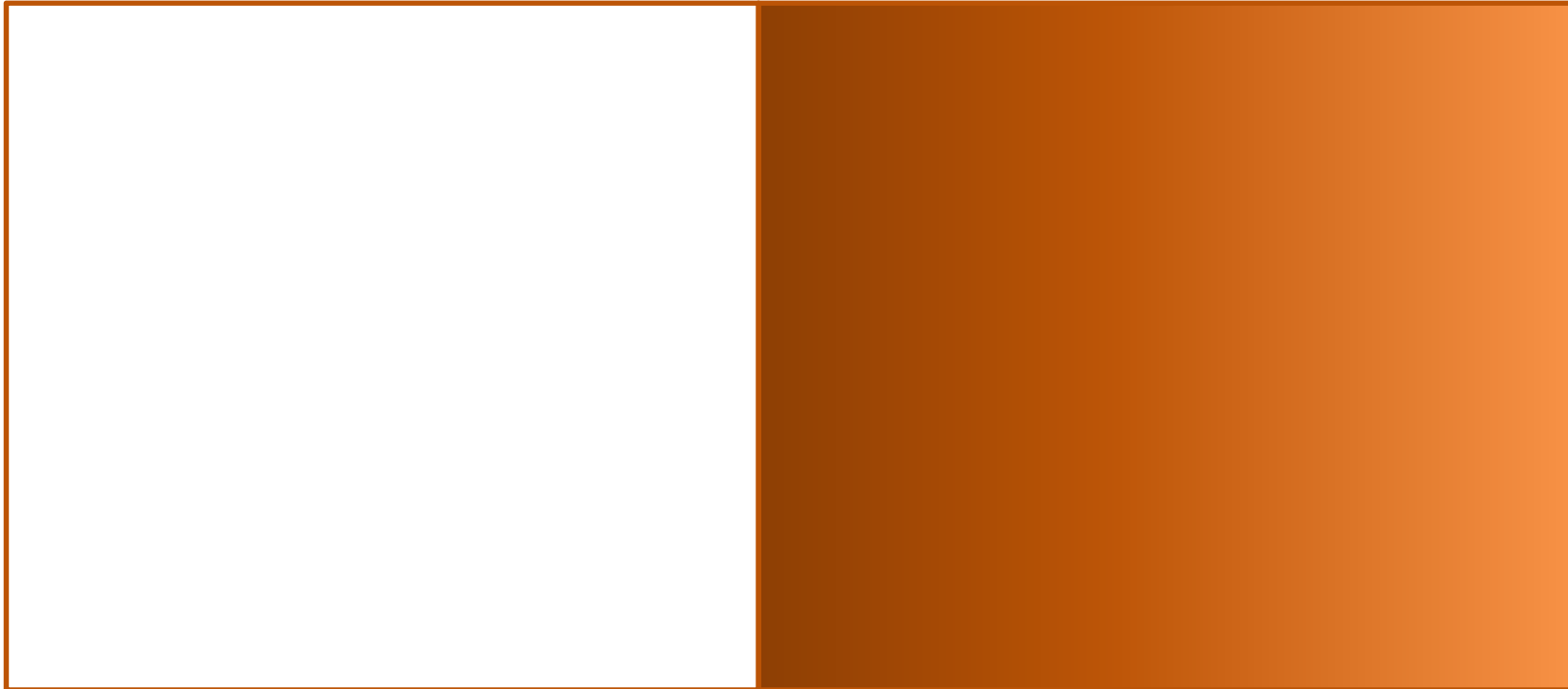
Sustainable supply



Responsible practices



Common Framework: FARMERS FIRST Opportunities to strengthen certification



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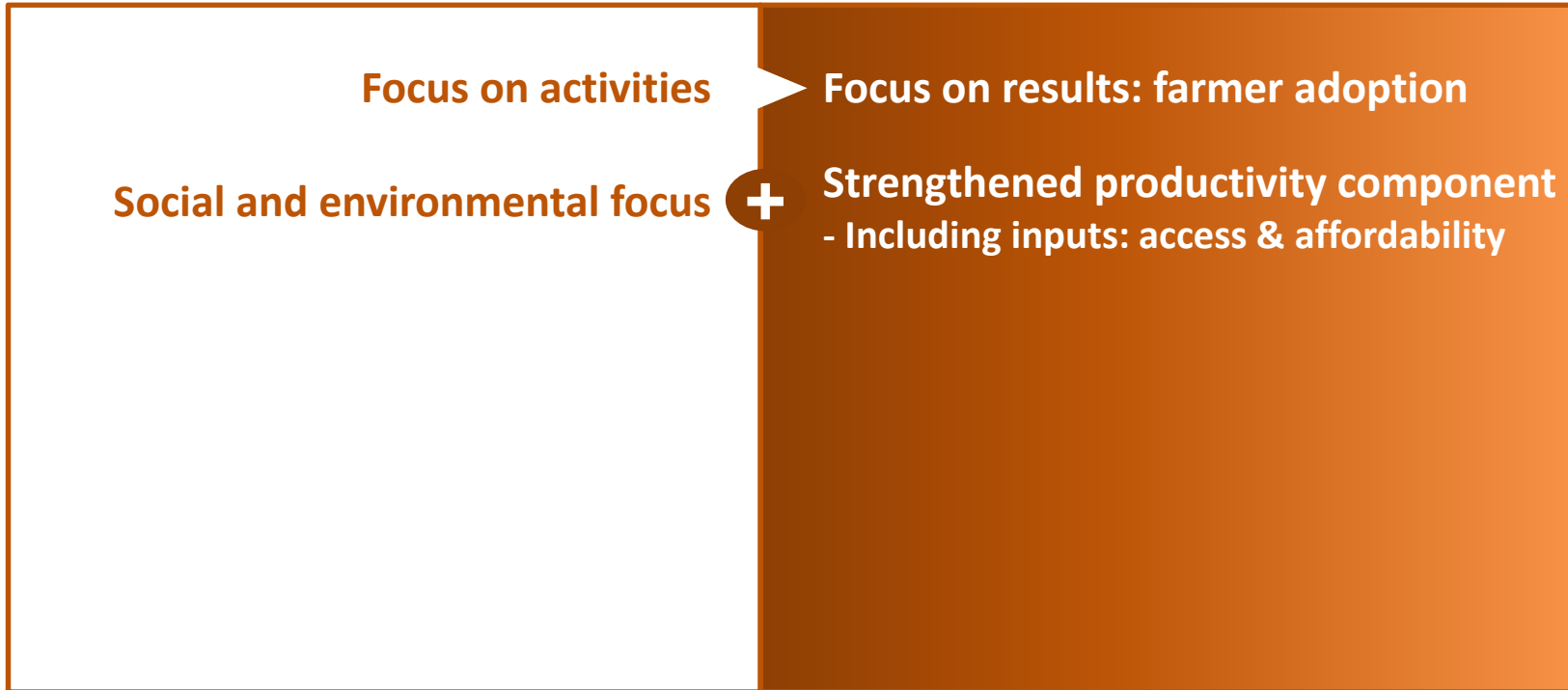
Focus on activities

Focus on results: farmer adoption



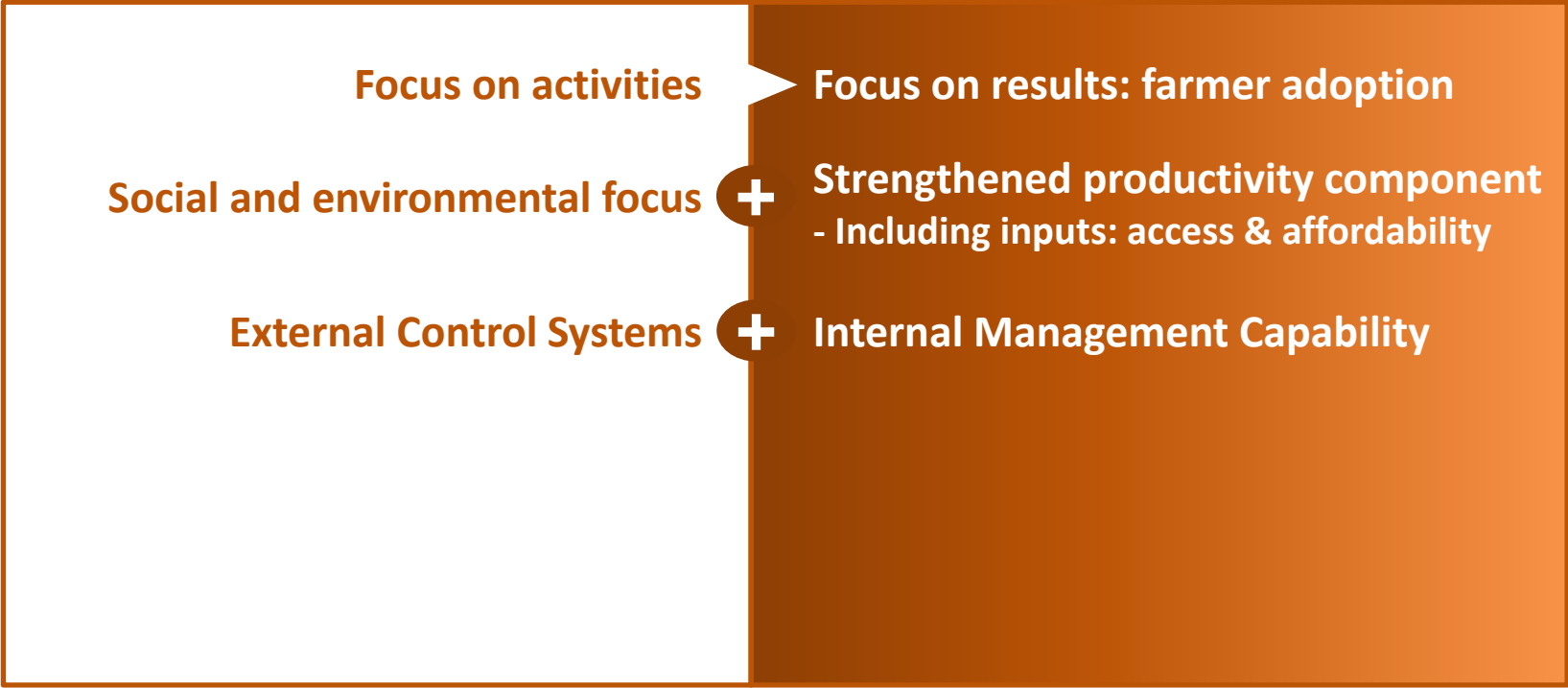
Common Framework: FARMERS FIRST

Opportunities to strengthen certification



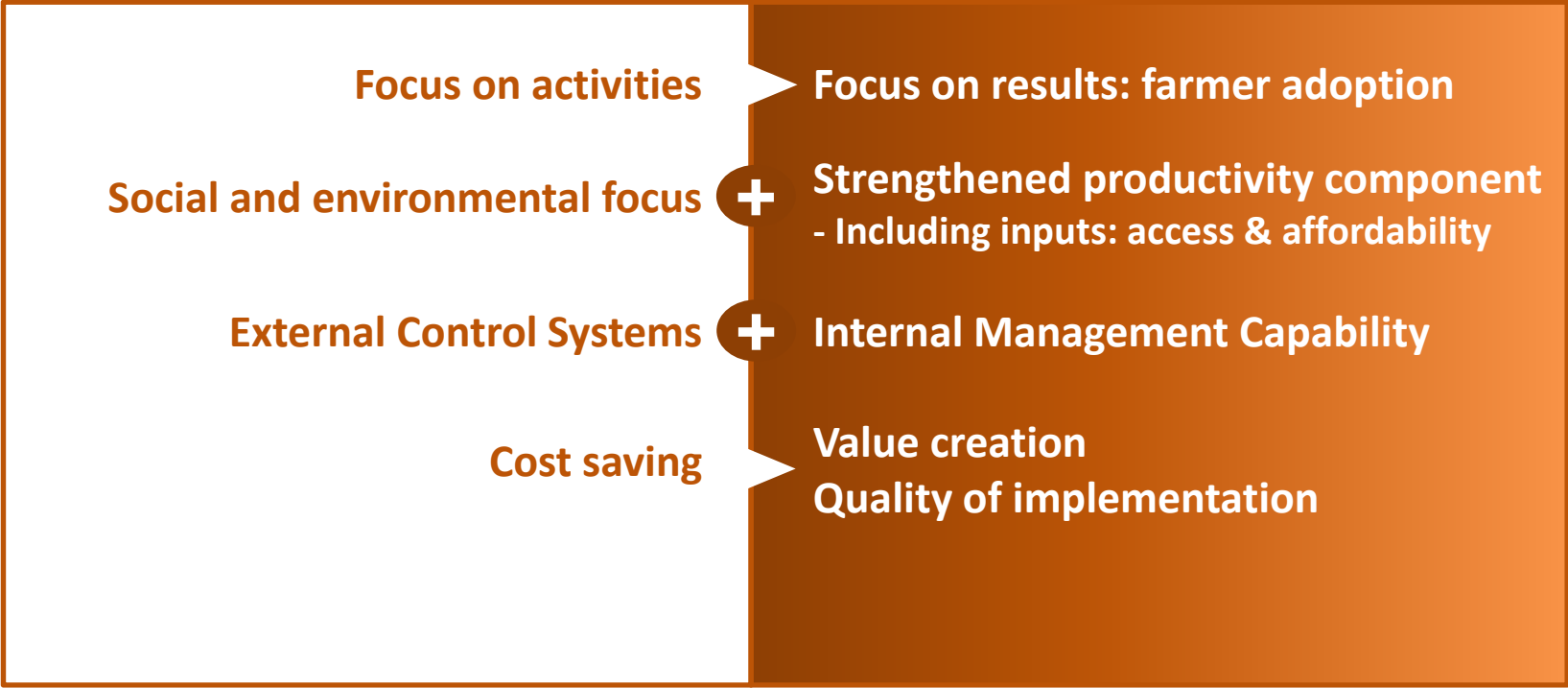
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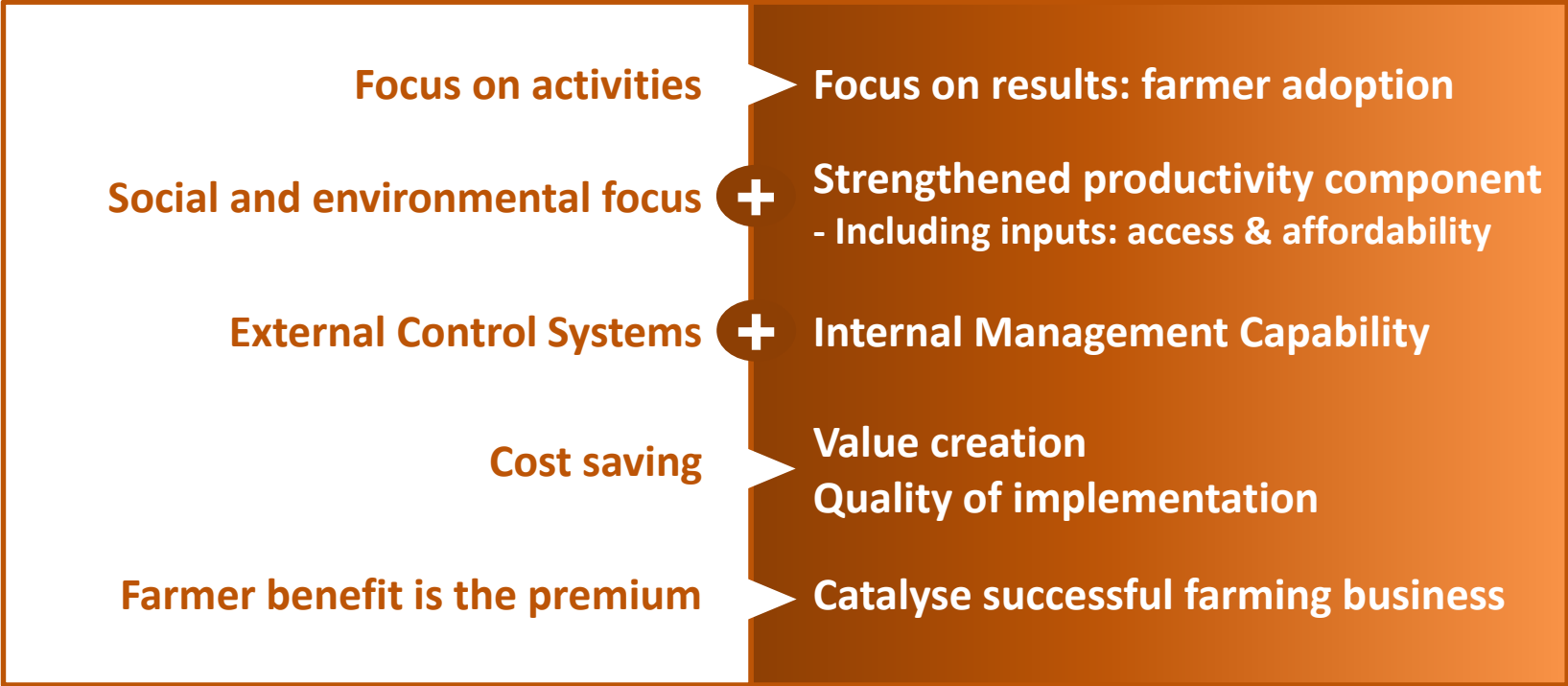
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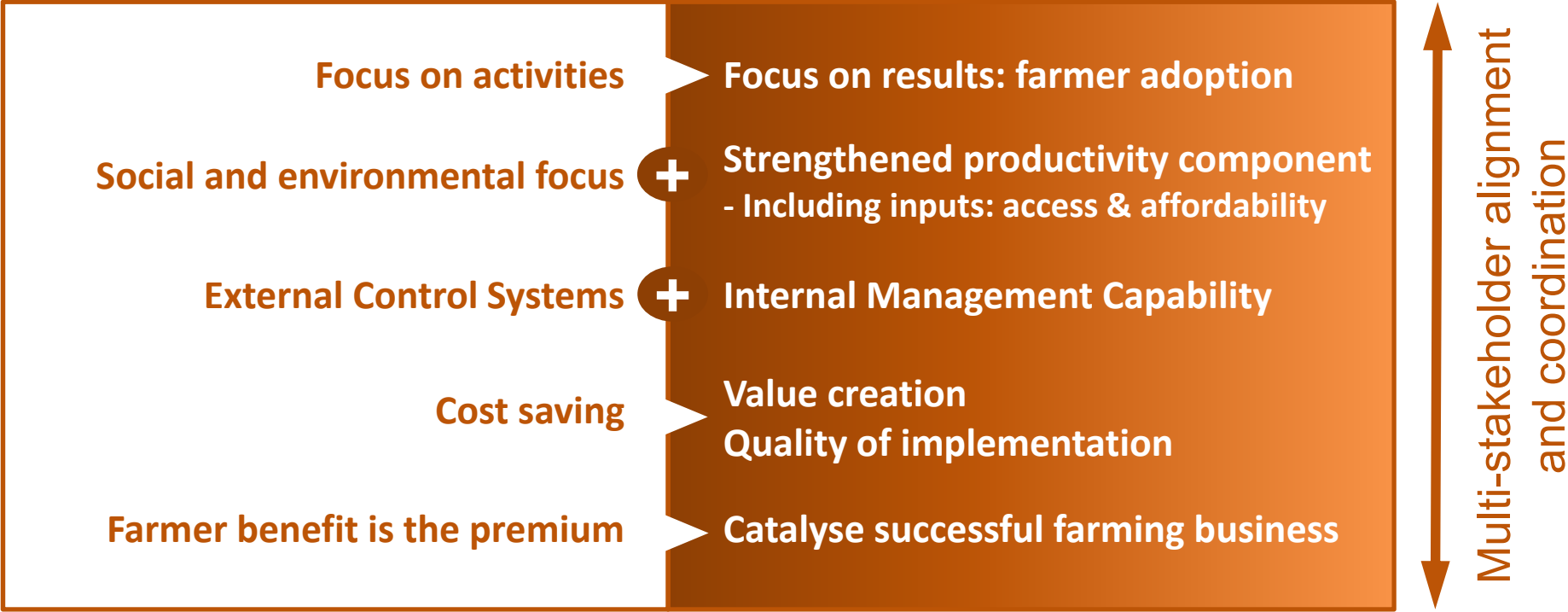
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Opportunities to strengthen certification



Strengthened Approach through Collaboration



- Investment from manufacturers / markets
- Enabling environment from producer country governments
- Reflected in Certification Schemes – RA, UTZ, Fairtrade, CEN/ISO
- Implementation by up-country supply chain partners



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- **Investment from manufacturers / markets**
 - Aligned KPIs, putting Farmers First
 - Investment rewards quality implementation and farm level impact
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 - Verify quality of implementation and impact progress
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- **Implementation by up-country supply chain partners**
 - Bottom line benefit: group membership, loyalty, yields, quality
 - Top line benefit: market opportunity through impact with farmers



THANK YOU

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