



**WORLD
COCOA
CONFERENCE 2014**



9-13 JUNE 2014
AMSTERDAM RAI, THE NETHERLANDS
Towards a Sustainable World
Cocoa Economy: Mapping Progress
Along the Road

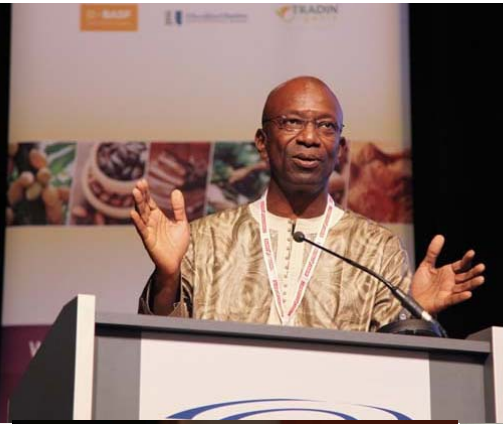
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CONSULTATIVE BOARD

15 September

Item 4: Report on the 2nd World Cocoa Conference







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Preparations for the WCC2

A Technical Committee

**4 Working Groups: Production, Industry
Chain, Consumption & Strategic
management**

CocoaConnect



What happened during the Conference?

Exhibition: an opportunity to promote brands and showcase products and projects to the most influential gathering of professionals from the cocoa and chocolate industry



Networking: the event attracted industry leaders from all geographical regions throughout the entire supply chain. Many side events and parties organized during the week.



Learning: an opportunity to learn about the most recent actions taken to ensure the sustainability of the sector and about the latest market developments

Sharing: an opportunity to share experiences during and around the sessions.





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Highlights of the Conference

National Cocoa Development Plan & Public-Private-Partnership platform

Alignment of strategy by the industry

Farmers' income



Some lessons learnt...

Farmers' income & diversification

Child labour

Certification

Farmers empowerment

KPIs

CocoaAction

Balancing cocoa supply with demand



The *Amsterdam Cocoa Declaration*: actions by the CB

Monitor implementation of the Global Cocoa Agenda (*Action 2*)

Develop general guidelines on the formulation and implementation of national cocoa development plans and national Public-Private-Partnership (PPP) platforms (*Action 4*)

Optimizing Cocoa Productivity and Quality through an Integrated System (*Action 7*)
Diversification on cocoa farms and environmentally-sound cocoa farming systems (*Action 8*)
Strengthening and Developing Farmers' Organizations (*Action 9*)

Develop guidelines for inventory of cocoa resources (*Action 5*)

Develop general guidelines on the formulation and implementation of national cocoa development plans and national Public-Private-Partnership (PPP) platforms (*Action 4*)

Ensure a coherent vision of the initiatives currently undertaken in the cocoa sector, thus providing the framework for these operations to be coordinated (*Action 3*)

Propose options to ensure the long-term funding of initiatives of strategic importance for the sustainability of the cocoa sector (*Action 6*)



Proposed points for decision...

Monitoring of the implementation of the *Global Cocoa Agenda... to be discussed during the Cocoa Forum*

Setting up working groups:

- **Indicators/KPIs to measure progress**
- **Global Cocoa Sustainability Fund**
- ...

Studies:

- **Guidelines for National Cocoa Plan & PPP ... to be discussed in next item of the Agenda**
- ...

Possible focus for the next World Cocoa Conference