

Your topic: **Is the ethical cocoa trade a myth or a reality?**

Guiding questions

- *What are the main characteristics of ethical cocoa today? What additional profit do farmers get from selling an "ethical" cocoa?*
- *To what extent is certified cocoa an ethical cocoa?*
- *Should not all cocoa production be ethical? Does selling cocoa certified as 'ethical' really help strengthen regulations and compliance in producing countries? What more efficient support could be envisioned?*

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- Ethics has to do with personal morality. A sense of what is right or wrong. Billions of profits on one side and on the other : worst form of child labour, extreme poverty, etc... This tells me that ethical cocoa trade is still a myth. Ethics is not what drives the decision we make in the chocolate world.
- However most of the players are trying to generate impact and development as this is what we are looking for when we try to ensure profitability for everyone in the whole chain
- To reach that common goal, we need to understand that the "cocoa farmers" is not a monolithic block. Finding ways to create impact starts by understanding the complexity and specificity of each situation.
- Instead of top down readymade solutions (certification schemes as an example): important to have tailormade approaches based on data and baseline assessment. Key to monitor the impact.
- At Choba Choba : farmers are co-owners of the project/company. It means that they take part in the definition of our theory of change, of what impact means, how we will assess it, what tool we will develop, etc...
- This ensures that the actions we take are always need/evidence based and the solution co-created with them.