

World Cocoa Conference

“Certification and its challenges?” [SEP]

Fuzz Kitto – National CoDirector STOP THE TRAFFIK Aust. Coalition



What is your view on the above preamble? Do you agree or disagree with it? Why?

- Certification is not enough to ensure the sustainability of the supply
- Certification was the first effort to start the sustainability journey
- Sustainability is a ***shared responsibility***

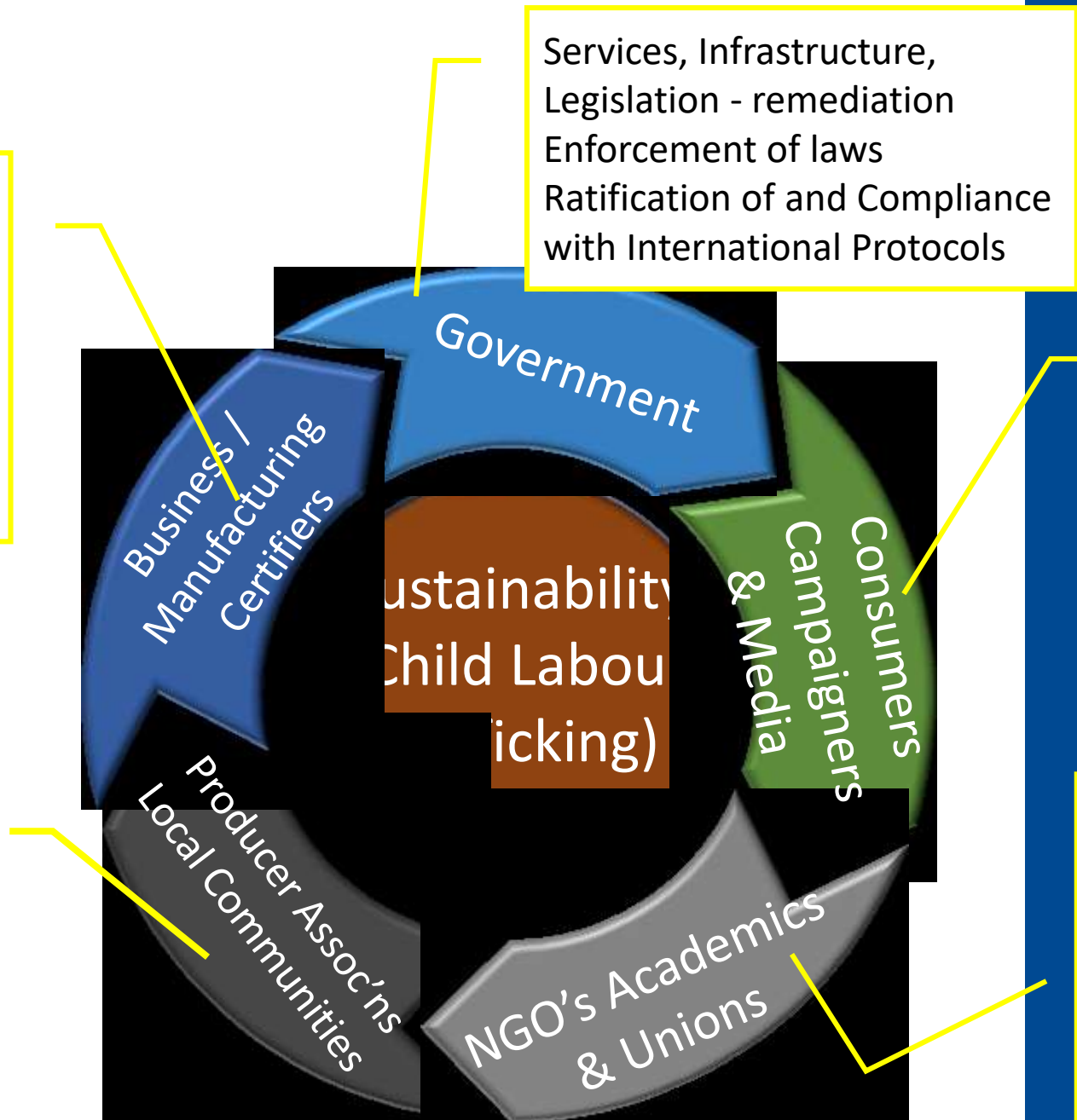
Traceability and transparency in the chain of supply, 3rd Party Certification, Contribute for more sustainable communities & development, remediation, living income

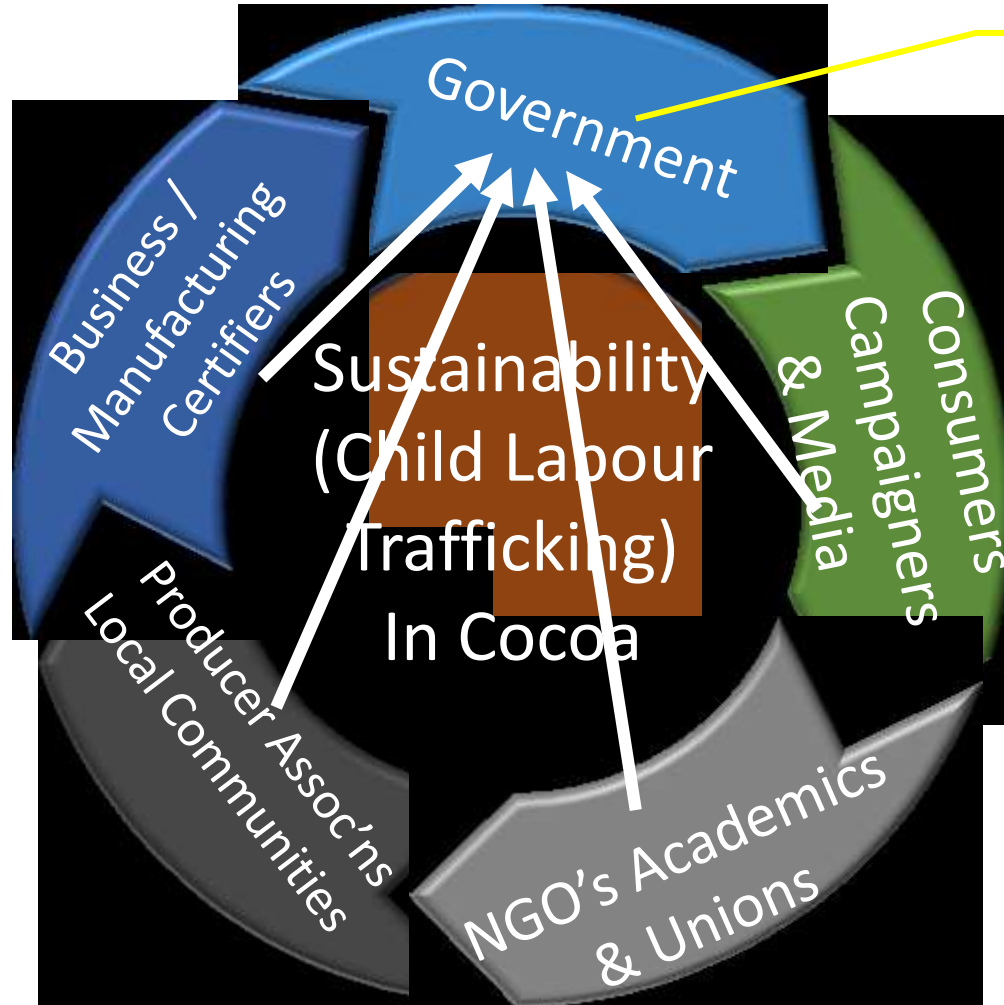
Services, Infrastructure, Legislation - remediation
Enforcement of laws
Ratification of and Compliance with International Protocols

Consumer awareness and education, Influence through campaigning & highlighting companies doing the right thing, reporting

Building resilience
Protecting children
Monitoring people movement
Culture of Child labour protection and protection in developing and maintaining healthy manufacturing / agriculture/ aquaculture

Raising awareness informing the Development of Campaigns & establishing a framework for action
Training and building community resilience & development & welfare & Remediation, living income





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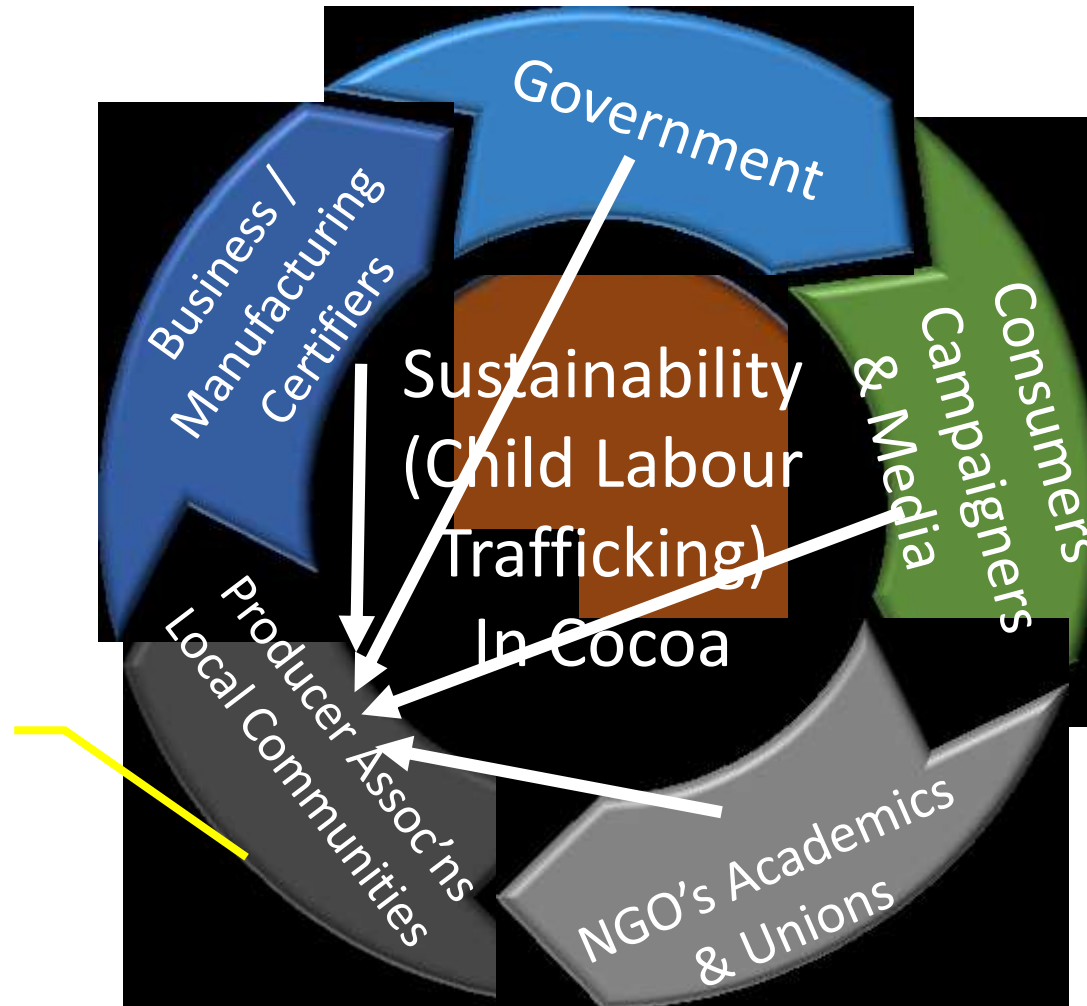
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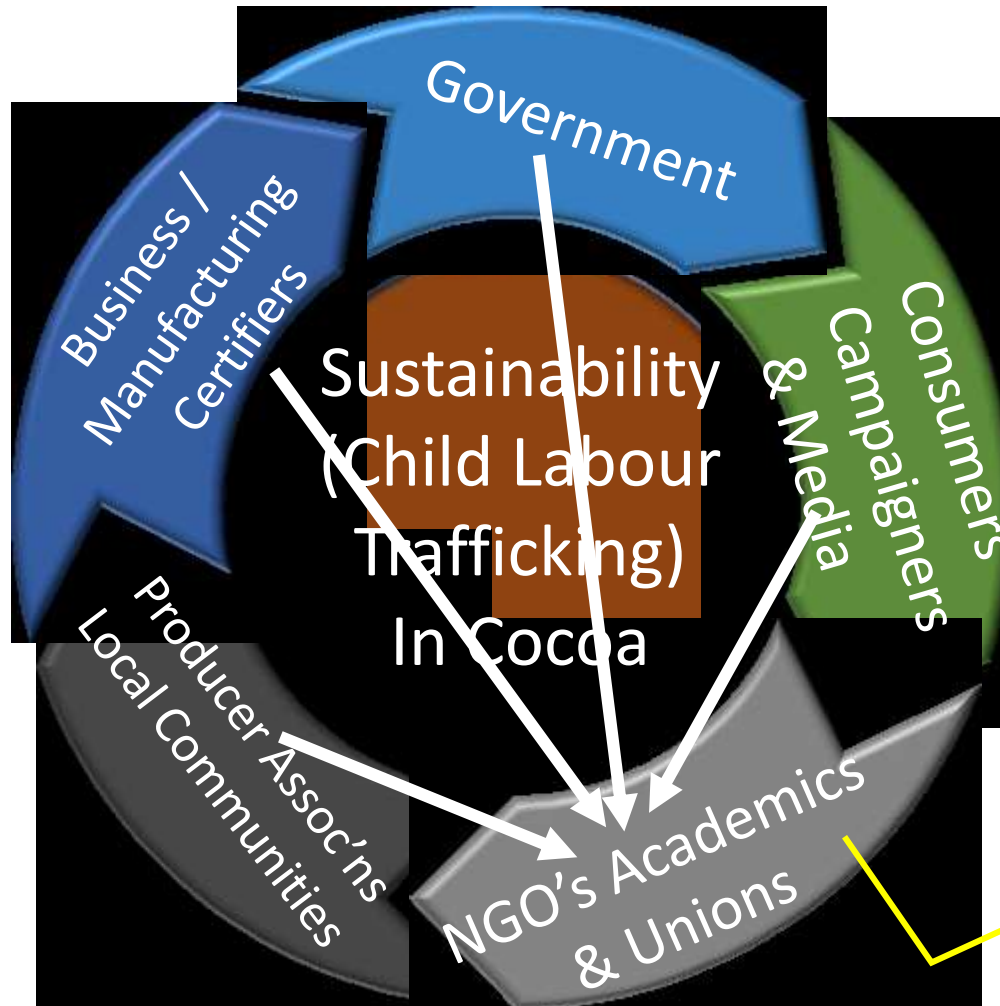


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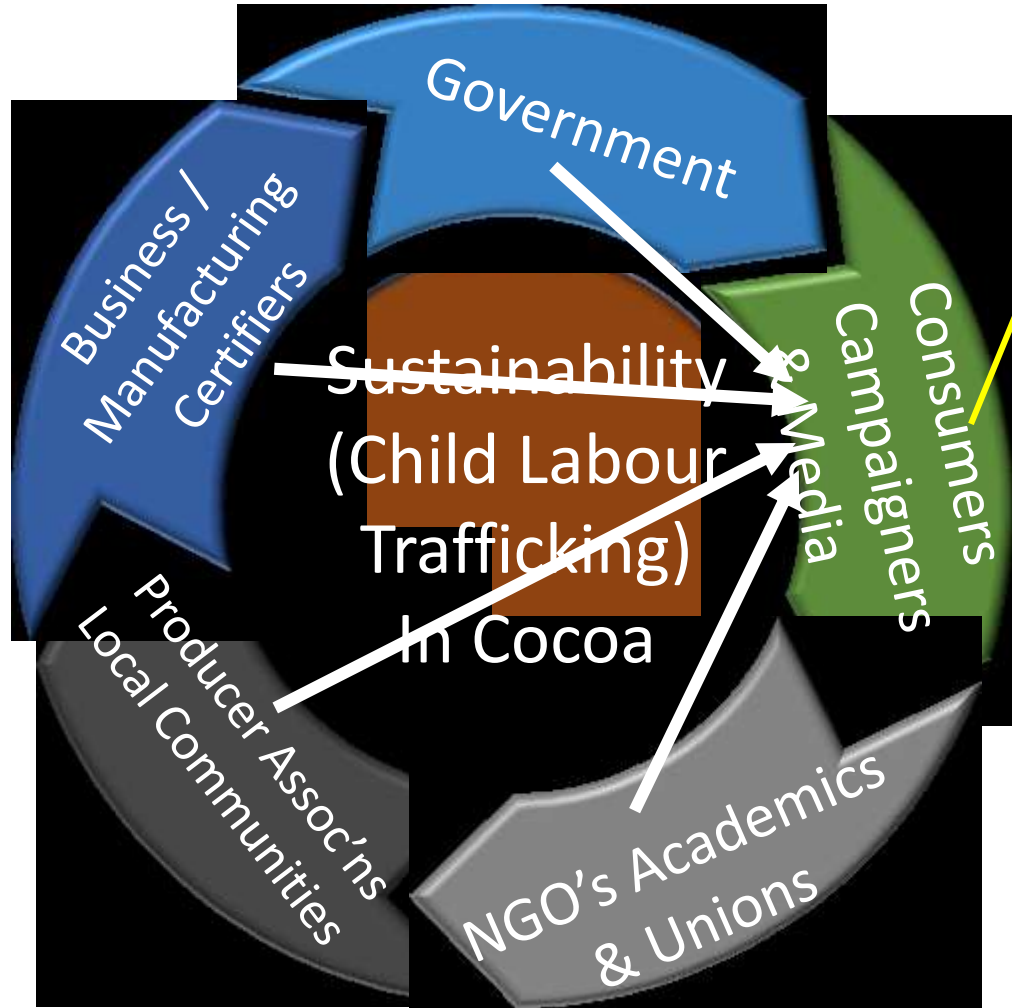
...ve their roles?



Building resilience
Protecting children
Monitoring people
movement
Culture of Child labour
protection
Healthy cocoa growing
culture



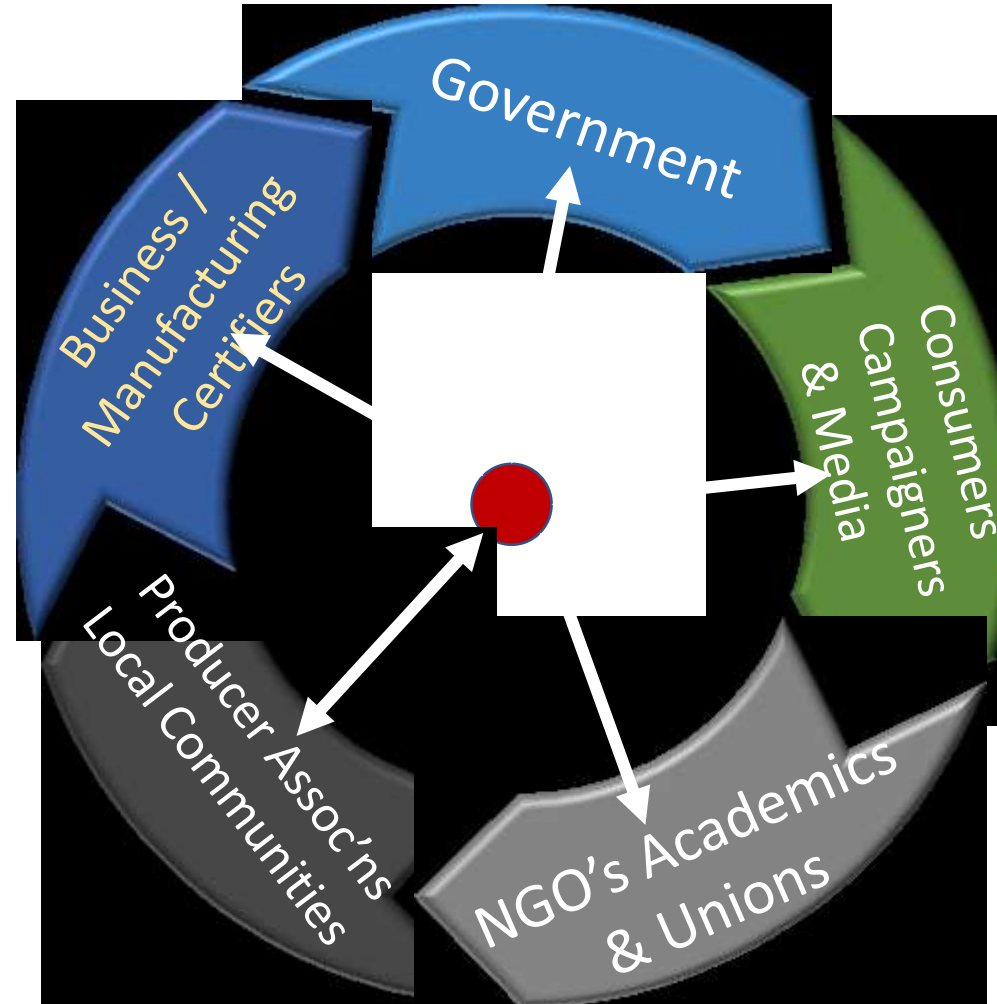
Raising awareness informing the Development of Campaigns & establishing a framework for action Training and building community resilience & development & welfare & Remediation, living income



gners their roles

Consumer awareness and education, Influence through campaigning & affirming companies that are doing the right thing, reporting

How does
each be accountable and keep
the others accountable





What is your view on the above preamble? Do you agree or disagree with it? Why?

- Certification is not enough to ensure the sustainability of the supply
- Certification was the first effort to start the sustainability journey
- Sustainability is a shared responsibility
- It is definitely seen as an additional cost by the producers– but so are all the chocolate processor and chocolate company programs
- Consumers tell us they trust certification more than Chocolate company/ processing company logos programs
- There is greater recognition of certifiers logos
- There is a growing awareness and interest amongst consumers and governments in human rights in supply chain
- There is a gap between what consumers think Certification can do and what they can do.

Under which conditions is certification adding value to cocoa production? To what extent does certification improve the cocoa farm income?

- It supports the running of many cocoa coops
- Certified farmers might only receive a slight net income increase but it does make a difference to the operation of the coops
- More Premiums need to be paid to farmers, not just for programs for farmers & Co-ops
- More certified cocoa is going to be needed so more certified cocoa should be sold
 - Mars (50%), Ferrero (70%) , Hershey (75%) have 2020 100% certified targets, Nestle (43% sustainably sourced) Mondelez (35% sustainably sourced)
 - Not all certified beans are sold as certified:

Certifier	Cote d'Ivoire	Ghana	Premium Paid
Fairtrade	58% in Côte d'Ivoire	33% in Ghana,	\$200/tonne
Rainforest Alliance	35% in Côte d'Ivoire	27% in Ghana	Does not mandate a premium, premium being paid to farmers by buyers
UTZ	52% in Côte d'Ivoire	44% in Ghana	No set value. 2016, farmers on av. \$109/tonne

What conditions should be in place to allow certification schemes to reach unorganized farmers?

- Certifiers / Processors / Chocolate companies need to invest more in unorganised farmer relationships and perhaps even establish / run coops
- Partnerships may need to be formed to innovate alternative structures and systems for unorganised farmers to be organised/connected

Certification and its challenges

- Please ask them:
 - *“Who are you? We have never seen you?”*
 - *We don't know who you are or what you do or what you think. Who are you?”*
- Perhaps here lies some of the key answers to sustainability – relationships!
- The only thing that is sustainable is reality!
- No one knows how to do this – if they did we would probably have the answers by now.
- The only way we are going to find the answers to sustainability... is together!

- 2018 A Matter of Taste Chocolate Report www.stopthetraffik.com.au