



Mars perspective on cocoa certification

ICCO Certification Conference

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**Alastair Child, Cocoa Sustainability Director,
Certification and Community Development**

Our Journey



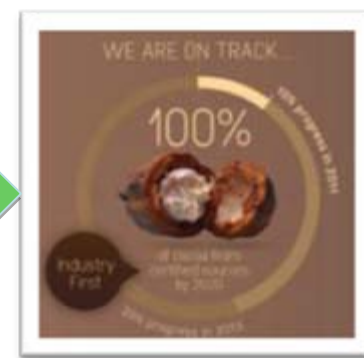
Research



Technology transfer



Farmers

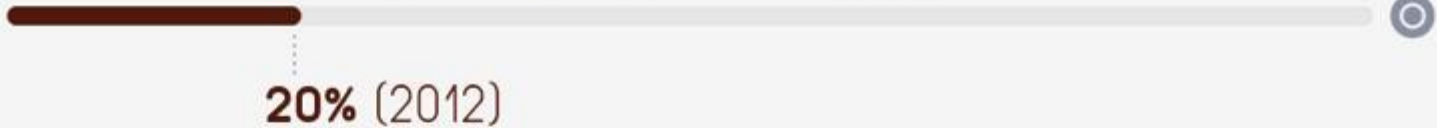


Certification

Unique mechanism to reach farmers at scale



100% of **cocoa** from certified sources
by 2020 – *an industry first*



2009

We announced our intention to use 100% certified cocoa by 2020.

2011

10% of our cocoa came from certified sources.

2012

20% certified cocoa.

2014

35% of our cocoa will be certified.

2016

50% of our cocoa will be certified.

2020

100% of our cocoa will be certified.



La certification vue par les producteurs

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Producers view on certification

Our expectations: focus on the core issue



Farmer prosperity



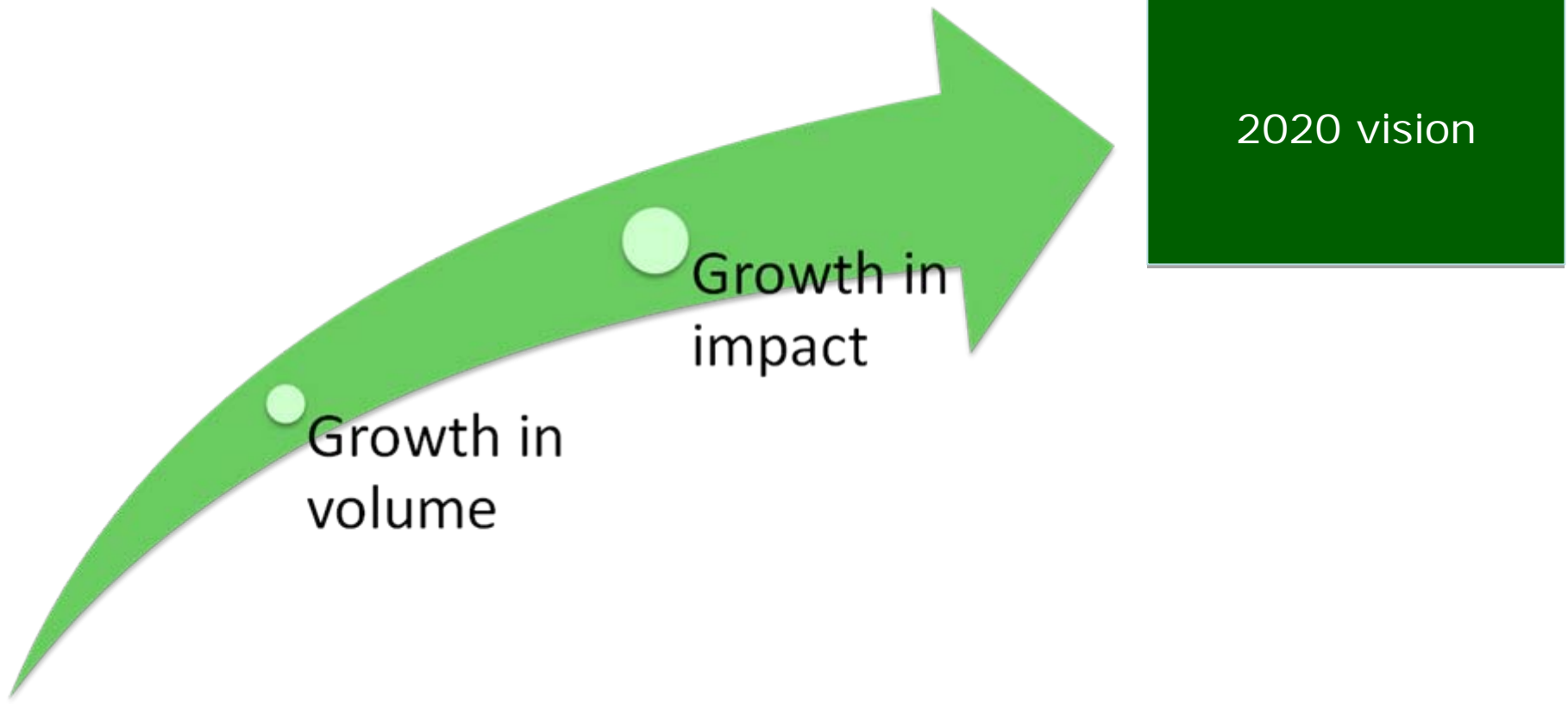
Sustainable supply



Responsible practices



Continual improvement journey

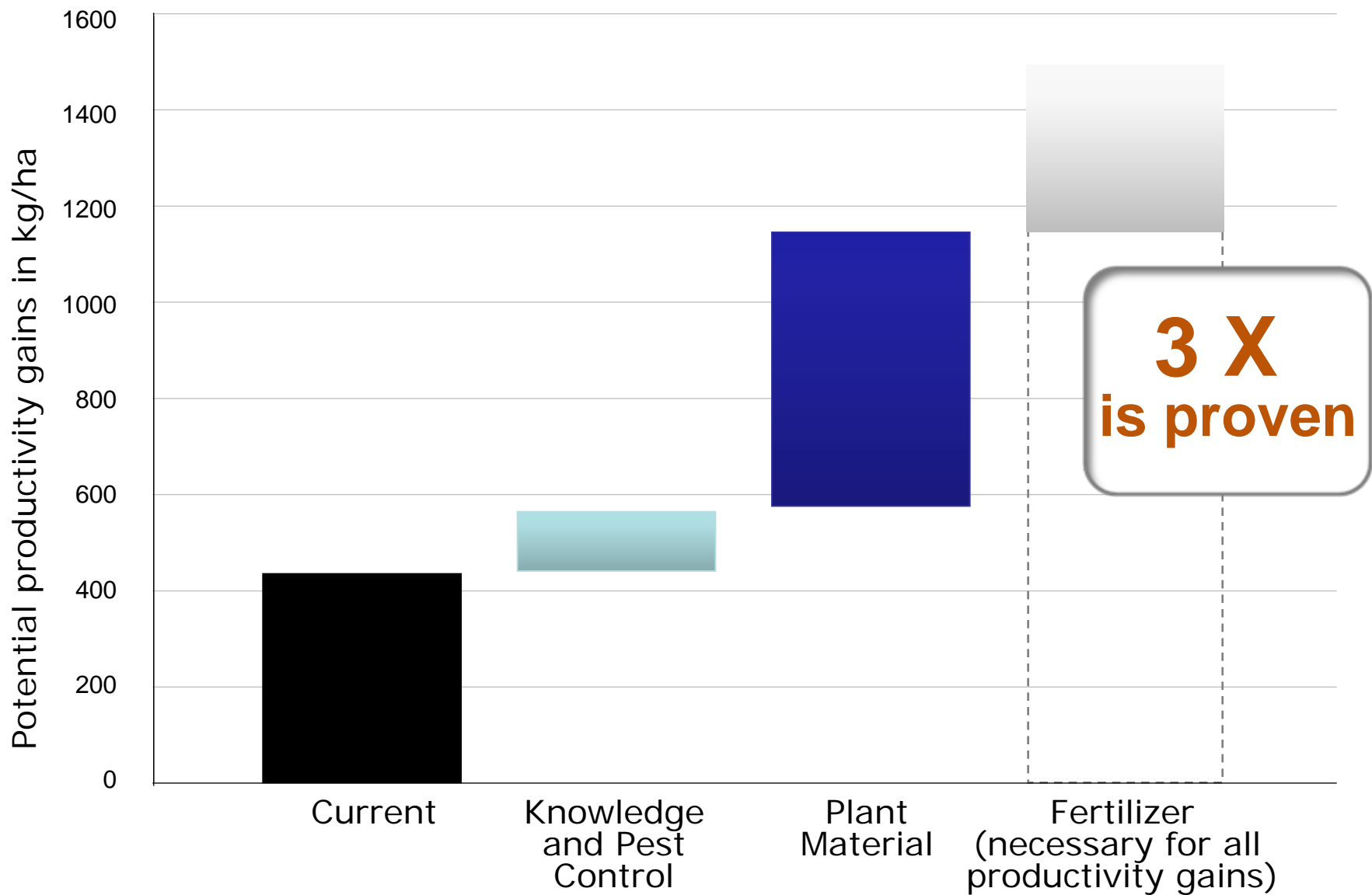




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Strengthen farm resilience & performance



Making best practice examples the norm





We know WHAT, but HOW?

1. How do we maximize benefits and drive real farmer prosperity?
2. How do we both ensure and measure consistent quality of implementation, adoption and outcomes?
3. How do we optimize costs and reduce complexity?
4. How do we transform the global sector to the point that sustainable production that is certified becomes widespread?
5. What are the focused roles of the key players going forwards?



Common agenda in uncommon collaborations

The best route to achieve our vision for change is through uncommon collaborations with industry partners, standards and certification bodies, governments and non-government organizations, and producers.

