



EVENT: Chocoa Conference 2019

THEME: "CHOCONOMICS AND COCOAPOLITICS"

DATES: February 21st and 22nd, 2019

TIME: 13:00 – 17:00 (21 Feb) and 10:00 – 17:00 (22 Feb)

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

CHOCONOMICS AND COCOAPOLITICS

Moderated by Marieke Eyskoot

The theme of the seventh edition of the Chocoa Conference, 'Cocoapoltics and Choconomics', will allow lively presentations and vivid discussions. Power is to politics what money is to economics: the medium via which transactions are valorised. Political power often follows economic power. The economics and politics of cocoa are often discussed, but as they are interwoven it is hard to pinpoint if an issue is a consequence of the one or of the other. This causes key issues within the cocoa supply chain to persist. Especially poverty (or the absence of a living income), child labour and deforestation have not been effectively addressed. Stakeholders propose various solutions, ranging from increased productivity and differentiation to price interventions and supply control. Is it one or the other or a mixture of all? The speakers, panellists and audience will discuss these key issues.

The conference will close with sessions on an important matter that is often mentioned but seldomly discussed: cocoa and health, touching upon issues ranging from the health of the cocoa farmer to the health of the chocolate consumer. Health issues related to poor access to clean water, poor working conditions, malaria or other causes can have a significant influence on the life of cocoa farmers as well as on his potential income from cocoa farming. At the same time, new research indicates the positive effects of chocolate for the consumer. But do we need restrictions of heavy metals like cadmium and lead in chocolate to further promote consumer health? Cocoa politics and Choconomics all over.



THURSDAY FEBRUARY 21

12:15 **Registration**

13:00 **Opening**

13:10 **Key note speeches**

An introductory session with key note speeches on the topics of the conference.

13:45 The Economics and Politics of Cocoa

Part A: Untangling facts from myths

Introducing results from recent research by KIT, Fairtrade, the University of Leeds and others.

Part B: Policy consequences of results of recent research

Various formats: key note presentations, small panel discussions and interaction with the audience through cell phone technology.

Stakeholders within the cocoa sector have each their own reaction to the research results discussed in part A. But what exactly are the consequences in terms policy interventions? How do (local) governments, private companies, NGOs and other actors propose to address current issues? What are the roles of the different stakeholders?

15:30 Break

16:00 Late Night Show in the afternoon

A talk show-like session hosted by Marieke Eyskoot. The guests of the talk show will have various backgrounds and will introduce their perspective on several topics, followed by an open discussion.

17:00 End of Thursday

18:30 Chocoa Dinner at the Amsterdam Hilton



FRIDAY FEBRUARY 22

09:30 Opening and pitches for breakaway sessions

09:45 Health of the Cocoa farmer: impact on well-being and income

Improving farmer livelihood is not only about living income, but also about a healthy farmer family. There is a link between health and income: healthy farmers can spend more time on their farms and earn more money, healthy families can spend more time on activities such as schooling and lose less time on caring for sick family members. Healthy communities can retain (young) people from moving to the cities. How can cocoa contribute to a better health for farmer communities? What is the role of companies, what is the role of governments?

10:45 Coffee break

11:30 Break away sessions

The breakaway sessions provide a platform for discussing potential solutions for current issues from different perspectives in a more intimate setting. Half an hour per session, participants can choose

two from the four on offer. As the groups will have different compositions, outcomes of each session may differ.

- **Blockchain** - Will blockchain have a disruptive impact in the cocoa sector? What are the consequences of the transparency that it promises to provide? What is the impact on certification, on consumer information, on exchanges between companies and other stakeholders that are now impossible because of anti-trust laws?
- **Diversification** - Most sustainability programs promote increased productivity as one of the motors for income growth. Is this a pyramid game? Will only the first ones that have reached higher output benefit from this strategy? If every farmer would double productivity, production will increase and prices would fall. However, production increase accompanied with a diversification strategy involving other cash crops can have positive impact on farmers resilience. But which diversification policy to choose?
- **Agroforestry** - Agroforestry is often cited as a remedy against deforestation. But what are the practicalities? Do we have results of agroforestry projects that have contributed to reforestation? Can they be upscaled and repeated? What is the impact on cocoa productivity? How are farmers rewarded for these efforts? Is certification contributing?
- **A healthy livelihood for cocoa farmers** – Practical follow up to the discussions in the first panel. What are the ideas and suggestions of participants to improve farmer health and to mitigate the consequences of health issues.

12:30 Lunch break

14:00 Health impact of chocolate consumption

What are the health benefits of cocoa consumption? Have they been confirmed scientifically? How can chocolate consumption be promoted based on health benefits? What is impact of heavy metals and does this justify the regulations on restricted intake?

15:15 Conclusions

15:30 Cocoa Auction

After last year's success, we will host the second live auction of the Cocoa of Excellence Awarded beans, introducing a new way of de-commoditising cocoa and valuing quality. Award winning cocoa producers deserve a higher price. The Cocoa of Excellence Programme and the International Cocoa Awards are making this auction possible. These awards are a global competition recognising the work of cocoa farmers and celebrating the diversity of cocoa flavours globally.

16.00 Drinks at the Trade Fair

