

## Conferences Program Chocoo 2024

*The Chocoo 2024 Conferences are set for experts and advocates to explore crucial elements needed to take a significant leap forward, and answer: what's needed for the industry to take the next step? And how can we prepare for what's coming? Below you will find the full 2-day program details of the Amsterdam Sustainable Cocoa Conference and the Chocolate Maker's Forum.*

### Thursday 8 February – Conferences Day 1

#### *Amsterdam Sustainable Cocoa Conference*

##### **Opening session @10.00-10:30 CET**

- The Company Behind Chocoo: Good Cocoa – Better Chocolate - let's taste it!
- Isabelle van Tol, Head Trade for Development, Ministry of Foreign Affairs, Netherlands
- Scanning the room

##### **Session 1**

##### **Trilogy on pricing II – simply cash? @10:30 –12:00 CET**

Moderated by Michel Arrion - Executive Director of the International Cocoa Organization & Anna Laven – Creative Director The Company Behind Chocoo (TCBC)

Decent incomes for cocoa farmers and living wages for labourers are a human right. In this session we provide evidence on the potential of different types of cash transfers to increase incomes and facilitate investments in sustainable livelihoods. We will bring in the latest insights from ongoing pilots (e.g. Nestlé Income Accelerator). Cash transfers are different from higher prices or premiums as they are delinked from cocoa production. Therefore, cash transfers might be more effective ways to reduce living income gaps of poorest households. In addition, cash transfers could incentivize and financially support farmers to invest more in their children's education, health care, income diversification and agroforestry activities. But how effective are cash transfers, are they a good alternative for increasing prices or service packages, who should receive the cash transfer, what are potential negative consequences or risks, are cash transfers easy to scale, should cash transfers be paid from profits?

##### Panelists

- 100WEEKS - Jeroen de Lange, Founder and CEO
- Alliance Bioversity and CIAT - Tiffany Talsma, Team co-lead, data driven sustainability.
- KIT Royal Tropical Institute - Rik Habraken, Senior advisor
- ETG/Beyond Beans Foundation: Sarah-Franklin Schaar, Project Manager Farmers Livelihood

##### **Session 2 @13:00 –14:30 CET**

##### **Health at the heart of sustainable cocoa**

Moderated by Angela Tejada Chavez - Head of Sustainable Sourcing Hersheys & Anna Laven

This session is co-organized by Elucid.

Why is investing in health essential for sustainable cocoa and livelihoods? And whose responsibility is this? National health systems and rural health care is inadequate, and not everyone has access to the care they need. This leads to unnecessary health risks, especially for young mothers and children. Moreover, poor health is known to affect farmers' performance and their resilience. Although the income from cocoa is known to help to pay health bills, intensification of cocoa production also contributes to health problems and potentially leads to hazardous work. In this session we discuss the relevance of healthy farmers and their families for achieving main sustainability goals and we will show practical examples of how the cocoa sector can become healthier.

#### Panelists

- Fludor Ghana Limited– Peter Dok Tindan, Sustainable Country Lead
- Fairtrade Africa - Solomon McBanasam
- CARE International Côte d'Ivoire– Mamadou Traore, ACD Resources Mobiliation, Value Chains and Private Sector
- Pabla van Heck (Independent consultant) inclusive Innovation

### *Chocolate Makers' Forum*

*The Chocolate Makers' Forum is taking a deep dive in the market. How to communicate openly and understandably on sustainability? How can chocolate makers from cocoa producing countries have better access? What will the market of the future look like?*

**Opening session @13.00-14.00 CET**

**Key learnings from coffee and wine - taking craft chocolate to the next level. Lessons from other sectors**

To elevate the craft chocolate industry, drawing insights from successful sectors like coffee and wine is crucial. Analyzing the success factors in these industries can expedite our learning curve and identify strategies that may be applicable to chocolate. By understanding parallels and differences, we aim to uncover key elements needed for the growth and enhancement of the chocolate market. Let's explore and innovate together to propel the chocolate industry forward.

Speaker: Spencer Hyman - Founder of Cocoa Runners

**Session 1 @14:45 -16.15 CET**

**Navigating EU Legislation: Key Compliance Priorities for the Next 16 Months**

Moderated by Jack Steijn – Co-founder of Equipoise and Chocoa

In the ever-evolving landscape of cocoa sustainability, the role of EU legislation has become increasingly pivotal. As we navigate the complex intersection of environmental responsibility, ethical sourcing, and international trade, it's essential to ask probing questions about the impact and effectiveness of existing regulations. What strides have been made in aligning cocoa imports with sustainable practices, and how do these regulations address pressing concerns like deforestation and fair pricing? As consumers, businesses, and policymakers, how can we collectively contribute to fostering a more ethical and environmentally conscious cocoa industry within the framework of EU legislation?

## Panelists

- María Salvadora Jiménez Rojas - Specialist in Fine Flavour Cocoa at Daarnhouwer
- Salla Mankinen - Orijin
- Bruno Lasivicius - Casa Lasivicius
- Adeline Dontenville - European Forest Institute

### **Session 2 @16:30 -18.00 CET**

#### **The future of chocolate, is it liquid?**

Moderated by José Lopez Ganem – Scholar and director of innovation at Fine Chocolate and Cacao Institute and Nick Davis - One One Cacao

This panel delves into the multifaceted realm of cocoa and chocolate beverages, exploring the intellectual property intricacies, the historical evolution, and the potential future innovations in liquid chocolate products. Let's explore the exciting possibilities and challenges that lie ahead in shaping the future of liquid chocolate.

## Panelists

- Ana Rita Garcia Lascurain – Founder MUCHO Museo México
- Kathryn Sampeck - Professor at Illinois State University and the University of Reading, Secretary of the Executive Board of Fine Chocolate and Cacao Institute
- Mark Ocampo and Kelly Go - Founders of Auro Chocolate
- Jens Knoop - Founder of KNOOPS

## **Friday 9 February – Conferences Day 2**

### *Amsterdam Sustainable Cocoa Conference*

### **Session 3 @10:30 -12.00 CET**

#### **Let's hear it from procurement!**

Moderated by Nicko Debenham - Sustainability Advisor, and Anna Laven – Creative Director The Company Behind Chococ (TCBC)

Can you call a product responsibly sourced if farmers do not earn a living income? With EU legislation coming into force, sustainability and traceability is becoming more and more the core business of procurement. In this panel, we give the floor to different procurement specialists to talk about their views on what is responsible procurement and show what this looks like in practice.

## Panelists

- Cargill - Marijn Moesbergen, Cocoa Sourcing Lead
- Uncommon Cacao – Emily Stone, Founder and CEO
- African Cocoa Marketplace - Benjamin Setor Gbadago, Relationships Director
- ICE – Toby Brandon – Senior Director Soft Commodities ICE

#### **Session 4 @13:00-14:30 CET**

##### **Disruptive innovation**

Moderated by Brigitte Laliberté - Strategic Advisor, Cacao of Excellence Programme and Anna Laven – Creative Director The Company Behind Chocoo (TCBC)

During this fourth session, we're exploring new horizons, from waste reduction, to recycling and upcycling to create more impact for cocoa farming families. We bring in practical tools for farmer segmentation and customized (and more effective) approaches. Moreover, we will dive into the latest developments in delivering solutions to outstanding traceability challenges and discuss the national traceability system, as proposed by Cocobod, Ghana.

##### Panelists

- JS Cocoa – Pieter Schulting, co-owner JS Cocoa
- Luker Chocolate - Julia Ocampo, Vice President for Cocoa Sourcing and Sustainability
- Partners for the America's/Cocoa4Development - Pablo Ramirez, Chief of Party
- Cocobod Cocoa Marketing Company – Fuad Mohammed Abubakar, Head of Ghana Cocoa Marketing Company

#### **Session 5 @14:45-16:15 CET**

##### **Late night show, in the afternoon**

Moderated by Joost Gorter, Global Director, ESG – ACT Commodities Group and Anna Laven

The late-night show by noon has gained a reputation of creating space for changemakers in the industry to share their provocative ideas and exchange latest insights that are inspiring for all professionals working in cocoa and chocolate. Our guests from different parts of the world will share their unique stories and contributions to farmers' livelihoods and how their efforts have been a catalyst for female entrepreneurship, sustainable sourcing, local value addition and agroforestry.

##### Panelists

- Cocoa Mmaa – Leticia Yankey, cocoa farmer and entrepreneur (Ghana)
- Ritter Sport – Hauke Will, Head of agricultural production
- RVO – Silvester Botman, Portfolio manager Social Sustainability Fund.
- Ebier Suth Cokran a social and green cocoa enterprise in Ransiki, Febriani Sumbung, (Papua Barat, Indonesia)
- Nightingale Investment Management, Pam Thornton, Commodity Trader, Consultancy
- TRACE Project Nigeria - Nene Akwetey-Kodjoe, Chief of Party

### **Chocolate Makers Forum**

@13.00-14.00 CET

#### **Chocolate Tasting For Chocolate Makers - a peer to peer tasting**

Led by Zoi Papalexandrotou

Indulge in a delightful peer-to-peer chocolate-tasting experience. Join a relaxed tasting session amongst chocolate makers. This designated area is intended to be a rendezvous point for chocolate makers within the fair, fostering camaraderie and appreciation (and the struggles) for the art of chocolate making. We invite you to share your chocolate, meet other makers without the marketing front and connect, exchange bars, and share tasting notes in a convivial atmosphere. Join us for a chilled tasting of fine chocolates!

### **Session 3 @14:45 -16.15 CET**

#### **Tools to Differentiate your products and make your business stand out - Marketing and Storytelling**

Moderated by Nick Davis - One One Cacao and Lauren Adler - Chocopolis and FCIA

Expanding your presence and growing the craft chocolate market segment requires a strategic approach to distinguish your brand and products from mainstream chocolate. Elevate your craft chocolate brand by strategically differentiating it in the market. Explore collaboration opportunities, consider your packaging, labelling and using hard facts to back up your claims.

#### Panelists

- Nick Saxby - Cocoa Runners
- Martin Christy – International Institute of Chocolate and Cacao Tasting
- Peter Van Der Linde - Fair Food
- Alastair Gower - Chocolate Tree

### **Session 4 @16:30 -18.00 CET**

#### **To grow or not to grow: Success Stories, Innovation, and Creativity **Craft Chocolate Business****

Moderated by Nick Davis - One One Cacao and Caroline Lubbers - Co-founder of Equipoise & Chocoa

We're delving into craft chocolate business models, innovative product concepts while addressing the essential question of whether scaling your B2B chocolate business is right for you. Join us as we examine the intricate balance between achieving a sustainable business model and deciding whether to scale or not, and if so how... We'll navigate the complexities of crafting business models that are not only profitable but also environmentally conscious and socially responsible.

Our panelists will provide valuable insights drawn from their own journeys, sharing success stories and lessons learned in the ever-evolving landscape of chocolate creations and commerce.

#### Panelists

- Dorothy Neary - Co-owner of NearyNógs
- Eva Kuin – Co-owner Wild Child Cacao
- Nathan Hodge - Founder of Raaka
- Vincent Ferreira - Co-founder of Hasnaâ chocolats grands crus