

AMSTERDAM SUSTAINABLE COCOA CONFERENCE

THURSDAY 6TH & FRIDAY 7TH FEBRUARY 2025

BEURS VAN BERLAGE, AMSTERDAM



**We're not just talking about sustainability
We're leading the change**

INTRODUCTION

AMSTERDAM SUSTAINABLE CONFERENCE 2025

Chocoa 2025: Amsterdam Sustainable Cocoa Conference Program

Dates: February 6-7, 2025

Are we ready for a new era for the cocoa and chocolate industry?

The Amsterdam Sustainable Cocoa Conference 2025 at Chocoa brings together global leaders of the cocoa and chocolate industry, authorities of main cocoa producing and chocolate consuming countries, representatives of cocoa farmers, NGOs, innovative service providers and the research community. As independent platform we aim to bring latest evidence, nuance and inspiration to our professional audience, guiding the sector into a new era. We have scheduled several interactive panel discussions, featuring expert speakers from different countries of origin, representing different stakeholders and perceptions.

The first days of this year's Conference will focus more on sector-wide developments and structural challenges and responses of global industry, while the second day puts cocoa producers at the heart of the discussion. Visitors of the Conference can also benefit from two late-afternoon sessions organized as part of the Chocolate Makers' Forum on Chocolate Tourism and Cocoa Quality. All visitors of the Conference have free access to the Tradefair from Wednesday the 5th of February onwards and can access all public side sessions.

Join us for two days of learning, networking, and inspiration!

Day 1: Thursday 6th February 2025

Time	Session	Title
09:00 – 09:30	Opening	Opening Day 1: Welcome to the Amsterdam Sustainable Cocoa Conference 2025
09:30 – 11:00	1 – Panel	Are we ready for a new era in cocoa?
11:00 – 11:30		Cocoa Break
11:30 – 12:45	2 – Panel	Let's hear it from retail!
12:45 – 13:45		Lunch Break
13:45 – 15:15	3 – Panel	Are companies ready to take joint action?

Day 2: Friday 7th February 2025

Time	Session	Title
09:00 - 09:30	Opening	Opening Day 2: Recap farmers day
09:30 – 11:00	4 – Panel	Why should we care more for invisible farmers and workers in the cocoa supply chain?
11:00 – 11:30		Cocoa Break
11:30 - 12:45	5 – Panel	What's new in Carbon finance?
12:45 – 13:45		Lunch Break
13:45 – 15:15	6 – Panel	Future proof cocoa and chocolate.

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DAY 1: Thursday 6th February

AMSTERDAM SUSTAINABLE CONFERENCE 2025

Location: Effectenbeurszaal, Beurs van Berlage, Amsterdam

09:00 Opening session Day 1: Welcome to the Amsterdam Sustainable Cocoa Conference

Speakers: Representative of ICE
Anna Laven, The Company Behind Chocoo
Representative of the Ministry of Foreign Affairs Netherlands

09:30 Session 1: Are we ready for a new era?

The combination of a sharp rise in world market cocoa prices and a sharp decline in cocoa production seem to have caught the industry off guard. Was this not foreseen? And, more importantly, what does the outlook look like for the upcoming cocoa season? In this opening session of the Amsterdam Cocoa Sustainability Conference, we take stock of the latest insights and predictions on cocoa prices and cocoa production. Panelists will bring in compelling evidence and share their expertise on market dynamics and the current challenges that lie ahead of the sector. We will discuss whether or not there is a future for smallholders and discuss the potential of market segmentation and superior cocoa as pathway for smallholders

Topics

- Understanding market dynamics and outlook for cocoa production
- Is there a future for cocoa smallholders?
- Market segmentation: is there more space for quality cocoa?

Moderators: Anna Laven, The Company Behind Chocoo
Michel Arrion, International Cocoa Organization

Speakers: Michiel Hendriksz, Farmstrong Foundation
Pam Thornton, Nightingale Investment Management
Rodney Nikkels, Chocolatemakers
Julien Simonis, Cacao Of Excellence
Representative of ICE

11:00 Cocoa Break



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11:30 **Session 2: Let's hear it from retail!**

Retailers are usually not in the spotlight when sustainable sourcing is being debated, this while they are well positioned to influence sustainable sourcing practices and sustainable chocolate consumption. Not only do they determine the assortment of chocolates, but they also sell private label chocolates. Increasingly, retailers showcase their private label chocolate as fair and sustainable chocolates. At the same time there is criticism that most of the chocolate you can buy in supermarkets is not produced under fair conditions and falls more under the category 'candy' instead of chocolate. In this session we will hear from different retailers how they take responsibility, what drives them, and what are challenges.

Topics

- Sustainable procurement
- Alliances between retailers, brands and NGOs
- Influencing consumer behavior: the role of price and quality

Moderators: Anna Laven, The Company Behind Chocoo
Renske Aarnoudse, IDH

Speakers: Ekoplaza representative
Michaela Schupp, ChocoolatsDeLuxe
Representative Tony's Open Chain

12:45 **Lunch break**

13:45 **Session 3: Are companies ready to take joint action?**

The realization that individual company projects do not have the desired result in the countries of origin is not new. The global consensus seems that reducing structural challenges requires collaboration between different stakeholders, including farmers, NGOs, companies and governments. But how do we shape joint action in a highly competitive market? What is the appetite for landscape approaches and joint action, and what stands in its way?

Topics

- Landscape approaches
- Income diversification & women empowerment
- New coalitions to meet global commitments

Moderators: Anna Laven, The Company Behind Chocoo
Stephanie Daniels, Sustainable Food Lab

Speakers: Jonas Mva Mva, IDH Cameroon
Peter Koegler, World Cocoa Foundation
Cédric van Cutsem, Mondelez
Alan Kroeger, Satelligence

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DAY 2: Friday 7th February

AMSTERDAM SUSTAINABLE CONFERENCE 2025

Location: Effectenbeurszaal, Beurs van Berlage, Amsterdam

09:00 **Opening Session Day 2: Recap Farmers' Day (TBC)**

It is the first time that a Farmers' Day will be organized during the Amsterdam Cocoa Week. In the opening session on the second day of the conference we will give cocoa producers the stage to share key takeaways from Farmers' Day. Their representatives will take a seat in the different panel discussions.

09:30 **Session 4: Why should we care more for invisible farmers and workers in the cocoa supply chain?**

The starting point of this panel is that too little is known about the majority of cocoa farmers and workers. Together with our panelists, the aim of this session is to understand more about these underrepresented groups and create a sense of urgency on why we cannot close our eyes for this 'invisible' more hidden part of the cocoa farming population.

Topics

- Farmers and workers in cocoa's indirect supply chain
- Living wage mapping for workers' visibility
- The scope of forced labor and what are key factors that put people at risk

Moderators: Anna Laven, The Company Behind Chocoo
Anika Altaf, Include Knowledge Platform

Speakers: Oyinkansola Owoyemi, Sunbeth Global Concept Limited
Selma van der Haar, KIT
Valerie Janssen, WUR
Joost Backer, New Foresight/Wagemap
Andrews Asamoah, International Cocoa Initiative

11:00 **Cocoa Break**

11:30 **Session 5: What's new in Carbon Finance?**

In this session we will bring in the latest developments in carbon finance relevant for the cocoa industry and farmers. We will discuss what makes carbon finance challenging and the potential for farmers to benefit more from this approach.

Topics

- Innovations in carbon finance
- Making carbon finance work for farmers
- Future outlook

Moderators: Anna Laven, The Company Behind Chocoo
Joost Gorter, ACT Commodities Group

Speakers: Emmanuel Nwala, Royal Society for the protection of birds
Greg D'Allesandre, Dandelion
Willem Oomens, Sommalife Limited

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DAY 2: Friday 7th February

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12:45 **Lunch break**

13:45 **Session 6: Future proof cocoa and chocolate**

As climate change, market volatility, and social issues threaten cocoa production, this session will explore innovative strategies and technologies that work towards a risk-free future for cocoa and chocolate. We discuss both more disruptive strategies, like cacao cell cultivation, but also dive into technologies that secure traceability and help the sector prepare better for EU legislation. To be ready for the future we also discuss interventions that can drive local value addition in Africa and will learn how Papua New Guinea supports their farmers in accessing markets.

Topics

- Cacao cell cultivation
- Getting ready for EU Legislation
- Local value addition

Moderators: Anna Laven, The Company Behind Chocoo
Christine Müller, Independent (former SWISSCO)

Speakers: Alex Shandrovsky, California Cultured
Jesse Tukup Anjen, Cocobod Papua New Guinea
Koltiva representative
Afreximbank, TBC



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