Sustainability beyond cocoa production

PROGRAMME

Friday 23rd of February 2018, Beurs van Berlage, Amsterdam

Moderated by Marieke Eyskoot

Sustainability efforts in the cocoa sector have traditionally addressed issues occurring during the production phase of cocoa, at the beginning of the supply chain. Numerous programmes from supply chain actors have been developed and implemented in an attempt to alleviate issues related to, for example, poverty, poor production practices and child labour. This year’s Chocoa Conference will focus on sustainability beyond the production of cocoa: how can farmers be supported, besides training on best agricultural practices? Are we doing farmers a favour by focusing on cocoa? How can the sustainability in the rest of the supply chain, such as the transport and the storing of cocoa, be improved? What can be done to stop, or even reverse, the adverse impact of cocoa production on tropical rainforests?

8:15 Registration

9.00 Opening

9:15 Sustainability beyond cocoa production: supporting farmers to become entrepreneurs
‘Sustainability beyond cocoa production’ will primarily focus on how farmers can become viable entrepreneurs and reach sustainable living income levels based on the production of cocoa, other crops and their market developments. Keywords are higher productivity, diversification and improved resilience.

What are companies doing?

- **Sustainability beyond cocoa production** (John Ament, Global Vice President Cocoa at Mars Wrigley Confectionery)
- **Enabling Systemic Change in the Chocolate Industry** (Nicko Debenham, Vice President and Head of Sustainability at Barry Callebaut, Managing Director of Biolands Group and Chairman of Cocoa Horizons Foundation)
What are current issues that need to be solved? And how can stakeholders effectively address these issues?

- Research results of ‘Demystifying the cocoa sector in Ghana and Côte d’Ivoire’, a large scale research from KIT (Anna Laven, Senior Advisor at the Royal Tropical Institute (KIT))
- A holistic approach towards a living income for cocoa farmers (Anne-Marie Yao, Regional Cocoa Manager at Fairtrade Africa)
- Professionalising service delivery to cocoa farmers (William Saab, Senior Consultant at NewForesight)

What are farmers proposing?

- Warren Sako Mukete (Secretary General at World Cocoa Farmer Organisation)

**10:45 Cocoa break**

**11:15 Sustainability beyond the farm gate**
The presentation in this panel will focus on the sustainability of activities downstream in cocoa supply chain, including the transport and storage of cocoa. How can these activities be made more sustainable and contribute to a zero carbon footprint supply chain? Speakers from a variety of organisations involved in these activities share their knowledge from their respective fields of expertise.

Speakers:

- Empowering business leadership on sustainable logistics (Sophie Punte, Executive Director at Smart Freight Centre)
- The Amsterdam-San Pédro connection, sustainable cocoa logistics (Gert-Jan Nieuwenhuizen, Managing Director Port of Amsterdam International and Hilaire Lamizana, Executive Director of Port Autonome de San Pédro, Côte d’Ivoire)
- Towards sustainable agro-logistics in Côte d’Ivoire: The case of the Cocoa Supply Chain in the San Pédro region (Abdel Makhloufi, researcher at Mainport Logistics)
- The new EWF standard on sustainable warehousing of cocoa and coffee (European Warehousekeepers Federation, speaker to be announced)

**12.00 Chocoa Late Night Show at Noon**
Marieke Eyskoot will host five guests in a talk show-like panel to discuss contemporary issues in the cocoa supply chain. Topics are: the merger between UTZ Certified and Rainforest Alliance, the new upcoming Cocoa Barometer, the new ISO 34101 on sustainable and traceable cocoa, the first results of the TWIN project in Sierra Leone and the extended CORIP Program of Solidaridad.

Topics:

- The Utz Certified – Rainforest Alliance merger and beyond (Britta Wyss Bisang, Chief of Sustainable Supply Chains at Rainforest Alliance & UTZ Certified)
- Preview of the new Cocoa Barometer (Antonie Fountain, Managing Director at Voice Network),
- **Gola Rainforest Cocoa from Sierra Leone: Successes and Challenges from a Marketer’s Perspective** (Dr. Kristy Leissle, Cocoa Marketer at TWIN trading)
- **New ISO Standard on Sustainable & Traceable Cocoa** (Jack Steijn, chairman of the ISO Committee)
- **The new Solidaridad CORIP programme** (Suzan Yemidi, Country representative Ghana & International Programme Coordinator (Cocoa) at Solidaridad)

12.45 Lunch break

**13.30 Interactive sessions**
The interactive sessions are a new feature of the Chocoa Conference, introduced to increase the interaction between speakers and participants. The format of these sessions allows for in depth discussions with one moderator and a small group of conference participants on a variety of cutting edge topics. Each participant can choose two topics (one during each round). The sessions will take place in various rooms in the Beurs van Berlage and will take 35 minutes each. You can register for two sessions, one in each round. Registration takes place at 8:15 during the general registration. Each session has a limited capacity of 50 participants.

Interactive sessions on:

- **Farmer resilience and living income** (Jonathan Barnow, Associate Vice President for Strategic Initiative at TechnoServe)
- **Women economic empowerment in the cocoa sector** (Gaël Lescorne, Partnership Advisor at World Cocoa Foundation)
- **Monitoring (CO2) impact in cocoa smallholder systems: a solution for more sustainability and/or better pricing?** (Edmond Muller, Technical Specialist at ProClimate)
- **De-commoditising cocoa: getting a higher price for better quality** (Emily Stone, Co-founder and CEO at Uncommon Cacao)

14.15 Interactive sessions round 2
Round 2 of the same interactive sessions mentioned above. Participants will switch rooms and discuss another topic of their choosing.

**14.50 Cocoa break**

**15.20 Sustainability beyond cocoa: impact on natural habitats, from deforestation to reforestation**
Cocoa production is one of the major causes of deforestation in the West African Cocoa Belt. Top cocoa producing countries Ghana and Côte d’Ivoire, along with leading cocoa and chocolate companies, have announced far reaching joint Frameworks for Action at the COP23 in Bonn. These Frameworks include a commitment to eliminate further deforestation, especially in national parks. Speakers from various organisations and companies will elaborate on the COP23 commitments and how they plan to implement their plans of action. At the other hand, cocoa can be an instrument for reforestation, especially if the value of carbon intake can be used as a financial instrument to stimulate farmers. The conservation of the biodiversity is another topic of crucial importance for the future of cocoa.

Speakers:
- Joost Oorthuizen (Executive director at IDH)
- Cédric van Cutsem (Global Operations Manager Cocoa Life at Mondelez)
- Filip Buggenhout (Managing Director Cocoa at Cargill)
- Lisa Walker (CEO at Athelia/Ecosphere+)
- Tony Lass (Chairman of the Cocoa Research Association)

**16:45 Launch of Cocoa Origin Programme**
New program of the Dutch ministry of agriculture, nature and food quality helping small cocoa users to develop sustainability projects at the origin of their supply chain, implemented by IDH and Equipoise, will contribute to increasing the market share of sustainable cocoa products on the Dutch market.

**17:00 Conference conclusions**

**17:15 Cocoa auction**
A live auction of Cocoa of Excellence award winning cocoa beans will take place after the last panel discussion. The auction will be accessible for participants of the Conference, the Chocolate Makers Forum and visitors and exhibitors of the Trade Fair.

**17:45 Drinks**