



Tropical Commodity Coalition

for sustainable Tea Coffee Cocoa

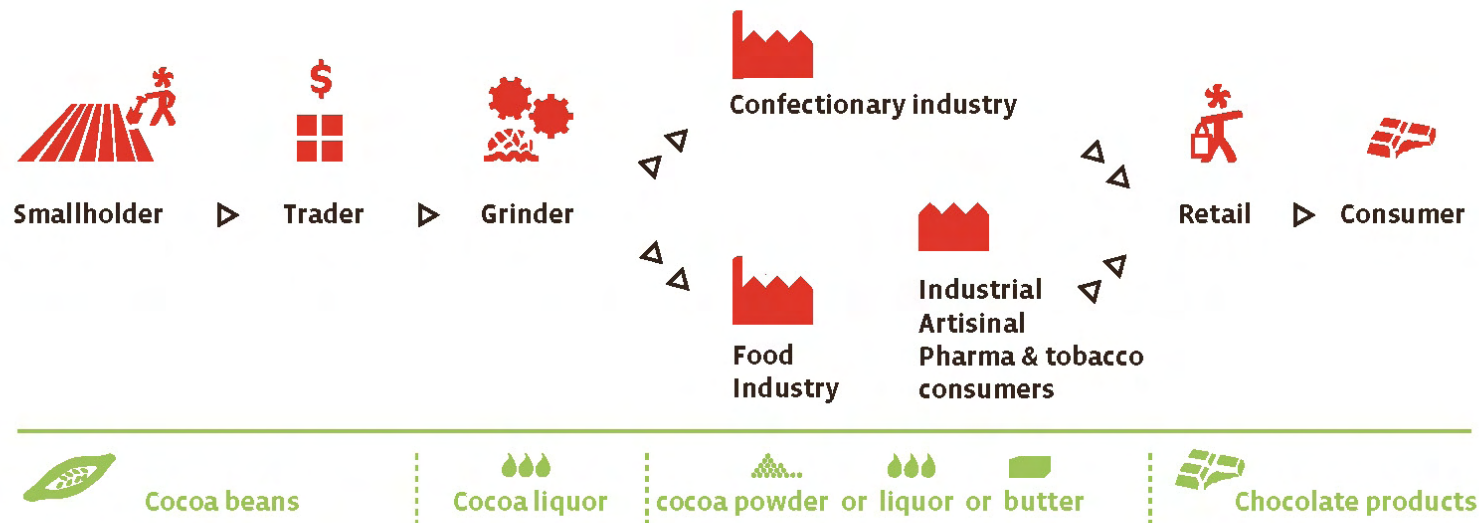
**Cocoa conference European labour unions
15 September 2010, Oberjosbach**

'Certification in the cocoa sector'

Mieke van Reenen



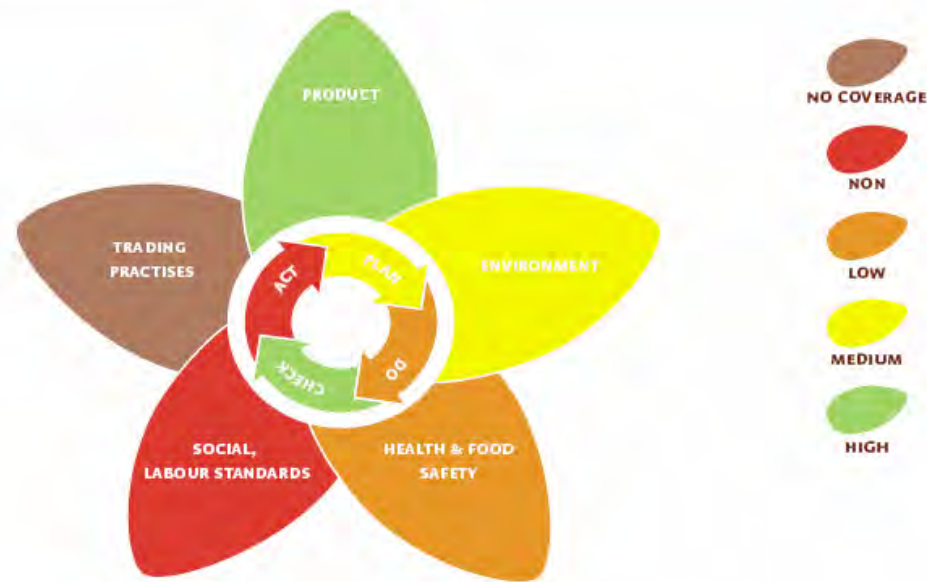
Goal: sustainability in the whole cocoa chain



Different sustainability instruments:

- training
- programs concerning capacity building and child labour
- business codes
- certification standards

Figure 1 'Flower' with inner management cycle and five specific thematic qualities



Methodology used to score the 4 standards systems active in cocoa





+ focus on smallholders, extra attention for vulnerable stakeholders, strong on social criteria (average focus on gender), minimum price and fixed premium

- no full chain coverage, low score on product quality and quantity, available vs sold is low



+ high score on internal management system, strong on environmental criteria, good on social criteria (but no focus on gender), negotiable premium

- no full chain coverage, low score on product quality and quantity



+ strong on product quality and quantity, good traceability system, full chain coverage, facilitation and guidance on market info, negotiable premium

- internal management system not optimal, average focus on environment



+ strong focus on environment, strong on product quality and quantity, full chain coverage

- internal management system not optimal, accessibility is low, difficult code, low score on social criteria





cocoa volume 2009 **440,000 t** / certified 2009: **22,000 t** (5.0%) / certified 2012: **50,000 t** (11.4%)



cocoa volume 2009 **360,000 t** / certified 2009: **4,000 t** (1.1%) / certified 2012: **30,000 t** (8.3%)



MARS

cocoa volume 2009 **350,000 t** / certified 2009: **5,000 t** (1.4%) / certified 2012: **100,000 t** (28.6%)



HERSHEY'S

cocoa volume 2009 **170,000 t** / certified 2009: **10 t** (0.0%) / certified 2012: **855 t** (0.5%)



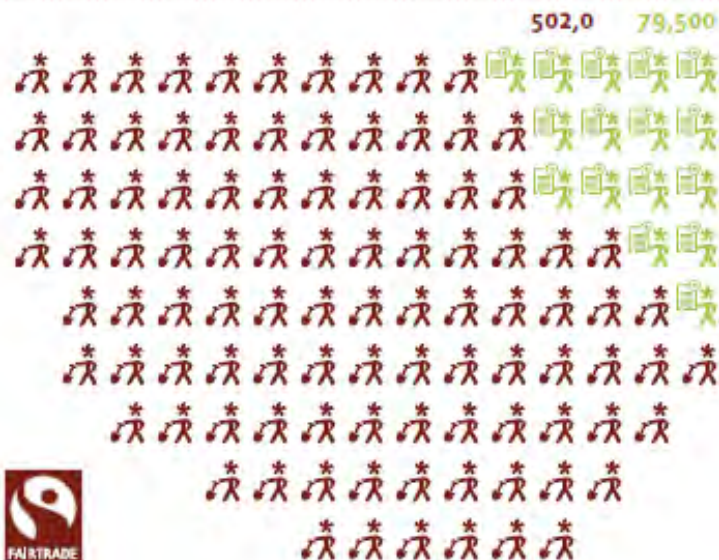
FERRERO

cocoa volume 2009 **135,000 t** / certified 2009: **0 t** (0.0%) / certified 2012: **0 t** (0.0%)





596,014



79,500



6,500 605,500



25,000 73,500



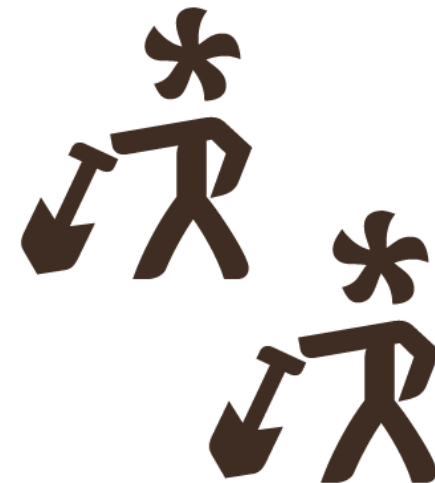
Amount of trained farmers up to 2009
versus
Ambition of the standards bodies in 2020

5,000 trained farmers
 5,000 farmers to be trained



Conclusion:

- Certification is one of the many sustainability instruments; investments are needed in a broader way
- The different standards systems all have their strengths and weaknesses → there is a serious need for cooperation
- Careful for a volume agenda; in the end the farmers and workers should benefit



1 October 2010, TCC conference 'Combining Results'



<http://www.teacoffeecocoa.org>