



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009



World Cocoa Foundation

Dag Kjetil Øyna

Secretary General
Norwegian Association of
Chocolate Manufacturers



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009



World Cocoa Foundation

Alessandro Cagli

Public Affairs and CSR Director
Ferrero Group



World Cocoa Foundation

James Hallworth

Commercial Manager Bulk & Industry
Port of Amsterdam



World Cocoa Foundation

Steve Laning

Innovation & Marketing Director
ADM International



World Cocoa Foundation

Massimiliano Wax

Director R&D and sales
RIZEK CACAO



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009

Cocoa: Big and Beautiful



- 40-50 million people
- 5-6 million farmers
- 3,5 million tons
- Demand increase: 3 %
- Value \$ 6 billion (?)



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009

Programme

Connecting the Farmer to the Consumer

How can the farmer be better connected to the rest of the value chain?

Bridging origin supply with consuming market demands

...a world where consumers understand the farmers' situation and the farmer understands the consumer?

Connecting the Consumer to the Farmer

How consumer demand/needs affect the supply chain and farmers.

Plenary debate: How do we strengthen this value chain?

How do we all collaborate to achieve a better future?

Programme

Connecting the Farmer to the Consumer

How can the farmer be better connected to the rest of the value chain?

Bridging origin supply with consuming market demands

...a world where consumers understand the farmers' situation and the farmer understands the consumer?

Connecting the Consumer to the Farmer

How consumer demand/needs affect the supply chain and farmers.

Plenary debate: How do we strengthen this value chain?

How do we all collaborate to achieve a better future?



World Cocoa Foundation

Steve Laning

Innovation & Marketing Director
ADM International



World Cocoa Foundation

Massimiliano Wax

Director R&D and sales
RIZEK CACAO



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009



World Cocoa Foundation

James Hallworth

Commercial Manager Bulk & Industry
Port of Amsterdam

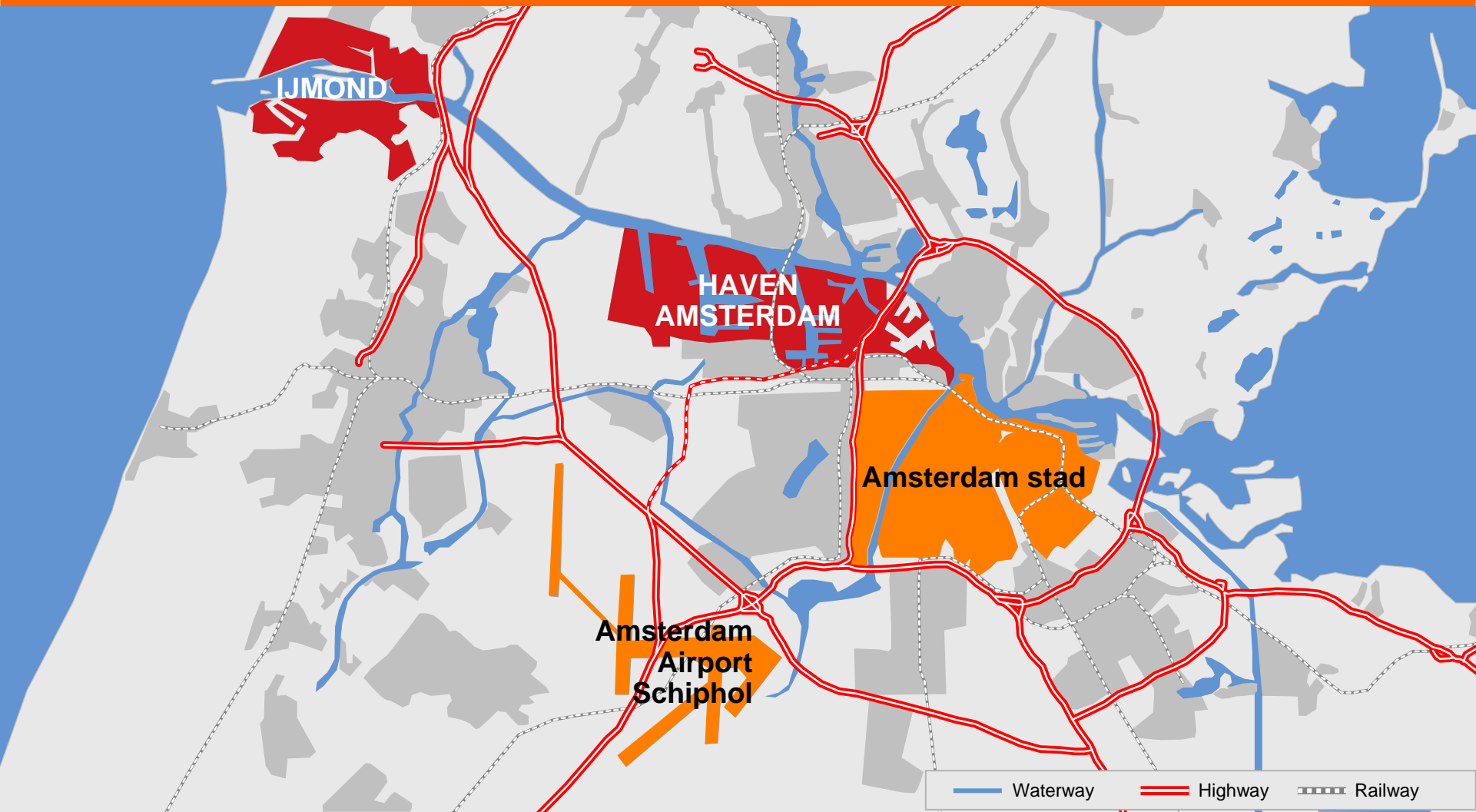
Port of Amsterdam

Sustainability challenges and innovation in the cocoa supply chain



James Hallworth, Commercial Manager Bulk & Industry
WCF Partnership Meeting, 14 October 2009, Brussels

Amsterdam - Airport-Seaport-City



Port of Amsterdam
X
X
X

Multipurpose port



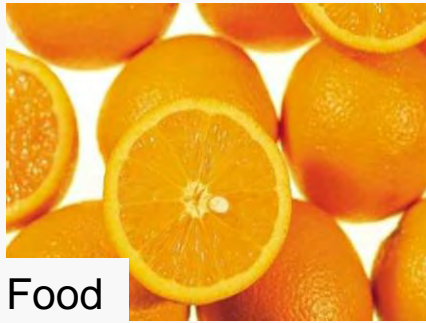
Oil



Bulk



Cruise



Food



Containers



Coal



Rail



Logistics



Soft commodities



Air-Sea Freight

✘ Port of Amsterdam
✘
✘

Economic heart of Europe



Port of Amsterdam

Our goal: Sustainable port



CO2 reduction via Multi modal transport



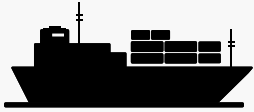
CO2 reduction via Multi modal transport



Modal split



59% ► 35%



31% ► 45%



10% ► 20%

Braungart: “There’s no such thing as waste”



Environmentally friendly pest control



Intensive use of valuable space in the port area



Programme

Connecting the Farmer to the Consumer

How can the farmer be better connected to the rest of the value chain?

Bridging origin supply with consuming market demands

...a world where consumers understand the farmers' situation and the farmer understands the consumer?

Connecting the Consumer to the Farmer

How consumer demand/needs affect the supply chain and farmers.

Plenary debate: How do we strengthen this value chain?

How do we all collaborate to achieve a better future?



World Cocoa Foundation

Steve Laning

Innovation & Marketing Director
ADM International



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009

Programme

Connecting the Farmer to the Consumer

How can the farmer be better connected to the rest of the value chain?

Bridging origin supply with consuming market demands

...a world where consumers understand the farmers' situation and the farmer understands the consumer?

Connecting the Consumer to the Farmer

How consumer demand/needs affect the supply chain and farmers.

Plenary debate: How do we strengthen this value chain?

How do we all collaborate to achieve a better future?



World Cocoa Foundation

Alessandro Cagli

Public Affairs and CSR Director
Ferrero Group



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009

Programme

Connecting the Farmer to the Consumer

How can the farmer be better connected to the rest of the value chain?

Bridging origin supply with consuming market demands

...a world where consumers understand the farmers' situation and the farmer understands the consumer?

Connecting the Consumer to the Farmer

How consumer demand/needs affect the supply chain and farmers.

Plenary debate: How do we strengthen this value chain?

How do we all collaborate to achieve a better future?



World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009



World Cocoa Foundation

Let us see a video.....

WCF – educating farmers





World Cocoa Foundation

The Cocoa Value Chain: Connecting the Farmer to the Consumer

16th World Cocoa Foundation Partnership Meeting
October 14, 2009



World Cocoa Foundation

Lunch
(until 1:30)



World Cocoa Foundation

16th PARTNERSHIP MEETING

October 14-15, 2009