



World Cocoa Foundation Amsterdam

May 23-24, 2007



Welcome!

- Ambassadors and Diplomatic Staff
- U.S. and E.U. Government
- Cocoa Producing Country Representatives
- Key Partners and Stakeholders
- World Cocoa Foundation Members & Industry
- Guests

Keynote Speaker



Mr. Marcel Vernooij

Dutch Ministry of Agriculture
Nature and Food Quality

WCF Officer's Report

John Long, WCF Chairman

Kip Walk, WCF Co-Vice Chairman

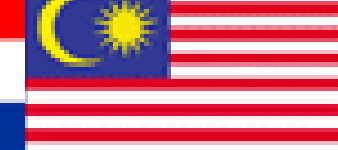
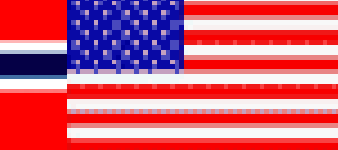
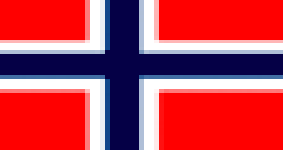
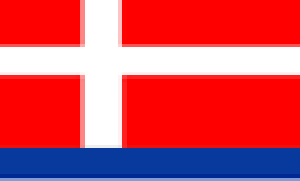
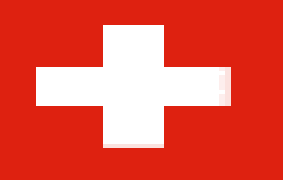
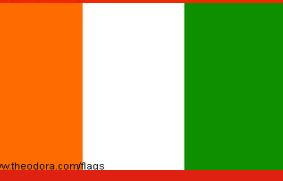
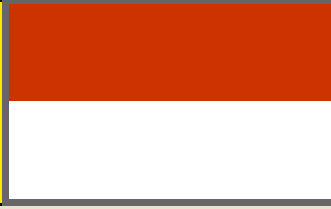
Alain Fredericq, WCF Treasurer





WCF Meeting Overview, Announcements, Membership

Meeting Participants



World Cocoa Foundation Staff

Bill Guyton – Program Direction

Robert Peck – Latin America/Finance

Tracey Duffey – Southeast Asia/West Africa

Charlie Feezel- Youth and Education

Virginia Sopyla – Program Assistance

Bob Lumsden – Research

BK Matlick – Farmer Field Schools



What We Do

1. Build and Sustain Partnerships
2. Guide, Coordinate, Fund Regional Programs

Financial and technical contributions

Monthly regional conference calls

Field visits

3. Link Member with Farmer Groups/Projects

4. Develop “Best Practices”

5. Communicate and Reporting

Monthly E-Newsletters + Research Updates

Website, Weekly Blogs

Public Outreach (Civil Society, Schools, etc)

Partnership Meetings Twice a Year, Field Visits



WCF Program Areas

1. Pests and Disease Control

- From Lab to Field Trials
- Long Term Genetic Research

2. Regional Farmer Programs

- Farmer Field Schools/Coops
- Diversification: Farm/Geographic
- Post harvest and Quality
- Educational and Social



WCF Announcement #1

“ECHOES”

(Empowering Cocoa Households with Opportunities and Education Solutions)

Goal:

Improved access to quality education for thousands of youth in cocoa communities

Partners:

Ghana and Côte d’Ivoire Governments
US Agency for International Development
WCF Members

- * Mars, Incorporated
- * The Hershey Company
- * Kraft Foods
- * Cloetta Fazer
- * Olam International Ltd.
- * ED&F Man
- * Norwegian Chocolate Manufacturers

Winrock International

International Foundation for Education and Self-Help (IFESH)



WCF Announcement #2

Farm Safety

and “Healthy Communities” Expansion

Details:

Côte d’Ivoire, Ghana, Nigeria, Cameroon, Liberia

Income improvements, responsible labor, education

Benefiting over 150,000 Small Scale African Cocoa Farmers

5 year program, starting October 1, 2006

Farm safety research to build into Farmer Field Schools

Partners:

African Governments and Farmers

US Agency for International Development

WCF members

- Barry Callebaut
- Kraft Foods
- The Hershey Company
- Mars, Incorporated

IITA/Sustainable Tree Crops Program

CRIG and African researchers





Search:



ABOUT
WCF

MAKING
A DIFFERENCE

FROM THE TREE
TO THE TABLE

COCOA INFORMATION
CENTER



Full Story

Empowering Cocoa Communities

World Cocoa Foundation Global Programs

The World Cocoa Foundation (WCF) supports cocoa farmers and their families worldwide. WCF programs raise farmer incomes, encourage responsible, sustainable cocoa farming and strengthen communities. [Learn more.](#)

WORLD COCOA FOUNDATION COMMITMENTS

- Principles and Approach
- Why Commitment is important
- Responsible Cocoa Farming
- Science in the Field
- How you can help

ABOUT WORLD COCOA FOUNDATION

- WCF Member companies
- WCF events
- Contact WCF

NEWS AND VIEWS

- Bill Guyton's Blog
- Latest news

www.worldcocoafoundation.org

Membership Update





MARS
incorporated

HERSHEY'S
The Hershey Company



International Confectioners Association
FERRERO
Representing the Candy, Chocolate & Gum Industries since 1884

CLOETTA FAZER

Nacional de Chocolates



CasaLuker

Meiji



LINDT & SPRÜNGLI

MORINAGA



Manufacturing
Confectioner

Nidar



Ferrara
Pan

Cargill



Thornton's
the Art of the Chocolatier

Quality Candy
SHOPS



Machu Picchu
Coffee Trading
S.A.C.



PRODUCERS



PROMOTION
IN MOTION INC.

Manufacturers and Marketers of
AMERICA'S FAVORITE CANDIES
ONE OF THE PROMOTIONS IN MOTION FAMILY OF COMPANIES

BARRY



World's Finest
CHOCOLATE

CONTI

Chocolove
XOXOX
PREMIUM CHOCOLATE BARS

MANUFACTURERS

GODIVA



Confectionery Manufacturers Association of Canada

Based in Ontario, +88 years

Represents: manufacturers & importers of chocolate, sugar confectionery, chewing gum, cough and portable breath fresheners

"Given our mutual commitment to benefit cocoa farmers, their families and the communities in which they live, it is a natural progression for the association representing Canadian confectionery to become a member of the WCF and extend further our important collaboration."

John Rowsome

www.cmaonline.ca



Euromar Commodities GmbH

Established in 2002, processing factory in Fehrbellin, Germany

Production of semi-finished cocoa products for worldwide confectionery, ice-cream and bakery industries

Primarily sourcing from West Africa

Products include natural and deodorized cocoa butter, specialized cocoa liquors and natural and alkalized cocoa powders



Peter B. Johnson

www.euromar.de



Listed on the Stock Exchange of Singapore

One of the world's largest manufacturers of premium cocoa ingredients under the Delfi(r) brand and a major chocolate confectionery player in the Southeast Asian region

"While promoting a sustainable cocoa economy is significant for the long term growth of the industry as a whole, we also share the Foundation's view that it should be achieved in a responsible manner.

We are proud to be part of an international body like the World Cocoa Foundation, where we can participate and contribute more effectively to a shared future with shared benefits."

Mr. Sin Heng Ng

www.petrafoods.com



PETRA FOODS
LIMITED

History of over 220 years, presence in 74 countries

Global supplier of foods, feeds, bio-energy and services. One of the world's leading merchants of cocoa beans and semi-finished products



Gather information and monitor the quality of the cocoa as it grows. Network of crop forecasters and statisticians provides a crucial advantage in information and market analysis.

"Based on the principle that groups are more efficient than individuals alone, ED&F Man Cocoa has committed itself to working through active contribution, membership and support of various trade and industry organizations to promote sustainable development within the cocoa industry."

Florent Beluche

Scott Amoye

www.edfman.com



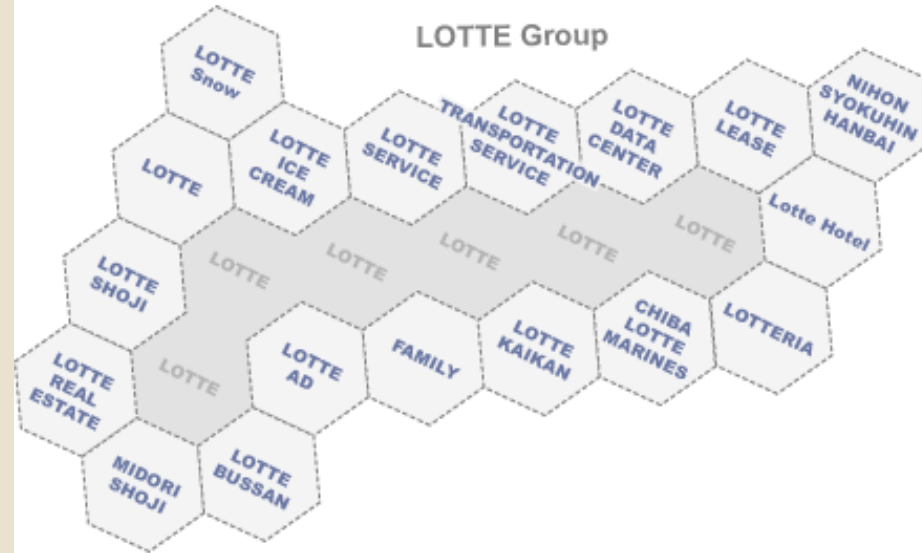
LOTTE

Founded in 1948, total lifestyle company with diversified business lines

“Ghana Chocolate” one of LOTTE's main products to Chiba Lotte Marines...

Confectionery products in over 70 countries

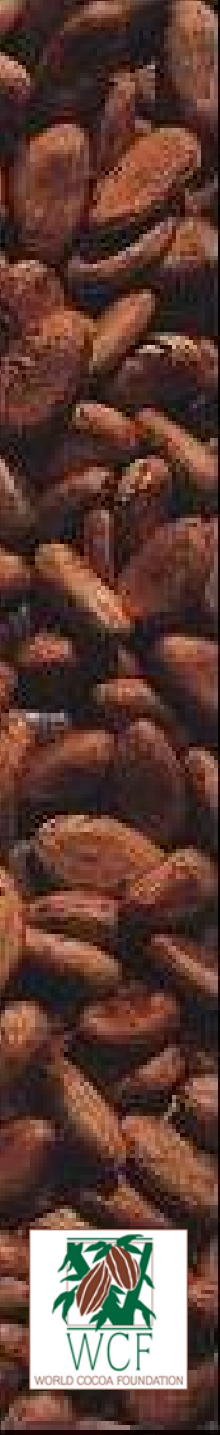
Set up the Ghana Foundation grant plan for Ghanaian researchers in 2003. Also, provide support for training for engineers in Ghana - chocolate production and programs for training at processing plants



Mr. Atsushi Sasaki

www.lotte.co.jp





MARS
incorporated

HERSHEY'S
The Hershey Company

NESTLE

KRAFT

FERRERO

ADM

Blommer
CHOCOLATE

GUITTARD

World's Finest
CHOCOLATE

Cargill

BARRY CALLEBAUT

National Confectioners Association
NCA
Established July 26, 1911 / Dec 15, 1918

GMAG

ANACACAO
AN ASSOCIATION OF CHOCOLATE MANUFACTURERS

CAOBISCO



LOTTE

EOG

CMA

MG
Manufacturing
Confectioner

THE GLOBAL COMMODITY GROUP LTD.

Cacao
Road

Meiji

Nacional de Chocolates

OLAM

TOM'S

Thorntons
The Art of the Chocolate

Rindge

TOUTON

CasaLuker

GHIRARDELLI
CHOCOLATE

ED&F
MAN

CONTINAF BV

PETRA FOODS
LIMITED

Ferrara
Pan

noble
cocoa
A division of THE HERSHEY COMPANY

Jelly
Belly

LINDT & SPRÜNGLI

inspired

Quality
Candy

Nidar

MORINAGA

Mocha Plocha
Coffee Trading
S.L.C.

GODIVA

ECON Cocoa

PROMOTION
IN MOTION INC.
AMERICA'S FAVORITE CANDIES
ONE OF THE MOST TRUSTED BRANDS IN CONFECTIONERY

Chocolove
NYC
PREMIUM CHOCOLATE BARS

DAGOBA

CALIFORNIA'S FINEST
See's
OLD FINE CANDIES

ARMAJARO

Lebe Champain

FREY

STARBUCK
COFFEE

SCHARFFEN
BERGER
SWEETENED BARS

Palmer
Specialty Confectionery, Candy, Creams



Meeting Overview and Ghana Trip

October 2006 Meeting Feedback

Attendance: 206 attendees (57 % first time participants)

Good Keynotes: (Rating: very good)

Workshops:

Post Harvest Handling (environment) (Rating: outstanding)

Value-Added Cocoa (economic) (Rating: good)

Youth Leadership (social) (Rating: good)

Your Suggestions:

Include visits to cocoa facilities and research centers

Bring industry delegations to meet farmers

Invite more representatives from cocoa growing countries

Condense progress reports in summary format

Greater emphasis on environmental issues

Include more certification trends (fair trade, organic, RA)

May 23-24, 2007

Meeting Objectives

1. Announce New Initiatives
2. Seek input on workshop themes
 - Fermentation
 - Agroforestry
 - Farmer Support Models
3. Provide program updates and information
4. Develop new partnership opportunities

Today's Agenda (May 23rd)

TIME TOPIC

8:30 Keynote Address

9:30 Officer Reports, Announcements, Membership

10:30 Break

11:00 WCF-Sponsored Program Updates

12:30 Cocoa Economy & Development in Indonesia

12:45 Lunch

14:30 Workshops: Themes

#1: Fermentation Techniques and Benefits

#2: Agroforestry Investment

#3: Farmer Support Models

17:00 Reception & Poster Session

Tomorrow's Agenda (May 24th)

TIME **TOPIC**

9:00 Workshop Summary Reports

9:30 Research Overview

10:30 Break

11:00 Labour Program Update

12:00 Building Market Linkages

13:00 Lunch

14:00 Insights on Cocoa Production/Marketing

15:00 Chocolate Sampling Session

16:00 Closing Remarks



WCF Ghana Cocoa Tour

in collaboration with Ghana Cocoa Board

May 27-June 1

Objectives:

Visit program sites

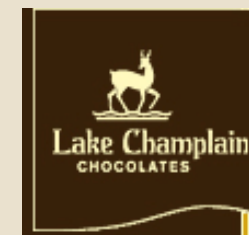
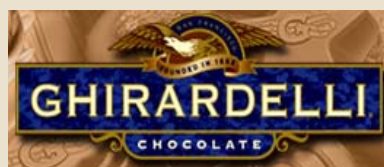
Educational Exchange on Supply Chain Issues

Meet with key Ghanaian Leaders

Participants:

30 industry members & 12 partners

Ghana Cocoa Tour Corporate Delegates



Ghana Cocoa Tour Partner Delegates

Ghana Cocoa Board
Cocoa Research Institute of Ghana



National Programme for the Elimination of Worst
Forms of Child Labour in Cocoa / Ministry of
Manpower, Youth and Employment

Sustainable Tree Crops Programme /
International Institute of Tropical Agriculture



Participatory Development Associates Ltd.
(implementing partner of International
Cocoa Initiative pilot)



International Foundation for Education & Self-Help



Next WCF Partnership Meeting:

October 23-25, 2007

Westin Washington, DC City Center Hotel

Washington, DC



Save the DATE next Partnership Meeting:

MAY 20 – 22, 2008

OCTOBER 7 – 9, 2008

THANK YOU

THANK YOU



ENCOURAGING
SUSTAINABLE, RESPONSIBLE
COCOA GROWING

