Committed to Cocoa-Growing Communities
Supporting Cocoa Communities and Achieving Cocoa Sustainability

Founded in 2000, the World Cocoa Foundation (WCF) is an international membership organization representing more than 100 member companies across the cocoa value chain. We are committed to creating a sustainable cocoa economy by putting farmers first—promoting agricultural & environmental stewardship, and strengthening development in cocoa-growing communities.

We operate at the local and global level, bridging the needs of cocoa farmers and their families with the needs of the cocoa industry and the environment. Drawing on the strength of our members and our partner network, WCF combines unique industry experience, expertise and influence to deliver the necessary social, agricultural and economic advances to promote a healthy, sustainable cocoa economy that benefits everyone from producer to consumer.
A Message of Appreciation

When the World Cocoa Foundation (WCF) was founded in 2000, we were a handful of cocoa and chocolate companies that wanted to provide solutions to issues confronting cocoa-growing communities around the world. We soon recognized the central role played by cocoa in providing opportunities for economic growth to farming families, their communities, and their countries.

We saw the need to provide farmers with support to maintain their crop, including techniques to control diseases and pests that attacked their cocoa trees. Over the years, WCF’s work expanded to address other issues affecting cocoa farmers and their families. Today, promoting a sustainable cocoa economy is more important than ever. We are fulfilling this mission with support from more than 100 member companies and a dedicated professional staff in Washington, D.C., Abidjan, Accra and Brussels.

Over the last 12 years, WCF has worked directly with cocoa farmers around the globe to promote a sustainable cocoa economy. For us, this means teaching best agricultural practices and providing cocoa farmers with the information they need to become more entrepreneurial, grow better cocoa and to increase their profits. It means expanding opportunities for education, literacy and business skills for youth, through training, resource centers and family scholarships. It means promoting responsible environmental stewardship and encouraging cocoa farmers to invest in their farms, not only for themselves but also for future generations. It means supporting cocoa farmers to improve their own lives as well as that of their families and communities. It also means serving as a thought leader that is ready and able to promote innovation and share best practices with others who are seeking to advance the cause of cocoa sustainability.

While we still face great challenges in the cocoa sector, WCF is proud of what we have been able to accomplish through our many partnerships and programs. We are confident that our work has led to higher incomes for cocoa farmers; geographic diversity of supply; increased literacy in cocoa communities; and stronger collaboration across industry, cocoa-producing country governments, and development organizations.

Thank you to our member companies and our many partner organizations, as well as to the thousands of cocoa farmers and their families with whom we have had the honor to work. We look forward to our continued role of helping to ensure the health of the cocoa sector for years to come.

Nicko Debenham  
CHAIRMAN

Bill Guyton  
PRESIDENT

“Noble is committed to its co-operation with the WCF to ensure a sustainable cocoa economy and a prosperous supply chain for all stakeholders.”  
Noble Resources
The Cocoa Value Chain

Growing
Farmers grow cocoa trees on small farms in tropical environments, within 15-20 degrees around the equator. Cocoa is a delicate and sensitive crop, and farmers must protect trees from the wind and sun. They must also fertilize the soil and watch for signs of distress including attack from pests and disease. The growing season in the tropics is continuous.

Harvesting
With careful care, most cocoa trees begin to yield pods at peak production levels by the fifth year, which can continue for another 10 years. Ripe pods may be found on cocoa trees at any time, however, most countries have 2 periods of time per year of peak production. A farmer can expect 20-50 beans per pod, depending on the variety.

Fermenting & Drying
Once the beans are removed from the pods, the farmer packs them into boxes or heaps them into piles. Covering the piles with mats or banana leaves heats the beans, which then begin to ferment. Fermentation is an important step, lasting three to seven days, that produces the chocolate flavor we know when the beans are roasted. The beans are then dried, which in the sun, usually takes several days.

Marketing & Shipping
After the beans are dried and packed into sacks, the farmer sells to a buying station or local agent. The buyer then transports the sacks to an exporting company who inspects the beans and places them into burlap, sisal, or plastic bags. Details of export vary by country. The exporter conducts a quality check before the cocoa is then exported to a processor or manufacturer.

Processing
Before cocoa can be made into chocolate, it goes through several steps of processing. Cocoa processing includes converting the beans into nibs, cocoa “liquor”, butter, cake and powder. Cocoa butter is used in combination with other ingredients to make chocolate. It can also be used in soaps and cosmetics. Cocoa powder is used for making chocolate-flavored products such as cakes, cookies, and drinking chocolate.

Chocolate Making
To make chocolate, cocoa liquor is mixed with cocoa butter, milk and sugar. After the mixing process, the blend is further refined and then placed into conches—large agitators that stir and smooth the mixture under heat. The cocoa, chocolate, and confectionery industry employs hundreds of thousands of people around the world and is a key consumer of other agricultural commodities such as sugar, dairy products, nuts, and fruits.

Challenges Facing Cocoa Farmers and Their Families

LOW PRODUCTIVITY
Farmers often have limited knowledge of modern farming techniques and farm management skills as well as limited access to finance that would allow the purchase of input supplies and quality planting material. Other challenges that limit productivity include aging trees that are past their peak cocoa pod production; soil fertility that declines over time when nutrients are not regularly replaced; and pests and disease that attack cocoa trees such as the cocoa pod borer, a problem in Southeast Asia, and black pod disease which is seen in West Africa.

MARKETING CHALLENGES
The percentage of the world price that farmers receive varies significantly across regions. This is due to various factors including: regulatory environment, access to market information, individual farmers selling a few bags at a time on their own versus leveraging the power of group buying, understanding of cocoa quality requirements, and transportation costs.

PESTS & DISEASE
In all three major growing regions, an estimated 30-40% of the crop is lost to pests and disease.

ENVIRONMENTAL CONCERNS
Soil fertility levels degrade over time. Improving productivity through composting and fertilizer use rejuvenates cocoa lands. Promoting agroforestry techniques, to sustain a diversity of shade trees, food crops, cocoa and other cash crops, encourages productive, healthy, and sustainable farms for cocoa-growing communities.

ACCESS TO EDUCATION
In some areas, a lack of quality education is a crucial and limiting issue, affecting everything from farmer labor practices and business decisions to youth migrating to urban areas and hindering the future growth of cocoa farming. Functional literacy, agricultural livelihoods training, youth leadership, and teacher training programs that improve access to a quality and relevant education for children, youth, young adults, and adult farmers are essential to sustain cocoa-growing communities in the long-term.
Global Cocoa Production and Consumption

Cocoa is essential to the livelihoods of 40-50 million people worldwide, including over 5 million smallholder cocoa farmers who grow this valuable crop. It has been an important ingredient in global cultures and history, evolving over the years, and continues to be enjoyed today in thousands of different forms.

Important Markets for Chocolate Products

United States
Approximately 68,450 jobs in the U.S. are directly involved in the manufacture of confectionery and chocolate products.

Europe
The EU confectionery industry directly employs over 245,000 people and produces 10.4 million tons of products worth over 50 billion Euros.

Japan
Japan is Asia’s largest consumer for chocolate confectionery. Chocolate accounts for 40% of the Japanese confectionery market.

The Americas

<table>
<thead>
<tr>
<th>TOP COCOA-PRODUCING COUNTRIES</th>
<th>Brazil, Ecuador</th>
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</thead>
<tbody>
<tr>
<td>ANNUAL PRODUCTION IN TONNES</td>
<td>563,000</td>
</tr>
<tr>
<td>PERCENTAGE OF WORLD PRODUCTION</td>
<td>13%</td>
</tr>
</tbody>
</table>

Asia/Oceania

<table>
<thead>
<tr>
<th>TOP COCOA-PRODUCING COUNTRIES</th>
<th>Indonesia, Malaysia, Papua New Guinea</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL PRODUCTION IN TONNES</td>
<td>623,000</td>
</tr>
<tr>
<td>PERCENTAGE OF WORLD PRODUCTION</td>
<td>14%</td>
</tr>
</tbody>
</table>
A Comprehensive and Inclusive Approach

With our member companies and partners, WCF supports the global cocoa economy by advancing agricultural research and cocoa farming practices, improving quality of life in cocoa farming communities, and ensuring a healthy, thriving cocoa industry.

For the farming communities essential to the cocoa products enjoyed around the world, cocoa is a powerful economic engine, providing income and opportunity in regions where both can be otherwise difficult to find. WCF puts farmers and their families first with programs and practices that make a positive difference in cocoa-growing communities.

By providing the necessary training, tools and assistance, WCF helps cocoa farmers transition from growing cocoa for basic economic subsistence to a sustainable model that allows them, and subsequent generations, to thrive. Our combination of field and research programs positively impact the cocoa industry at the local and global levels by promoting the agricultural, environmental, social and economic development necessary for a healthy cocoa economy.

World Cocoa Foundation Cocoa Sustainability Platform

**PARTNER ENGAGEMENT**

Convening our international member and partner community to meet the challenges of cocoa sustainability, WCF increases the impact of field & research programs—and their benefits to cocoa-growing communities.

**FIELD PROGRAMS**

WCF field programs empower cocoa farmers and their families by providing essential farmer training & tools, helping them develop critical business skills, and expanding access to education & credit.

**SCIENTIFIC GRANTS & RESEARCH**

To ensure a stable cocoa supply chain, WCF awards research grants to institutes, universities and organizations, fueling agricultural innovation—reducing crop loss and improving both productivity & quality.

“The World Cocoa Foundation and its many partners show that a common purpose in approaching complex issues is the best way to benefit cocoa communities everywhere.”

The Hershey Company
Leadership to Ensure Global Cocoa Sustainability

Uniting our member companies and network partners, the World Cocoa Foundation builds global partnerships committed to ensuring cocoa sustainability for generations to come, while maximizing the benefits to cocoa-farming communities around the world.

Drawing Strength From Our Members
At the heart of our efforts are more than 100 member companies, representing 85% of the global corporate market. Operating in 6 continents; from manufacturers and cocoa processors to supply chain managers, trade associations, and other essential businesses, WCF’s members provide us with a uniquely informed perspective on the interconnected nature and needs of the cocoa industry.

Working with our staff of recognized experts, WCF’s members play an essential role in WCF’s governance, lending invaluable support to ensure that our programs and initiatives deliver the greatest impact in ensuring global cocoa sustainability.

Creating Effective Partnerships
Promoting the security of the world’s cocoa supply for future generations requires the joint efforts of public and private organizations to meet complex environmental, social and economic challenges. WCF creates the commitment necessary to achieve this goal by strengthening relationships between governments, businesses and communities around the world, facilitating knowledge sharing and creating consensus.

To ensure that our programs are appropriately designed and effectively managed, WCF convenes companies, private foundations, governments, NGOs, and academic institutions to share knowledge and to work together. The results create the greatest positive impact on farmers, communities and the global cocoa economy.

Measuring Our Progress
To ensure effectiveness in our global programs, in 2013 WCF will launch the Cocoa Measurement and Progress (CocoaMAP) project with key partners. CocoaMAP will track the impact of WCF’s programs on the environment and in farming communities by providing a standardized system that measures key performance indicators in four areas: People, Planet, Profit, and Industry Investments. CocoaMAP’s measurements will be collected at both the global and field level, tracking how much cocoa is produced, how many farmers are involved, how much land is being used, and market price. By providing a measurable perspective across time, CocoaMAP will ensure sustainable farming practices, strengthen cocoa production, improve the health and prosperity of cocoa communities and support the environment for generations to come.

WCF Biannual Partnership Meeting
Twice yearly, WCF hosts a Partnership Meeting & Roundtable Sessions for the international cocoa community, uniting the private and public sectors in a shared mutual interest in advancing cocoa sustainability. This event brings together WCF members and partners to share ideas on a wide range of cocoa-related issues and to show its support for the development of cocoa-growing communities.

Partnership Meetings are held in various locations around the world, and have included cocoa-growing countries such as Ghana and Ecuador. Guests from the cocoa and chocolate industry, governments, NGOs, academia, and research institutes from the Americas, Europe, Africa, Australia, and Asia convene to discuss some of the most pressing issues in the cocoa sector. Topics for Partnership Meetings have included innovations in farmer training and services, farmer organizations, education, regional research collaboration, child labor issues, access to finance, and the importance of public-private partnerships.
Successes of a Migrant Cocoa Farmer in Futa

Paul Adule is a 53-year-old cocoa farmer, and a perfect example of how literacy positively impacts leadership in cocoa communities. Mr. Adule migrated to Futa to work on cocoa farms at age 20. Illiterate and unable to calculate earnings figures or read scales, he struggled to maintain his small cocoa farm, signing transactions with a thumbprint and feeling vulnerable to fraud because he could not read what he signed. WCF’s ECHOES program changed all this.

Once enrolled in ECHOES classes, Mr. Adule and two family members acquired basic literacy skills and received CocoaLink SMS to help run his cocoa farm. A fast learner, Mr. Adule enjoyed sharing his new-found knowledge with his community, teaching others how to operate machinery and practice sustainable farming. With access to resources at home, Mr. Adule works as a purchasing clerk at a cocoa shed and serves as the Literacy Management Committee chairman for Futa.

“The efforts of the WCF are both significant and sustainable as they help cocoa farmers to battle disease, improve farming practices and meet other day-to-day challenges.”

MICHAEL ALLURED
PUBLISHER, MC PUBLISHING

Putting Cocoa Farmers and Their Families First

The World Cocoa Foundation works locally with thousands of independent family farmers in 15 cocoa-producing nations, advancing best practices in cocoa farming and creating social & economic stability for their communities so the world can enjoy cocoa for generations to come.

WCF’s programs are built on the principle that success of the chocolate maker depends on the success of the cocoa farmer. Each program is designed to empower cocoa-farming communities in any of four key areas: farmer training, education, financial access, and community health & welfare.

Advancing Sustainable Agriculture
Cocoa sustainability’s most essential contributions start at the source. To effectively support the demand of the global cocoa market, and the needs of their families, cocoa farmers must start with proper knowledge of sustainable agricultural practices and expertise with effective tools.

WCF training programs have taught farmers the fundamentals of sustainable farming, from efficient use of water resources and soil management to intercropping and disease & pest control. By training farmers in the practices necessary to produce a higher yield of high-quality cocoa, WCF programs raise farmer incomes, strengthening cocoa-growing communities around the world in the process.

Helping Maximize Returns
To help farmers more effectively manage and run their farms, WCF supports education and training programs that improve business skills and strengthens income-generating opportunities, benefitting more than 200,000 farmers through the WCF Cocoa Livelihoods Program. WCF Farmer Business Schools teach critical entrepreneurial skills to help farmers generate more equitable returns, while other WCF activities help farmers organize and establish trade co-ops and increase access to cocoa marketing tools, credit markets, and financial services.

Strengthening Cocoa Communities
To build stronger cocoa farming communities, WCF operates programs aimed at improving the education and welfare of farmers and their families. WCF educational programs have increased opportunity for students, providing teacher & administrative training, and funding the equivalent of three years of school expenses to parent-child pairs. To support the long-term health of cocoa communities, WCF farmer training programs include health information and support for addressing common health issues, mitigating the negative impact of prevalent diseases such as malaria and HIV/AIDS.
Farmer’s Persistence Yields Results

Mr. Tu has been farming in Dong Nai Province, Vietnam, for over 20 years. In this time, he has attempted to grow several different crops, including peppers and coffee, with limited success. In 2001, helped by the Nong Lam University cocoa team, Mr. Tu acquired cocoa seedlings and was trained by WCF’s Cocoa Project Vietnam in the proper agricultural practices to start a cocoa farm.

Within 14 months of planting, Mr. Tu’s farm was having some success. Soon after, however, the yields fell significantly and some cocoa trees stopped producing pods altogether. The Nong Lam University cocoa team attempted various solutions such as reducing the use of fertilizer and trying hand pollination techniques to increase the number of cocoa pods, but without results. They then introduced three newly developed clones by grafting on to the existing trees. As these grafts matured, Mr. Tu’s yields increased significantly to an average of 2.5 to 3 metric tons per hectare.

As a result of Nong Lam University’s efforts, Mr. Tu now has the sustainable crop needed to support his family as he grows older. And with increased farming income, his family’s future is also brighter, as Mr. Tu is now able to contribute to his daughter’s medical school education.
More than 100,000 additional farm households will be reached through the WCF African Cocoa Initiative.

6,600 farmers and local officials have been trained in Vietnam.

17,000+ farmers enrolled in CocoaLink mobile phone service.

195,000+ farmers have completed training through the WCF Cocoa Livelihoods Program.

Our Global Members

- North America
- Europe
- Asia
- Africa
- South America
- Australia

100+ member companies work together towards cocoa sustainability.

WCF Global Cocoa Fellows* Represent the Following Countries

- Cameroon
- Côte d'Ivoire
- Dominican Republic
- Ecuador
- Ghana
- Guatemala
- Indonesia
- Liberia
- Mexico
- Nigeria
- Philippines
- Vietnam

Our Impact

Total Farmers Reached

629,674

Our Global Cocoa Fellows* Distribution

- Africa, 44%
- Asia, 32%
- Americas, 24%

The Norman E. Borlaug International Agricultural Science & Technology Global Cocoa Initiative Fellowship Program is funded by the U.S. Department of Agriculture Foreign Agricultural Service (FAS) and the World Cocoa Foundation.

“I was a recipient of the Cocoa Borlaug Fellowship which enabled me to train…on the use of quick and affordable soil test kits for Nigerian cocoa soils…with these soil test kits, resource poor, small holder cocoa farmers in Nigeria could have access to soil testing before fertilizer recommendation and application, which guarantees increased production and reduced environmental…pollution, thus impacting positively on the farmers.”

DR. MOSES OGUNLADE
2011 COCOA BORLAUG FELLOW, COCOA RESEARCH INSTITUTE OF NIGERIA

“At Clif Bar & Company, we aspire to sustain people, communities and the planet as much as we sustain our business and brands. World Cocoa Foundation gives us an opportunity to do just that, in regions of the world that we could never affect alone.”

ELLA ROSENBLoom, SUSTAINABLE FOOD SYSTEMS MANAGER, CLIF BAR & COMPANY
Our Members

As of May 2013

PT. Hope Indonesia
Partners

WCF works closely with cocoa-producing country governments at the national and local levels and also with farmer organizations. Other partners include:

ACDI/VOCA
Alliance of Cocoa Producing Countries (COPAL)
Bill & Melinda Gates Foundation
CATIE (Costa Rica)
Chevron
Digital Green
Dream Oval Ltd.
Ministry of Agriculture and Rural Development (Federal Republic of Nigeria)
Sustainable Trade Initiative (IDH)
The German Ministry for Economic Cooperation and Development (BMZ)
GIZ
Grameen Foundation
International Finance Corporation (IFC)
International Institute of Tropical Agriculture (IITA)
International Labor Organization/International Program on the Elimination of Child Labor
KIT
Kwame Nkrumah University of Science and Technology (KNUST)
Nong Lam University (Vietnam)
Norwegian Association of Chocolate Manufacturers
Orange
Pennsylvania Manufacturing Confectioners Association
Pennsylvania State University
SOCODEVI
TechnoServe
University of Arizona
University of Southern Mindanao (Philippines)
University of the West Indies, Cocoa Research Center (Trinidad & Tobago)
U.S. Agency for International Development (USAID)
U.S. Department of Agriculture (USDA)
Winrock International
World Bank
World Education, Inc.