



WCF PARTNERSHIP MEETING SUMMARY – DAY 2

The second day of the WCF Partnership Meeting started with keynote speeches from both Governor Anwar Adnan Saleh, Governor of West Sulawesi Province, Republic of Indonesia; and Dr. Catherine Woteki, Undersecretary for Research, Extension and Economics, U.S. Department of Agriculture.

Dr. Woteki underscored the importance of open science to meet and further agricultural development goals. She said that open science means collaboration, sharing resources, and sharing tools to help people to help themselves. It means collaborating across the cocoa supply chain including cocoa farmers, governments, and industry. Open science will help cocoa farmers access and effectively use critical technology and resources.

The next topic of the day was Cocoa Sector Restructuring in Côte d'Ivoire featuring Massandjé Touré-Litse, Conseil du Café Cacao (CCC) and Gerry Manley of Olam International. CCC Director General Touré-Litse presented an overview of the government of Côte d'Ivoire's policies and efforts and the CCC perspective for a future thriving cocoa economy. She noted that there are farmers who are part of the CCC and will help to explain the reforms to other farmers and cooperatives. A fund of 10 billion CFA has been established by the government and will be invested in the rural areas in health, education, water provisions, and roads. Director General Touré-Litse stressed the importance of quality cocoa. She mentioned that they will need to allow cocoa farmers time to maintain quality so that cocoa prices can be respected. The industry can support this process by also demanding that only quality cocoa is purchased.

An exciting new initiative that Bill Guyton announced during the first day of the Partnership Meeting is the Cocoa Measurement and Progress (**CocoaMAP**) platform. David Rosenberg of Ecom Agroindustrial Corp moderated the session, and Dennis Macray, consultant to WCF on this project, discussed the importance of monitoring & evaluation for a sustainable cocoa system. A good number of WCF members, partners, and development organizations have already collaborated with WCF to provide input and critical guidance on advancing this project. WCF looks to further this open system/tool in the next year and targets early 2013 to begin reporting results.

Improving Access to Finance and Services in Rural Communities was a well-attended session that discussed the cocoa sector-focused initiatives in West Africa and Latin America that are improving access to credit for rural communities. This session was moderated by Anna Swaithe, Kraft Foods, and featured panelists from ADM, IDH, and Compania Nacional de Chocolates.

Kip Walk of Blommer Chocolate Company moderated the next session that focused on the Latin America Cocoa Sector Outlook. WCF member companies Transmar Commodity Group of Ecuador and Rizek Cacao participated as panelists. Alberto Nacer and Massimiliano Wax highlighted opportunities to continue improving the sector and the reasons why these origins and fine flavor cocoa are critical to overall global demand for cocoa. It was noted that cocoa is being planted aggressively in countries such as Ecuador, Peru, and Brazil--in non-traditional



World Cocoa Foundation

growing regions, that could have more favorable growing conditions that may lead to incredible future growth in Latin America cocoa production.

J.P. Billbrey, CEO of The Hershey Company delivered remarks to the audience and said: "If we are to succeed in sustaining cocoa we have to act together with a common purpose and we have to do it now...we need equitable return for growers and producers..and we need to drive positive and tangible change, village by village in cocoa-growing regions." "We all have a common interest.....we have to be far better about telling our story as in industry, otherwise we lose control of what we want to happen."

The last session of the day was Addressing Child Labor and included the following panelists: Bill Guyton, WCF (moderator); Moses Asaga, Minister of Employment and Social Welfare, Ghana; Raymonde Coffie-Goudou, Minister of Family, Women & Children, Côte d'Ivoire; Gilbert Kafana Koné, Minister of State, Minister of Employment, Côte d'Ivoire; Eric Biel, U.S. Department of Labor; Rosemary Gutierrez, Office of U.S. Senator Tom Harkin; and Nick Weatherill, International Cocoa Initiative.

Minister Koné said that to succeed in the fight against child labor means to succeed in the fight against poverty. He noted that it is important to distinguish the worst forms of child labor from other types of work done by children, and that the government is developing a list of these distinct categories of work. He also announced an ambitious and aggressive goal for the country – to have 100% school enrollment by the year 2015, which means building 25,000 schools to reach that goal.

Closing remarks for the Meeting were made by Bill Pearce, Barry Callebaut; Anne Alonzo, Kraft Foods and WCF Chairwoman; and Bill Guyton.

Bill Pearce said "We will be able to make change, only if we do it together", stressing the importance of collaboration. Anne Alonzo said "Through increased visibility and prominence that WCF now has, we are able to (bring so many influential decision-makers together and to) shine a light on challenges facing the world's cocoa farmers."

The second day of the Partnership Meeting concluded with a reception hosted by Kraft Foods.

A special thank you again to our sponsors for the 21st Partnership Meeting & Roundtable Sessions, Armajaro Trading, Ltd.; General Cocoa; Kraft Foods; Olam International; and Transmar Commodity Group. Thank you all of our members, our partners, honored guests, and staff that came together to make this Partnership Meeting another success.

See you in Zurich, October 24-25, 2012!