World Cocoa Foundation
26th Partnership Meeting &
Cocoa Sustainability Trade Fair

Copenhagen, Denmark
October 15-16, 2014

Connecting Sustainability,
Standards, and Certification

Conference Report
SUMMARY AND RECOMMENDATIONS

DAY 1: OCTOBER 15, 2014
Opening Remarks
Defining Sustainability, Standards and Certification
Current Developments and Next Steps in Cocoa Sustainability
The Path Forward for Certification
Connecting Sustainability, Standards, and Certification

DAY 2: OCTOBER 16, 2014
Introduction & CocoaAction Overview
CocoaAction: A Focus on the Productivity Package
CocoaAction: A Focus on the Community Development Package
CocoaAction: Measuring Progress Toward Sustainability
Perspectives on CocoaAction from Farmers, Retailers & Civil Society
Interactive Sessions
The Path Forward: Principles to Drive Sustainability
Closing Remarks

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Annex 2: Meeting Agenda
Annex 4: CocoaAction Results Framework
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“We heard in Copenhagen that a shared measurement system is essential for sustainable cocoa. It is now our charge as a sector to make this happen.”

- Bill Guyton, World Cocoa Foundation
November 13, 2014

Dear Colleagues,

I am personally grateful to those of you who could join us in Copenhagen, Denmark, on October 15-16, 2014, for WCF’s 26th Partnership Meeting & Cocoa Sustainability Trade Fair. Two hundred twenty representatives were present from the chocolate and cocoa industry, producing country governments, civil society, and the farming sector. Inside this document we have summarized discussions in Copenhagen that focused on the meeting’s theme, Connecting Certification, Standards, and Sustainability. Also included here, as Annex 3, is a recently written discussion paper for your review that touches on certification systems and ongoing efforts to establish standards for cocoa. I was very impressed by the richness of discussions and how they generated extensive findings and observations about how we measure sustainability across the cocoa sector. I am certain that many of you have your own top takeaways from the Copenhagen Partnership Meeting, so I wanted to share with you here my “Top Five” key findings and associated recommendations that I heard during the meeting. I invite you to read through the points below and provide me by no later than December 15, 2014, with your own list of topline messages from in Copenhagen.

1. Alignment on CocoaAction Results Framework: Major companies have made a breakthrough in establishing the CocoaAction strategy. They have recently agreed on a common set of KPIs (key performance indicators) that will underpin all CocoaAction activities in Ghana and Côte d’Ivoire. Based on the feedback in Copenhagen, the following points were highlighted:
   a. Industry has received valuable input to our thinking on KPIs and will continue to do so as we move forward.
   b. The design and implementation of measurement systems need to take into consideration and integrate local conditions and context.
   c. Measurement systems need the active involvement of a broad range of stakeholders and good reporting systems that are inclusive and transparent.
   d. Measurement systems need to be cost effective and provide direct value to farmers.
2. Opportunities to Strengthen Certification Systems: Across a range of stakeholders, there is agreement that certification offers an opportunity to support and verify impact at scale. At the same time, there is recognition that certification systems need to be strengthened to deliver significantly greater benefits to farmers and to assist on measuring progress. In Copenhagen, industry, government and civil society agreed that:
   a. Certification systems have mobilized significant incremental investment (>US$100 million annually) for supporting farmers to achieve more sustainable production methods.
   b. There is broad concern that the investment is not yet sufficiently effective in reaching and impacting the farmer, and that this is a priority to address.
   c. Progress on sustainability is best measured through continual improvement towards standards that reflect full sustainability. By measuring continual improvement, certification offers a system open to all farmers, not just those able to cross a defined pass / fail threshold.

3. The Role of Other Stakeholders in Certification: A diverse set of actors play key roles in ensuring the success of certification, beyond just the certifiers.
   a. Farmer groups are crucial for managing certification systems.
   b. Supply chain partners are critical in delivering quality services and channelling investment.
   c. Producing country governments help ensure certification systems benefit farmers through setting criteria that must be adhered to in each local origin context and in creating an enabling environment for other critical ingredients of sustainability, such as planting material, fertilizer, credit, cocoa prices, child labor monitoring and remediation etc.
   d. Voluntary Standards Systems such as Fairtrade, Rainforest Alliance and UTZ Certified can strengthen their standards, capacity building, management systems and impact measurement to deliver a strengthened model.

4. ISO/CEN Offers a Unique Opportunity: The ISO/CEN forum offers a unique opportunity for the global cocoa community to convene and agree on the elements of standards system for cocoa. CocoaAction KPI development can offer important input into this process. ISO/CEN is already engaging a broad list of stakeholders in the process.
5. Critical Need for Collaboration and Partnerships: The cocoa industry recognizes the positive feedback it received in Copenhagen on the importance of collaboration and the integration of approaches and goals with those of government and civil society. Specifically we see the following opportunities:

a. Engagement between WCF, producer country governments and stakeholders, including civil society, donors and farmer organizations, in bilateral meetings and in the government run national platforms, with the objective of aligning goals, strategies and programs to jointly deliver on industry KPIs and government national cocoa sector strategies.

b. Engagement bilaterally with the major global Voluntary Standards Systems.

Thank you again for the support you provide the World Cocoa Foundation. I look forward to receiving your feedback on this document, and hope to see you in Washington, D.C., on June 30, 2015, for our 27th Partnership Meeting & Cocoa Sustainability Trade Fair.

Bill Guyton
President
The chocolate and cocoa industry and the governments of Côte d’Ivoire and Ghana are coming together in unprecedented ways that represent an “alignment” in cocoa sustainability. Barry remarked, “It is not new that farmers feel pressure in making a strong living from cocoa. What is new is that industry is coming together through the CocoaAction strategy.” CocoaAction brings productivity and community development activities together to support farmer success. The challenge for CocoaAction is in moving from strategy to action. Bill stated, “It is time to build from individual approaches toward collaborative actions that improve farmer well-being.” Ghana and Côte d’Ivoire are starting points to build action due to their high levels of cocoa production. As CocoaAction progresses, the partnerships and measurements will be continuously streamlined.

In pre-recorded remarks, Massandjé Touré-Litse, Director General of Côte d’Ivoire’s Conseil du Café-Cacao, reiterated that industry collaboration will benefit farmers.
Day 1: October 15, 2014

DEFINING SUSTAINABILITY, STANDARDS AND CERTIFICATION

*Moderator:* Taco Terheijden, Cargill  
*Presenters:* Howard-Yana Shapiro, Mars, Incorporated; Jason Clay, World Wildlife Fund

The core concepts of sustainability, standards, and certification for the cocoa sector were presented and challenged. The conventional sustainability definition, based on the Brundtland Commission, needs to adapt to farm-level needs. No single certification, standard, or measure is able to adequately tackle all of the issues farmers face. Instead, sustainability should focus on bringing the lowest performing producers out of poverty. “Systems don’t change if you focus on the better farmers. The challenge is to source sustainably so that anything that makes it [to the market] is already sustainable,” said Jason. Redefining the concepts in bold, creative ways will push sustainable cocoa as the rule and not the exception. “Let’s push the [sustainability] conversation in cocoa further than any other agricultural commodity has so far,” Howard remarked.

CURRENT DEVELOPMENTS AND NEXT STEPS IN COCOA SUSTAINABILITY

*Moderator:* Bruce Wise, International Finance Corporation  
*Presenters:* Gerard Manley, Olam; Han Loke Fong, International Cocoa Organization (ICCO), Joost Oorthuizen, The Sustainable Trade Initiative (IDH); Massimiliano Wax, Rizek Cacao; and Sona Ebai, WCF

The three pillars of sustainability -- social, environmental, and economic -- were discussed in the context of West African, Southeast Asian, and Latin American cocoa farming. The issues of farm size and land tenure dominated the discussion because, despite differences, each region must achieve higher productivity on the same amounts of land to meet global demand. Small farmers (< 3 hectares) “simply cannot produce enough cocoa,” said Massimiliano. Therefore, for cocoa to be worth farmer investment, the constraints of farm size and land tenure will need to be resolved. Success will also depend on new technologies that farmers can use to increase yield.

Unique country-contexts included that, in Latin America, the challenge of off-farm labor is that it is more attractive than cocoa farming. In Southeast Asia, labor costs and poor performing economies often outweigh the value a farmer may have from cocoa. In West Africa, century-old production and farm management practices interfere with cocoa productivity.
COMITÉ EUROPÉEN DE NORMALISATION/INTERNATIONAL STANDARDS ORGANIZATION (ISO/CEN) STANDARD: A Tool for Mainstreaming Sustainable Cocoa

**Moderators:** Jack Steijn, CEN and Nicko Debenham, Barry Callebaut  
**Panelists:** Antonie Fountain, Voice Network; Edouard N’guessan, Le Conseil du Café-Cacao (Côte d’Ivoire); Isabelle Adam, European Cocoa Association; Joseph Larrose, Touton; Pierre Etoa Abena, Office National du Cacao et de Café (Cameroon)

The ISO/CEN standard was discussed as a mechanism for integrating sustainability directly with cocoa sourcing. The ISO/CEN development process uses working groups for each sustainability pillar and includes representatives from origin country governments, civil society, and certifiers. In the process, the farmer “is in the center of the discussion, especially for responding to the standard’s requirements,” explained Pierre. Challenges of farm size, income, and pest and disease control factor into a farmer’s ability to meet the standard requirements. This is important to understand, as Isabelle indicated, because “most farmers cannot absorb the up-front costs [of the standard].” To succeed, the standard must be relevant to farmer, origin country government, and industry participation.

THE PATH FORWARD FOR CERTIFICATION

**Moderator:** Jerwin Tholen, KPMG Advisory N.V.  
**Panelists:** Andreas Kratz, Fairtrade International; Daan de Vries, UTZ Certified; Elan Emanuel, Fair Trade USA; Götz Schroth, Rainforest Alliance

Certification was discussed in relation to the benefits to farmers and the ISO/CEN standard process. Certification brings advantages to farmers, particularly for 1) improving farmer access to training; 2) increasing cocoa prices that farmers receive through premiums; and 3) maintaining or improving the local natural environments. Certification also faces many challenges, many of which seem to outweigh the benefits. For example, measurable impacts that set certification apart from national standards are unclear. Farmers and government regulators encounter problems such as the distribution of premiums to farmers. Many feel that the investments of more than $100 million have not led to adequate quantifiable returns. Certifiers must adapt to changing cocoa sustainability priorities, and prove their worth in driving farmer adoption of standards such as ISO/CEN, to remain relevant in the long-term.
From across civil society, government, and industry perspectives, the most important success factor for standards and certification lay in maintaining a multi-stakeholder, transparent process that puts in place sustainability within the value chain at that farm level. Efforts must focus on farmer livelihoods and cocoa quality, the latter of which may require better testing mechanisms. Standards and certifications are only two aspects of sustainability and must be considered in addition to other pressing concerns, including:

- **Improved measurement**: Rigorous methods are needed for understanding if, and how, cocoa productivity is meeting the income demands of farmers.
- **Science**: Advancements are needed that improve cocoa productivity, particularly given constraints in farm sizes and shifts in weather patterns.
- **Professionalized cocoa farmers**: As farmers grow older, a new generation of cocoa farmers is needed and requires strong business cases and technologies that attract young farmers.
- **Land size, tenure, and labor**: Creative approaches are needed for solving the basic constraints to small farm sizes, such as land tenure and labor, so that farmers are able to make a living from growing cocoa.

Moderator: Bill Guyton, WCF
Panelists: Nicko Debenham, Barry Callebaut; Edouard N’guessan, Le Conseil du Café-Cacao; Jason Clay, World Wildlife Fund; Stephen Opuni, Ghana Cocoa Board
INTRODUCTION & COCOA ACTION OVERVIEW

**Moderator:** Lucas Simons, NewForesight  
**Panelist:** Bill Guyton, WCF

The most frequent questions about CocoaAction were answered in terms of what makes the strategy different. Starting in Côte d’Ivoire and Ghana, CocoaAction aligns the global cocoa and chocolate industry toward a holistic approach. It focuses on productivity enhancing (fertilizer, planting material, and good agricultural practices) and community development (primary education, child labor reduction, and women’s empowerment) interventions. CocoaAction is unique, Bill explained, because “it is a strategy across the industry that includes common measurement to see how progress is made over time.” The 11 cocoa and chocolate companies involved to date have committed to reach no fewer than 300,000 farmers through CocoaAction, “but it is not only for the ‘big’ companies. It is open and we invite WCF’s members and partners to join,” stated Bill. The agreed upon common outcome indicators for CocoaAction are:

- Number of farmers, broken down by gender, who are applying a minimum number of good agricultural practices;
- Number of farmers, disaggregated by gender, who are adopting recommended planting materials to rehabilitate a minimum percentage of their old or non-productive cocoa trees;
- Number of farmers, disaggregated by gender, who are adopting recommended fertilizer and soil fertility practices on their farms;
- Number of children participating in child labor as defined by the International Labour Organization Convention 182;
- Number of women in leadership positions (e.g. trainers, lead farmers, extension workers) in farmer organizations; and
- Percentage of school-age children regularly attending school.

The remainder of the day focused on CocoaAction’s productivity and community development components, as well as soliciting input from farmers, non-profits, companies, governments, and retailers.
Day 2: October 16, 2014

COCOACTION: A FOCUS ON THE PRODUCTIVITY PACKAGE

**Moderator:** Taco Terheijden, Cargill  
**Panelists:** Darrell High, Nestlé; Gilbert Sindjou, ADM Cocoa

The CocoaAction productivity package focuses on planting material, fertilizer, and Good Agricultural Practice (GAP) training. Although some companies have been implementing these elements in collaboration with government for some time, CocoaAction brings the projects together as one strategy. In Côte d’Ivoire and Ghana, because farmers are using techniques passed down over the last 100 years, adoption of improved practices and technologies is gradual. “It hurts a farmer to cut down a tree. It’s a hard decision, but it needs to be made because trees are aging and not producing,” said Darrell. To increase adoption, access to training, fertilizer, and planting materials must be available to farmers.

COCOACTION: A FOCUS ON THE COMMUNITY DEVELOPMENT PACKAGE

**Moderator:** Stina Nilsson, Global Engagement Services  
**Panelists:** Christine McGrath, Mondelēz; Marina Morari, Barry Callebaut; Nick Weatherill, International Cocoa Initiative

The CocoaAction community package emphasizes three essential building blocks of thriving communities: 1) primary school education; 2) child labor reduction; 3) women’s empowerment. CocoaAction implementing guidelines will provide the shared approaches for delivering the community package with productivity activities. For example, one shared approach is to start with ‘community action plans’ to respond to community-identified priorities. Farm-level contexts also require supplementary inputs, and CocoaAction incorporates them as needed with local and national governments guidance. “The goal is not to use a one-size fits all approach,” said Christine, “but to work toward the same outcomes.”
The CocoaAction measurement framework is designed to align with outcome priorities across the cocoa value chain. A major challenge is to maintain focus on common measures so that regardless of how many stakeholders are participating, progress toward the outcomes is shown. The other major challenge is to ensure that rigorous methods of data collection are used for the common indicators without duplicating data collection already underway. The CocoaAction Farm Information Toolkit (FIT), that is currently being field tested, will provide efficient measurement of productivity and farm practices. For example, field observation based on farm area and management type is used to assess implementation of GAP.

COCOAACTION: MEASURING PROGRESS TOWARD SUSTAINABILITY

Moderator: Kip Walk, Blommer
Panelists: Edouard N’guessan, Le Conseil du Café-Cacao; Edwin Afari, WCF; Michiel Hendriksz, ADM Cocoa

Farmers, retailers, and civil society representatives provided perspectives on how CocoaAction could be strengthened. Particular aspects of the strategy, such as GAP training, resonated with farmers because it provides valuable knowledge and skills. Training also helps, as with certification, to “aggregate” farmers into groups, which brings efficiencies for accessing inputs such as credit. This is attractive to young farmers. As Theophilus said, “It helps young people because then they do not have to go to Accra to sell gum, and when younger farmers can work, our fathers can rest.”

Retailer and civil society representatives emphasized that farmer perspectives need to be better communicated so that the value-add of efforts like CocoaAction are transferred to consumers. Better communication between retailers, producers, and nonprofits will strengthen messages to chocolate consumers. In turn, this helps create demand among consumers for programs that help farmers earn premium prices for their cocoa. The alignment that CocoaAction brings has potential benefits to reinforce farmer prosperity.
Day 2: October 16, 2014

INTERACTIVE SESSIONS

* Moderated and Presented by:* WCF staff Paul Macek, Sona Ebai, Suzanne Ngo-Eyok, and Tim McCoy

The four interactive sessions about 1) productivity; 2) community development; 3) measurement; and 4) innovation provided all Partnership Meeting participants an opportunity for in-depth discussions about CocoaAction. Each session posed a series of questions about the strategy including: “What was the most important thing you heard and what would you like to hear more about?”; “What additional actions/ priorities are needed?”; “What does progress look like for 2020?”; and “What are potential obstacles?”.

Across the sessions, the feedback trended toward recommending that WCF: 1) transparently involve more stakeholders; 2) measure activity indicators for robust learning; and 3) ensure implementation that uses evidence-based approaches and practices. Pointed questions were asked about balancing the CocoaAction productivity and community development packages with meeting the diverse needs of cocoa farmers. In the productivity session, technical questions also challenged CocoaAction to include, for example, cooperatives and local ownership. In the measurement session, suggestions were made to widen metrics to include outputs and activities. The session described CocoaAction’s efforts to integrate a “bottom up” and youth-centered approach as an innovation that should be emulated throughout the sector.
Day 2: October 16, 2014

THE PATH FORWARD: PRINCIPLES TO DRIVE SUSTAINABILITY

**Moderator:** Lucas Simons, NewForesight  
**Panelists:** Alex Bruijnis, Ministry of Economic Affairs (The Netherlands); Bruce Wise, International Finance Corporation; Don Seville, Sustainable Food Lab; Edouard N’guessan, Le Conseil du Café-Cacao; Stephen Opuni, Ghana Cocoa Board

The final session reviewed the meeting themes in light of the two days of discussion. It focused on CocoaAction and next steps to move beyond strategy to action. The alignment CocoaAction brings among the leading chocolate and cocoa companies with ongoing government efforts in Ghana and Côte d’Ivoire is, as Bruce stated, an “ambitious game-changer”. Further alignment with standards is important and needed to support farmers’ productivity and livelihoods because they provide the principles and guidance to reach 100% sustainable cocoa. Additionally, “The pressure to measure”, as Don framed it, must be balanced with what can be learned in complex value chains to apply continuous learning for adaptive strategy management.

CLOSING REMARKS

Bill Guyton, WCF  
Gerry Manley, Olam

WCF’s 26th Partnership Meeting reflects the trust being built through efforts including CocoaAction. Challenging questions, such as “Who should certify prosperity?”, “How do we contribute to prosperous livelihoods of cocoa producers?”, and “How do we move the lowest performing producers to the top,” urged participants to collaborate towards solutions. Moving farmers from poverty to prosperity needs to drive cocoa sector transformation. Efforts such as CocoaAction, government programs, and CEN/ISO provide opportunities to build on the feedback and trust that were evident in Copenhagen. When all cocoa stakeholders come together with one sustainability standard, and when industry and governments are collaborating, change can happen. We cannot forget about the “elephants in the room”: climate change, land tenure, farm size, and nutrition are among those that need attention.
ANNEX 1: WCF 26TH PARTNERSHIP MEETING & COCOA SUSTAINABILITY TRADE FAIR SPONSORS
ANNEX 2: MEETING AGENDA

Wednesday, October 15

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<td>8:00 – 9:30 AM</td>
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| 9:30 – 9:45 AM   | Welcome & Introduction
                  | Conference Moderator: Lucas Simons, Founder and CEO, NewForesight     |
| 9:45 – 9:55 AM   | Welcome Remarks
                  | Carsten Lyngso Thomsen, CEO, Toms                                     |
| 9:55 – 10:25 AM  | Opening Remarks
                  | Barry Parkin, Chairman, World Cocoa Foundation
                  | Bill Guyton, President, World Cocoa Foundation                       |
| 10:25 – 11:00 AM | COCOA BREAK                                                          |
| 11:00 AM – 12:00 PM | Plenary – Defining Sustainability, Standards and Certification |
|                  | A discussion of the terms “sustainability,” “standards” and “certification,” as they relate to the cocoa sector and how they are interrelated. Most commentators continue to use the Brundtland definition of sustainability which was as long ago as 1987. Where are we now in terms of achievements, expectations and reality? |
|                  | Introduction: Cargill                                                |
|                  | Panelists: Howard-Yana Shapiro, Chief Agricultural Officer, Mars Advanced Research Institute Fellow, Mars, Incorporated; Jason Clay, Senior Vice President, Food & Markets, World Wildlife Fund |
| 12:00 – 1:00 PM  | LUNCH & COCOA SUSTAINABILITY TRADE FAIR                              |
|                  | Dansk Industri Foyer                                                 |
| 1:00 – 2:00 PM   | Plenary – Current Developments and Next Steps in Cocoa Sustainability |
|                  | Sustainability is typically looked at from three perspectives: Economic, Social and Environmental. How do each of these areas drive contemporary thinking on sustainability, and how does that relate to agriculture and, specifically, cocoa? This session will focus on how the “three pillars of sustainability” are intricately linked and how they can drive sustainability in the cocoa sector. |
|                  | Moderator: Bruce Wise, Global Product Specialist – Sustainable Business Advisory, International Finance Corporation |
|                  | Panelists: Gerard Manley, Managing Director & Global Head Cocoa, Olam; Han Loke Fong, Senior Economist, International Cocoa Organization (ICCO); Joost Oorthuizen, Executive Director, IDH; Massimiliano Wax, Vice President Strategy and Business Development, Rizek Cacao; Sona Ebat, Chief of Party, African Cocoa Initiative, World Cocoa Foundation |
ANNEX 2: MEETING AGENDA

Wednesday, October 15

2:00 – 3:00 PM  
**Plenary – Future ISO /CEN Standards: A Tool for Mainstreaming Sustainable Cocoa**

What are the vision and objectives for developing consensus standards for cocoa? How can we use CEN/ISO standards as tools for farming and trading sustainable cocoa beans and what does this mean for farmers and consumers? These questions and more will be addressed in this session.

*Presenters: Jack Steijn, Chair, CEN Committee on Sustainable and Traceable Cocoa; Nicko Debenham, VP Cocoa Sustainability, Barry Callebaut AG*  
*Discussants: Antonie Fountain, Coordinator, Voice Network; Edouard N’guessan (Côte d’Ivoire), Deputy Director General, Le Conseil du Café-Cacao; Isabelle Adam, Secretary General, European Cocoa Association; Joseph Larrose, Head of Sustainable Sourcing, Touton; Pierre Etoa Abena, International Trade Expert and Technical Advisor, Office National du Cacao et de Café (Cameroon)*

3:00 – 4:00 PM  
**Plenary: The Path Forward for Certification**

What are the key lessons learned? What is essential for the future of certification? This session will begin with a presentation on the key lessons learned in cocoa certification followed by thoughts and reactions from the session panelists on the essentials in the path forward for certification.

*Presenter & Moderator: Jerwin Tholen, Associate Director, KPMG Advisory N.V.*  
*Panelists: Andreas Kratz, Director of Standards & Pricing, Fairtrade International; Daan de Vries, Markets Director, UTZ; Elan Emanuel, Senior Manager - Supply Chain and Producer Services, Fair Trade USA; Götz Schroth, Senior Manager, Sustainable Agriculture Division, Rainforest Alliance*

4:00 – 4:15 PM  
**Cocoa Break**

4:15 – 5:15 PM  
**Plenary – Perspectives on the Meeting Theme: “Connecting Sustainability, Standards and Certification.”**

This session will seek the feedback about the presentations given during the day on the meeting’s theme. We’ll hear different voices and perspectives on sustainability, standards and certification from origin governments, other NGOs, and cocoa industry.

*Moderator: Bill Guyton, President, World Cocoa Foundation*  
*Panelists: Aldo Cristiano, Director Cocoa Procurement, Ferrero Trading Lux S.A.; Edouard N’guessan, Deputy Director General Le Conseil du Café-Cacao; Jason Clay, Senior Vice President, Food & Markets, World Wildlife Fund; Stephen Opuni, Chief Executive, Ghana Cocoa Board*

5:15 – 5:30 PM  
**Day 1 Roundup**

6:00 – 6:45 PM  
**Reception**

Dansk Industri Foyer

7:00 – 8:30 PM  
**Dinner with a View**

Dansk Industri Top Floor Dining Room
Thursday, October 16

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<td>12:00 – 1:00 PM</td>
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ANNEX 2: MEETING AGENDA

Thursday, October 16

1:00 – 2:00 PM

Plenary – Perspectives on CocoaAction from Farmers, Retailers & Civil Society

What does CocoaAction mean for others in the cocoa value chain? This session provides insights on this question from farmers, retailers and civil society.

**Moderator:** Andrew Brooks, Head of Cocoa Sustainability for Africa, Outspan Ivoire SA

**Panelists:** Retailers: Brian Sønderby Sundstrup, Senior Social Responsibility Advisor, Coop Denmark; Florian Schütze, Senior Vice President, International Society and the Environment, Lidl Stiftung & Co. KG; Farmers: Doumbien Assata Fanny, Farmers Cooperative President, Méagui, Côte d’Ivoire; Sandra Naana Ankohamah, Cocoa Farmer, Ghana; Theophilus Tamakloe, Cocoa Farmer and Chairman, Assinman Young Cocoa Farmers Association, Ghana; NGO’s: Frank Mechielson, Policy Advisor, Oxfam Novib; Torben Erbrath, Director, BDSI Association of German Confectionary Industry

2:00 – 3:00 PM

Interactive Sessions

These sessions provide opportunities for Partnership Meeting participants to discuss and provide feedback on the proposed CocoaAction Productivity and Community Development packages. Focus questions will be presented to each group, and feedback will be recorded and reported back during the later plenary sessions.

3:00 – 3:30 PM

**Cocoa Break**

3:30 – 4:00 PM


This session will allow the moderators from the small group sessions to report back on the key takeaways heard during the breakout sessions.

**Moderator:** Sonja Patscheke, Director, FSG

**Panelists:** Paul Macek, Senior Program Director, West Africa, World Cocoa Foundation; Sona Ebai, Chief of Party, African Cocoa Initiative, World Cocoa Foundation; Suzanne Ngo-Eyok, Cocoa Livelihoods Program Director, World Cocoa Foundation; Tim McCoy, Senior Advisor, Outreach, World Cocoa Foundation

4:00 – 4:45 PM

Plenary – A New Consensus: Principles to Drive Sustainability

This final session will provide an overview of how we can drive sustainability in the cocoa sector. This session will draw on the contributions of attendees to group discussions facilitated over the two-day meeting. Panelists will then provide their feedback and perspectives on what we need to do next to move forward together as an industry.

**Moderator:** Lucas Simons, Founder and CEO, NewForesight

**Panelists:** Alex Bruijnis, Senior Policy Officer, Ministry of Economic Affairs, The Netherlands; Bruce Wise, Global Product Specialist – Sustainable Business Advisory, International Finance Corporation; Don Seville, Co-Director, Sustainable Food Lab; Edouard N’guessan, Deputy Director General, Le Conseil du Café-Cacao; Stephen Opuni, Chief Executive, Ghana Cocoa Board

4:45 – 5:00 PM

Closing Remarks

Bill Guyton, President, President, World Cocoa Foundation

Gerry Manley, Managing Director & Global Head Cocoa, Olam
Aldo Cristiano is Director of Cocoa Procurement at Ferrero Trading Lux S.A. He is responsible for Global Cocoa and Coffee Procurement and for all Sustainable Programs within the Raw Material Procurement Division. In addition to having served as an Executive Board Member and as a Board member at WCF, he is active in many other international associations and institutions such as Caobisco, FCC, ICI, and ICCO. He has a Master in Business Administration.

Alex Bruijnis is the Senior Policy Officer for Agro-Economy at the Ministry of Economic Affairs of the Netherlands. He is responsible for various subjects relating to economics, agriculture, agricultural markets, the environment, and food security, as well as a delegate to the OECD Working Party on Agricultural Policies and Markets. Alex holds a Master of Science (MSc) from Wageningen University in Economics of Agriculture and Environment/General and Environmental Economics, cum laude.

Andreas Kratz is Director of Standards and Pricing at Fairtrade International. His work focuses on developing international Fairtrade Standards as a means to credible delivery of Fairtrade’s desired impacts and by using multi-stakeholder approaches as a method of working. In Fairtrade International, Andreas also leads on innovation and collaboration. Andreas holds an Agronomist Engineering degree from Georg August University in Göttingen, Germany and prior to Fairtrade was working 15 years in the organic certification sector.

Andrew Brooks is Head of Cocoa Sustainability for Africa at Outspan Ivoire SA with particular oversight of cocoa sustainability and certification programs in Côte d’Ivoire & Ghana. He is a serving member of WCF’s Technical Working Committee that provides technical guidance for CocoaAction, as well as Treasurer and Executive Committee member of GEPEx, the Ivorian cocoa and coffee exporters association. He holds a BSc Combined Honors degree in Business Administration & French from the University of Aston in Birmingham and has been with Olam for seven years.

Antonie Fountain is Coordinator of the Voice Network, a group of NGO’s and trade unions throughout Europe that works on sustainable cocoa value chains. He also was the coordinator of the 10 Campaign, a global cooperation of NGO’s and trade unions calling for legislation and enforcement to end the worst forms of child labor in West Africa’s cocoa sector. Antonie received a Bachelor of Arts in American Politics, History, Literature and Culture from the University of Utrecht in the Netherlands.

Barry Parkin is Chief Sustainability Officer at Mars, Incorporated, and Chairman of WCF’s Board of Directors. He is responsible for developing and driving Mars’ sustainability programs across the value chain from farmers through to consumers. Barry holds an Engineering Science Degree from Cambridge University and is a Chartered Engineer (IMechE).

Bill Guyton is President of the World Cocoa Foundation (WCF). He acts as a primary spokesman for the international chocolate industry on issues related to a sustainable cocoa economy and quality of life of independent family cocoa farmers. Bill holds a Bachelor of Science degree in agricultural business from Colorado State University and a Master of Science in agricultural economics from Michigan State University.

Brian Sonderby Sundstrup is Senior Social Responsibility Advisor at Coop Denmark, the largest
retail company in Denmark. Brian has 11 years of practical experience working with CSR related issues within Coop, and he has spearheaded several programs and activities that promote social, economic and environmental development – globally and nationally. His work ranges from Fairtrade and organic food production to heading strategic farm-to-fork business partnerships in Coop’s value chains.

Bruce Wise is Global Product Specialist – Sustainable Business Advisory at the International Finance Corporation. He specializes in environmental, social and trade Standards, and has worked with IFC’s advisory services practice for the last eight years. Bruce focuses on agribusiness and commodity standards related to projects and programs at IFC and for its diverse clients. He sits as IFC’s current member in two standard-setting associations, RTRS and Bonsucro, and as part of IFC’s EST team provides quality assurance on technical assistance projects implemented by IFC where standards apply.

Carsten Lyngso Thomsen is the CEO of Toms Group, based in Denmark and owned entirely by Toms Foundation. Toms has operations in Denmark, Germany and Poland and produces high-quality chocolate and sugar confectionery products for domestic and international markets. Carsten has had several executive and board positions in food and retail companies in Scandinavia. He holds a Graduate Diploma in Business Administration from Copenhagen Business School.

Christine M. McGrath is Vice President, Well-being and External Affairs at Mondelez International. Chris leads “The Call for Well-being”, the company’s global platform to drive growth while protecting the well-being of the planet that encompasses Sustainability, Mindful Snacking, and Community Partnerships. She also leads Cocoa Life, a program to create thriving cocoa communities and help transform the cocoa supply chain through better farming practices and community empowerment. Chris earned a Bachelor of Science degree in Accounting and Philosophy from Boston College and a Masters in Marketing from J.L. Kellogg School of Business at Northwestern University.

Daan de Vries is Markets Director at UTZ Certified. He is responsible for market uptake of responsibly grown cocoa, coffee, and tea in Europe and India, and strongly involved in strategy, innovation and partnerships for better farming. His earlier work at UTZ includes the set-up of the cocoa program and the re-establishment of UTZ’ producing country network. Daan holds an MBA from INSEAD and a MSc. in mechanical engineering from Delft University of Technology. @VriesDaan

Don Seville is the Co-Director of the Sustainable Food Laboratory. The Food Lab has facilitated business-led collaboration on sustainable agriculture for more than 10 years. Don is leading the Lab’s Sustainable Livelihoods work, which is developing partnerships between companies and NGOs to improve trading models that connect small scale producers to modern markets. Don received his M.S. in Technology and Policy from the Massachusetts Institute of Technology and has worked extensively with the Society for Organizational Learning.

Edwin Afari is the Monitoring and Evaluation Coordinator for WCF based in Ghana. He oversees and manages program performance management plans, GIS, including CocoaAction KPI system and tracks progress towards meeting program objectives. Edwin has worked previously with TechnoServe, Chemonics and USAID in Ghana. Edwin holds a Bachelor of Science in Agriculture and Master of Philosophy in Agricultural Economics from the University of Ghana, Legon.” @ey_afari.

Edouard N’guessan is Deputy Director General at Le Conseil du Café-Cacao in Côte d’Ivoire. He is responsible for the development of the cocoa sector authority of Côte d’Ivoire.

Elan Emanuel leads Fair Trade USA’s cocoa program, in particular, being responsible for on the ground programs and trader relationships. Since joining the organization, he has lead efforts to extend Fair Trade’s reach to independent smallholders, quantitatively measure the impact of certification, and amplify fair trade’s impact in partnership with other cocoa programs. Elan holds a BA from the University of Michigan, Ann Arbor and a JD from the University of California, Berkeley School of Law.

Florian Schütze is Senior Vice President for International Society and the Environment with Lidl Stiftung & Co. KG.
Frank Mechielsen is Policy Advisor at Oxfam Novib. He works in the private sector conducting lobbying related to agribusiness. Frank is also involved in advocacy and engagement of the food and beverage sector related to the Oxfam campaign Behind the Brands. Frank received an MSC in Economics, Irrigation, Soil Conservation, Microcredit, Project management from Wageningen University in the Netherlands.

Gerard Manley is Managing Director & Global Head of Cocoa for Olam. He is a member of the Board of Directors of the WCF and the European Cocoa Association, and chairman of the Federation of Cocoa Commerce. He has previously served on the boards of the London Cocoa Terminal Association and the Cocoa Association of Asia. He has a BA Honors in Geography and has an MBA from the City University in London.

Gilbert Sindjou is the Sustainability and Certification Manager at Archer Daniels Midland, Cocoa Division, in Rolle, Switzerland. He is responsible for the implementation and verification of the Voluntary Sustainable Standard (VSS) globally and is involved in all the sustainability programs, their design and implementation within ADM Cocoa. He has a Master of Science degree in Monetary Economics & Banking from the Douala University, and a Master of Science degree in Policy Economics from the University of Illinois at Urbana-Champaign.

Götz Schroth is Senior Manager at the Rainforest Alliance, currently based in Wageningen, Netherlands. He is responsible for managing RA’s global cocoa program, including the GEF/UNEP project “Greening the Cocoa Industry” that is active in 10 countries of Africa, Latin America and Southeast Asia. He has a Master’s degree in Environmental Science (Geökologie) and a doctorate in natural sciences from the University of Bayreuth, Germany.

Howard-Yana Shapiro is Chief Agricultural Officer at Mars, Incorporated, where he is responsible for the plant science of their primary agricultural products, including investigation, review and oversight of existing and potential future plant based research. He is a leader of the sustainability/production models for agro ecological, agroforestry and agro economics of multifunctional cacao systems globally. He led the global effort sequencing, assembling and annotating the Theobroma cacao genome. He is a Senior Fellow in the College of Agriculture and Environmental Sciences, The University of California, Davis.

Isabelle Adam is Secretary General of the European Cocoa Association in Brussels. Before this role, Isabelle worked with a variety of non-profit and EU trade organizations. Following an internship at the EC’s Consumer Policy Service (now DG Sanco), Isabelle held information & communications management positions for the Eurogroup for Animal Welfare, the Bureau of International Recycling and the European Copper Institute. Isabelle obtained her degree in Journalism and Communication at the Université Libre de Bruxelles.

Jack Steijn is Chair of the CEN Committee on Sustainable and Traceable Cocoa, which is developing a CEN and ISO standard for sustainable and traceable cocoa in cooperation between cocoa producers and cocoa consumers. He is also Director/Owner of Maverix, providing consulting services to businesses, public authorities and other organizations, as well as facilitator to groups or to group processes by preparing, chairing or supporting organizations, conferences, committees, panels, debates, events and more.

Jason Clay is Senior Vice President for Food & Markets at World Wildlife Fund. He works with big corporations to transform the global markets they operate in, so we can produce more with less land, less water and less pollution. Clay, who received his Ph.D. at Cornell University in 1979 in anthropology and international agriculture, founded the award-winning Cultural Survival Quarterly, and is the author of more than 250 articles and 15 books on the topics of environment, agriculture, aquaculture, poverty alleviation and CSR.

Jerwin Tholen is Associate Director at KPMG Advisory N.V. He is responsible for projects to create more sustainable supply chains and has a special interest in the FMCG sector and cocoa in particular. Jerwin holds a Master of Science in environmental geography and human geography of developing areas. Both from Nijmegen School of Management, Radboud University. @JerwinTholen

Joost Oorthuizen is General Director of the Sustainable Trade Initiative (IDH), a Dutch-government funded organization that is accelerating and up-scaling sustainable trade through public-private partnerships. In 2003, Joost got his PhD at Wageningen University on large-scale water management in the Philippines, after which he did postgraduate training on change management at the Netherlands’ inter-university vocational school, SIOO.

Joseph Larrose is Head of Sustainable Sourcing for Cocoa and Coffee at Bordeaux-based Touton. He joined the company in 2010 as a member of its CSR team. The following year he moved to Côte d’Ivoire, where
ANNEX 2: MEETING AGENDA

Speaker Biographies

Kip Walk is Corporate Director for Cocoa Sustainability at Blommer Chocolate. His responsibilities include the procurement, logistics and risk management of the largest cocoa bean supply chain in North America, as well as overseeing the company’s Sustainable Origins Program, a global sustainability effort working with more than 50,000 cocoa farmers in West Africa, Indonesia and the Americas.

Loke Fong Han is the Senior Economist of the International Cocoa Organization. He conducts research and prepares terms of reference and documents for economic studies and the ICCO Council and Consultative Board, including strategic action plan, work programs, certification, sustainability, farmers' organizations, diversification, and traceability issues. He has helped organize roundtables and workshops on sustainable world cocoa economy, safe use of pesticides in cocoa, harmonized legislation for food safety and certification, as well as ICCO’s World Cocoa Conference. His current focus is on the implementation of the Global Cocoa Agenda.

Lucas Simons is Director at NewForesight & SCOPEinsight. He helps to build new concepts and programs that inherently value sustainability and drive transformation towards sustainable markets in a mainstream way. Simons holds an MSc Environmental Hygiene degree from Wageningen University and a MBA degree from Nimbas Graduate School of Management.

Marina Morari is General Manager of Community Development and a member of the cocoa sustainability team at Barry Callebaut. She is responsible for education, child protection, women's empowerment, and health projects and activities in target origin countries. From 2006 through 2013, as CSR Manager, she also lead Winning Together!, Barry Callebaut's global employee initiative to increase awareness of cocoa sector challenges through sports and educational events, and cocoa study tours in Africa for employee volunteers.

Massimiliano Wax is Vice President for Strategy and Business Development at Dominican company Rizek Cacao. Prior to joining Rizek in 2001, he was a cocoa buyer in the Republic of Congo (Brazzaville), Togo and Côte d’Ivoire. Born in Italy and raised in Brazil, Wax holds a degree in moral philosophy and a Master's degree in Corporate Finance.

Michiel Hendriksz currently serves as Global Sustainability Director at ADM Cocoa. He is a member of WCF’s Technical Working Committee, serves as Board Member of the International Cocoa Initiative (ICI), is a Consultative Board Member at ICCO and is an Advisory Panel member of the UNFSS (UN Forum for Sustainability Standards). Michiel holds a BSc in Tropical Agronomy and International Trade (Netherlands) and MSc (Agri-Business) at Cranfield University (UK). The main focus of his current work is independent, unorganized small holder farmers and integrated agricultural production systems.

Nick Weatherill is the Executive Director at the International Cocoa Initiative (ICI). He leads the foundation’s efforts to strengthen child protection and tackle child labor in cocoa growing communities. ICI promotes a model of shared responsibility for eliminating child labor (across the cocoa industry, civil society and origin governments). ICI currently operates in Ghana and Côte d’Ivoire, with a new strategy that focuses on promoting child-centered community development, facilitating responsible supply chain management, and influencing through knowledge, advocacy and capacity-building.

Nicko Debenham is Vice President for Cocoa Sustainability at Barry Callebaut. He brings more than 25 years of experience working on cocoa value chains with an emphasis on West Africa and experience in developing and introducing pioneering traceable...
cocoa systems in coordination with producer country governments, initially in Ghana and now expanding to other producer countries. Nicko was appointed Chairman of the World Cocoa Foundation (WCF) for the 2013-2014 term after serving as Vice Chairman for the 2011-2012 term.

Paul Macek is WCF’s Senior Program Director for West Africa. He manages WCF flagship’s portfolio of projects and programs. Paul graduated from the University of Wisconsin (Madison, WI) with a BA in History and Political Science and holds an MA in International Affairs from American University (Washington, D.C.) with a focus on development studies and political economy.

Pierre Etoa Abena is Policy Advisor at the National Cocoa and Coffee Office in Cameroon.

Rosemarie Tanoé is Head of the Projects and Monitoring/Evaluation Unit at Le Conseil du Café-Cacao.

Stephen Opuni is Chief Executive of the Ghana Cocoa Board. He previously served as Chief Executive of the Ghana Food and Drugs Authority from April 2009 until the end of November 2013. Stephen studied Medicine in the Vitebsk State Medical Institute in the former USSR and graduated as Doctor of Medicine in June 1991.

Stina Nilsson is Senior Engagement Manager at GES, Europe’s leading provider of engagement services focusing on supporting asset owners and asset managers develop and implement integrated investment strategies with environmental, social and governance (ESG) considerations. Stina Nilsson is responsible for engaging with the cocoa industry at GES on its sustainability challenges. She holds a Bachelor Degree in Political Science from Lund University and a Master's degree in Global Studies from Roskilde University.

Sona Ebai is Chief of Party, African Cocoa Initiative for the World Cocoa Foundation. He has been instrumental in linking donors and private sector players with government institutions with the goal of institutionalizing effective public and private sector models to support sustainable productivity growth and improved food security on diversified cocoa farms in West and Central Africa. He holds a Bachelor of Science degree with majors in Biological and Agricultural Sciences from Wilmington College, Ohio, USA and a Master’s degree in Agricultural Economics from the Ohio State University.

Suzanne Ngo-Eyok is WCF’s Abidjan-based Cocoa Livelihoods Program (CLP) Director. She is the leader in the strategic development and implementation of CLP in West Africa. Suzanne has a Msc. in Development Studies from London South Bank University, and earlier did graduate studies in Cultural Management at the City University in London.

Taco Terheijden is Manager of Sustainable Cocoa for Cargill Cocoa & Chocolate. He is responsible for implementing the Cargill Cocoa Promise across Cargill’s global organization and with its customers. Taco joined Cargill in 2000 and became Commercial Manager for the start-up phase of Cargill’s new cocoa processing plant in Tema, Ghana. His experience in Ghana taught him the importance of seeking economic models to enable the development of sustainable agricultural supply chains. He holds a degree in law from the University of Amsterdam.

Tim McCoy is Senior Advisor for Outreach at WCF, where he manages WCF’s strategic outreach to governments and the private sector, including membership recruitment. He has also played a central role in convening the meetings that led to the development of WCF’s CocoaAction strategy. Tim holds a Bachelor’s degree in Political Science and French from the University of Tennessee, and also attended Victoria University of Wellington (New Zealand).

Theophilus Tamakloe is Chairman of the Assinman Young Cocoa Farmers Association and has been a cocoa farmer for 17 years. He currently has a 25 hectare cocoa farm in the Central Region of Ghana. Theophilus has participated in a number of good agricultural practice training programs carried out by the Ghana Cocoa Board. The trainings, he says, have enabled him to better manage his cocoa farm and encourage other young people to pursue cocoa farming as their careers.

Torben Erbrath is Director of the Chocolate and Cocoa Division at the Association of the German Confectionary Industry (BDSI). He represents the German chocolate industry in several organizations, such as the German Cocoa and Chocolate Foundation, where he serves as a Board Member, and the German Sustainable Cocoa Initiative (GISCO). He is also Chairman of the German mirror committee of CEN TC 415 Sustainable and Traceable Cocoa. He holds a Ph.D. in law from the University of Cologne, where his doctoral thesis was on environmental management and audit schemes (EMAS) and the ISO 14001 standard.
ANNEX 3: WCF AND STANDARDS & CERTIFICATION SYSTEMS
DISCUSSION PAPER

WCF and Standards & Certification Systems
A Discussion Paper
The World Cocoa Foundation (WCF) presents in this document information about ongoing efforts by the European Committee for Standardization (CEN) and the International Organization for Standardization (ISO) to establish standards for cocoa. The document provides additional background on Voluntary Sustainability Standards (VSS) and their standards and certification systems. The paper concludes with WCF’s perspectives on the ISO/CEN efforts, as well as on standards and certification systems more generally. A table is appended and can serve as a quick guide to essential elements of CocoaAction, the ISO/CEN process and VSS.

Note that information presented here may not fully represent the views of all companies that are currently participating in WCF’s CocoaAction strategy.

The discussion paper sets out the following:

1. Background on CocoaAction
2. Background on the ISO/CEN standard
3. Background on Voluntary Sustainability Standards
4. Differences between ISO/CEN and Voluntary Sustainability Standards
5. WCF’s perspective on Voluntary Sustainability Standards
6. WCF’s perspective on ISO/CEN
7. The suggested path forward

1. Background on CocoaAction
CocoaAction, announced in May 2014 in Côte d’Ivoire and Ghana, is a strategy of the leading cocoa and chocolate companies to align their efforts to accelerate sustainability in the cocoa sector. This is the first time that the industry has voluntarily aligned around a shared sustainability strategy and objectives. Thus far, 11 companies have committed to CocoaAction. CocoaAction industry members have committed to developing and implementing programs for productivity improvements and community development that will reach at least 200,000 farmers in Côte d’Ivoire and 100,000 farmers in Ghana.

The CocoaAction companies will comply with a pre-agreed measurement framework of common principles that monitors progress against CocoaAction goals. WCF, representing these 11 companies, has signed letters of intent with the governments of Côte d’Ivoire and Ghana and will work hand in hand with these governments and their national institutions to finalize the design and develop powerful public private partnerships to implement the strategy.

Despite significant investments and progress in cocoa sustainability that have been made by the public, private and non-profit sectors in recent years, there is broad agreement that cocoa farming continues to face significant challenges and that a different approach to accelerating sustainability is urgently needed. The challenges confronting the cocoa sector at the farm level are complex and systemic. Addressing them requires concerted action around shared knowledge and resources. In recognition
of these realities, industry leaders acknowledge that internal alignment by industry, increased alignment with governmental policies, and close coordination with standards and certification systems and NGOs are all essential if the strategy is to succeed. Although, ultimately, each company must decide independently how it will design and implement its own sustainability initiatives, there are programs on which the industry and government can work together. CocoaAction is well positioned to serve as a platform for broad coordination involving all of the key stakeholders in cocoa sustainability.

2. Background on the ISO/CEN standard
The European Committee for Standardization (CEN) and the International Organization for Standardization (ISO) are the European and global entities responsible for creating standards for a wide range of products and services.

The ISO/CEN process proposes to create an international standard for the cocoa industry. The main objective is to formulate independently verifiable criteria for a globally recognized standard around which all new or existing private voluntary standard initiatives and certification schemes in the industry can align. Drafted by stakeholders through consensus, the standard aims to be scalable and inclusive in its nature.

Content of the standard
The ISO/CEN standard is composed of four technical standards. Together they cover the processes required to attain a sustainable and traceable cocoa system:

1. a management system standard
2. performance requirements
3. a traceability standard
4. a conformity assessment standard

Stakeholders are given several years to advance through three levels (basic, medium, high) in a process that is required in order to become and remain compliant to the ISO/CEN standard. This process is called the Low Threshold/High Bar system. In order to enter the ‘basic’ level, adherence to a number of verifiable core principles are required, along with a commitment to establish action plans to allow for continuous improvement.

The consequent advancement from basic to ‘medium’ level comprises an increase in some principles’ requirements as well as some new requirements to begin. To progress to the ‘high’ level, again, some principles’ requirements will increase and some new requirements will begin. The Low Threshold/High Bar system enables stakeholders to enter the process at any of the three levels, assuming they comply with the respective requirements. This allows for stakeholders that are members of existing certification schemes to be accommodated in the process at an appropriate level.

The four technical standards presented by ISO/CEN:

1. Management System Standard (EN ISO 19381-1)
This standard lays out the structure of the Internal Management System (IMS), which
ANNEX 3: WCF AND STANDARDS & CERTIFICATION SYSTEMS DISCUSSION PAPER

is established to ensure that all requirements of the ISO/CEN standard are met. This standard also provides for the Farm Development Plan (FDP), which sets outs the action plan for farmers to make progress and remain compliant.

2. Performance Requirements (EN ISO 19381-2)
   The management standard incorporates performance requirements divided into three work items: 1) People (social environment), which deals primarily with labor rights, empowerment, basic needs and human rights; 2) Planet (natural environment), centered on good environmental practices; and 3) Profit (farmer’s income), which aims to empower farmers and foster entrepreneurship.

3. Traceability Standard (EN ISO 19382)
   The traceability standard presents the system for documenting the history of the product and/or locating it along the supply chain, ultimately seeking to account for the volume of sustainable cocoa in the final retail product. The system endorses varying degrees of traceability: from tracing the product back to its specific source (Identity Preserved), to a mixing of verified products where the final product cannot be fully traceable to its source (Segregation), or allowing the mixing of CEN and non-CEN products as long as the quantities are controlled and declared (Mass Balance).

4. Conformity Assessment Standard (EN ISO 19383)
   This standard determines the guidelines for auditing and verifying IMS and performance levels for the production of sustainable cocoa, in compliance with the requirements of the management and traceability systems. It also provides information on the process of granting verification to stakeholders.

Process of Development
   ISO/CEN is a public initiative with the Standards Institutes of each participating country being the members of the process. The process draws on industry and origin expertise, including voluntary sustainability standards, to ensure that everyone’s voice is heard.

The working structure in developing the ISO/CEN standard is composed of a CEN working group and an ISO working group. The CEN working group receives input from the CEN technical committee (TC415) and from the Ad Hoc Groups (AHGs) that are responsible for each technical standard and work item (see list below). ISO members work jointly with CEN in the AHGs. The ISO working group consists solely of the ISO technical committee (ISO/TC34 SC/18), involving 18 participants and 22 observing countries.

List of Ad Hoc Groups:

- AHG 1A: Internal Management Systems (farmer organization level)
- AHG 1B: People
- AHG 1C: Planet
- AHG 1D: Profit
Timeline for development
The management standard will be the first to be completed, ideally within the next 12 months. The TCs and AHGs will continue to draft the standard into May 2015, when translations of the standard will be conducted and national enquiries will take place. The process of finalization of the standard will begin in early 2016, with an early vote taking place in May 2016. Publication of CEN standards is expected July 2016.

WCF involvement: WCF has been given a liaison function in the ISO/CEN process, and is permitted to send official input for the content of the standards. Most CocoaAction companies are represented via the different AHGs.

3. Background on Voluntary Sustainability Standards
Voluntary Sustainability Standards (VSS) are verifiable production and management requirements related to sustainability for agricultural production systems. They have been developed to assure consumers, processors, retailers, and other supply chain players that products have been grown, traded and processed in a sustainable way as defined by the standard's requirements. Certification is the process by which compliance with the requirements of the standards are confirmed and guaranteed. VSS are by definition not legally required for trade, but can serve to differentiate the verified products from similar goods on the market. Most VSS are defined after consultation and in close cooperation with various stakeholders in the cocoa supply chain, including farmers.

The standards and certification systems of VSS consist of different elements: they advise farmers on how to implement better farming practices and establish protocols on dealing with environmental and social issues, they implement auditing and third-party verification on these issues, and via their labels they communicate to consumers at the end of the trade chains, thereby creating the necessary level of assurance. VSS create a link between responsible buyers and sellers, and they offer value, both for farmers and brands, to implement better sustainability practices in the field.

VSS have emerged from limited markets as larger firms, particularly consumer-facing multinationals, engaged standards as part of their corporate social responsibility agenda. The dynamic development of corporate responses and the interaction with the different stakeholders resulted in a cascade of new codes of conduct embracing sustainability principles. The result has been a rise of VSS during the first decade of the millennium when it became increasingly clear, even at the consumer level, that the agricultural processes upon which we all depend were not addressing the most pressing needs of rural people and their communities.

The four largest and internationally accepted VSS in cocoa are Fairtrade, Rainforest Alliance, Organic, and UTZ Certified. Each of these standards has emerged from somewhat different original concepts and has its own specific agenda. In short, the Organic standard seeks to foster a productive landscape that is in harmony with
the ecosystem; Fairtrade focuses on improving the welfare and livelihoods of small and disadvantaged producers; Rainforest Alliance aims to preserve biodiversity and the forests that contain it; and UTZ Certified stakes its approach to sustainability as improved productivity with good social and environmental practices. Each of these has evolved to address some of the characteristics of the others as their understanding of sustainability has developed.

4. The difference between the ISO/CEN standard and Voluntary Sustainability Standards
Voluntary Sustainability Standards (VSS), such as UTZ, Rainforest Alliance, and Fairtrade, offer a complete system made up of standards (both in production and chain of custody), verification models, incentive schemes, internal control systems, traceability models, farmer support, and a choice for using a label. The ISO/CEN standard is different from the existent VSS in that it provides only a standard (as do the standards of VSS), but it does not offer the other elements of the VSS systems, such as incentive plans and farmer support.

5. WCF’s Perspective on Voluntary Sustainability Standards
WCF sees Voluntary Sustainability Standards (VSS) as important and knowledgeable partners in the process of making the cocoa sector more sustainable. Most of the industry members have been working with them for many years. VSS, such as UTZ, Rainforest Alliance, and Fairtrade, deserve credit for their role as a driving force in mainstreaming sustainability. Through their standard systems, they have generated additional money and investments in the well-being of farmers. Their standards and certification systems can be powerful tools for helping achieve impact and transparency. Moreover, the different elements of their standard and certification systems – e.g. verification models, incentive schemes, internal control systems, and traceability models – can be valuable instruments for helping to achieve CocoaAction’s intended outcomes and impact.

WCF also recognizes that challenges still persist and that more focused and voluntary aligned efforts are needed to bring systemic and structural change to the sector. Looking forward, WCF believes in standard and certification systems that reward continuous improvement based on measurable outcomes and progress. Standards and certification systems – when aligned with the CocoaAction measurement framework and common principles – can be powerful tools for delivering on CocoaAction’s desired goals. Therefore, WCF intends to enter into an inclusive and constructive dialogue with the main standards-setting bodies to jointly reassess the effectiveness of the current VSS systems and to seek opportunities for alignment with CocoaAction.

6. WCF’s Perspective on the ISO/CEN standard
WCF recognizes that the ISO/CEN process is developing an important High Bar standard for cocoa. Further, WCF believes that that the ISO/CEN process is the international platform to engage in a formal dialogue and alignment process with all standards (ISO/ CEN, VSS, and standards that may be established at the national level).

7. A suggested path forward
With CocoaAction, industry has aligned around a clear sustainability strategy, including
ANNEX 3: WCF AND STANDARDS & CERTIFICATION SYSTEMS
DISCUSSION PAPER

A shared measurement framework and common principles with which member companies will comply. Industry is seeking to align its agenda and framework with the agenda and standards of the existent VSS as well as with the upcoming ISO/CEN reference standard. WCF will be looking for standards and standard-setting bodies as partners and instruments to help deliver on CocoaAction.

The goal in seeking better alignment across the various standards and certification bodies is to have more impact on the ground. WCF believes that, if the cocoa industry as a whole were less fragmented in its approach to activities in producing countries, it could have more impact and more quickly transform the lives of farmers, their families, and their environment.

Focus: What it does, What it does not

CocoaAction: A strategy of cocoa and chocolate companies to align their sustainability strategies and programs so that they more effectively reach cocoa farmers and increase the scale of impact in cocoa farming communities

- Deliver, in an integrated manner, productivity improvements for cocoa farmers and community development initiatives to 300,000 cocoa farmers in Côte d’Ivoire and Ghana
- Improves accountability through a shared system of metrics that provide for credible verification and transparency regarding the impact of individual and collective activities, and leads to continual learning and improvement
- Commits companies to fully engage with producer country governments in order to help align and maximize public and private industry efforts. CocoaAction will facilitate implementation, but each company must decide independently how it will design and implement its own sustainability initiatives
- CocoaAction will not choose any existing standard for companies to comply with, but leaves this a choice for individual companies to make.
- CocoaAction does not and cannot rejuvenate the cocoa sector alone. Collaboration with governments and other key stakeholders is needed to achieve the needed transformation

Voluntary Sustainability Standard and Certification Systems
A system to assure that products have been grown, traded and processed in a sustainable way as defined by the standard’s requirements.

- Define and operationalize sustainability (sustainability standard)
- Support or incentives for implementation (e.g. training or a premium)
- Provide assurance (certification/verification mechanisms)
- Provide transparency (Chain of custody requirements & traceability system)
- Provide market and brand value, the option to use on-product claims or labels indicating conformance
- No aligned agenda, each VSS has its own specific focus (e.g. Fairtrade focusing on social aspects, RA on biodiversity and ecosystems)
• Works by an ‘in-or-out’ system of certification, not a gradual scale that rewards continuous improvement
• Does not address sustainability issues at community level (e.g. school attendance, women’s empowerment)

ISO/CEN standard: A standard for sustainable cocoa to which all standard schemes, new or already existing, can align.
• Developing independently verifiable criteria that define sustainable cocoa
• Standard sets requirements for (1) sustainability of cocoa, (2) traceability of cocoa, (3) bodies assessing conformity of sustainability and traceability criteria
• Separation between the definition of criteria and the conformity assessment (certification)
• Building on a legacy of already recognized existing standards, also for input, inspiration and integration
• Not another certification scheme: others may use the criteria to prove conformity of a specific parcel of cocoa
• There will be no CEN or ISO label on the final retail product.
• It will be up to the companies making claims about sustainability to ensure that the claim can be verified by a third party auditor.
## CocoaAction

A strategy of cocoa and chocolate companies to align their sustainability strategies and programs so that they more effectively reach cocoa farmers and increase the scale of impact in cocoa farming communities.

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## Voluntary Sustainability Standard and Certification Systems

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ANNEX 4: COCOAACTION RESULTS FRAMEWORK

COCOACTION VISION: TOWARD A REJUVENATED COCOA SECTOR

A rejuvenated and economically viable cocoa sector, starting in Ghana and Côte d’Ivoire and then other cocoa producing countries, that can compete with alternative crops and provide opportunities to cocoa farmers and cocoa communities.

Alignment with governments and donors

The base productivity and community package reach at least 300,000 cocoa farmers and their communities

Base productivity package that allows:
At least 300,000 of cocoa farmers are on track to become professional farmers with improved productivity and income by 2020

Base community package that enables:
By 2020 the cocoa growing communities of at least 300,000 cocoa farmers are on track to become thriving communities, where children go to school and women have a fair share of economic opportunities

KPI framework and cocoa reference standard, that help to assess the process, the strategy and the impact

Reinforcing interdependency between productivity and community package
Commitment to at least the minimum integrated approach (all elements for each package)
Field level delivery is context specific and customized
Increased harmonization of company programs WCF CocoaAction strategy
## ANNEX 5: PARTICIPANTS LIST

<table>
<thead>
<tr>
<th>Company/Affiliation</th>
<th>Participants</th>
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</thead>
<tbody>
<tr>
<td>ADM Cocoa</td>
<td>Michel Hendriksz; Gilbert Sindjou; Lisanne Veltman</td>
</tr>
<tr>
<td>AFC Consultants International GmbH</td>
<td>Ralf Zimmermann</td>
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<tr>
<td>Agro Eco-Louis Bolk Institute</td>
<td>Willem-Albert Toose</td>
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<tr>
<td>Armajaro Asset Management</td>
<td>Pamela Thornton</td>
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<td>ASKINDO</td>
<td>Zulhefi Hefima</td>
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<tr>
<td>Assinman Young Cocoa Farmers Association</td>
<td>Theophilus Tamakoe</td>
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<tr>
<td>Barry Callebaut</td>
<td>Nicko Debenham; Marina Morari; Aurelie Oberti; Michael Schlup</td>
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<td>BASF</td>
<td>Elamri Hassan</td>
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<tr>
<td>BDSI Association of German Confectionary Industry</td>
<td>Torben Erbrath</td>
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<td>Blommer Chocolate</td>
<td>Peter Blommer; Frederic Dion; Carolin Fesenberg; Kip Walk</td>
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<td>CAOBISCO</td>
<td>Sabine Nafziger; Andreas Hansen</td>
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<td>Cargill</td>
<td>Dirk Beyersdorff; Ywe Franken; Takeyaki Shiraishi; Taco Terheijden; Hugo van der Goes; Harry Venema</td>
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<td>Carletti A/S</td>
<td>Niels Petersen</td>
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<td>CasaLuker</td>
<td>Francisco Gomez; Pilar Jiménez</td>
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<tr>
<td>CEN Committee on Sustainable and Traceable Cocoa</td>
<td>Jack Steijn Chocolat Cemoi: Sonia Bachellerie</td>
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<td>CHOCOSUISSE</td>
<td>Urs Furrer</td>
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<td>Cloetta AB</td>
<td>Thomas Wiesgickl</td>
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<td>Cocoa Abrabopa Association</td>
<td>Thomas Draijer; Eliseus Opoku-Boamah; Mirjam Van Leeuwen</td>
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<td>Cocoa Merchants Company</td>
<td>Nana Amo Adade Boamah</td>
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<td>COCOBOD</td>
<td>Noah Amenyah; Francis Baah; Michael EKo Amoah; Dr. Stephen Kwabena Opuni; Jacob Ofosu-Koree; Ebenezer Tei Quartey</td>
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<tr>
<td>Cocowo / Cranfield University</td>
<td>Gabriela Alvarez</td>
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<td>Confectionerynews.com</td>
<td>Oliver Nieburg</td>
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<td>Coop Denmark</td>
<td>Brian Sonderby Sundstrup</td>
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<td>CropLife Africa Middle East</td>
<td>Manon Dohmen; Rudolf Guyer</td>
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<td>CWT Commodities (UK) Ltd</td>
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<td>Danish Standards/ CEN</td>
<td>Lars Brogaard; Bibi Nellelomose; Lone Skjerning</td>
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<td>Diamond Bank</td>
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<td>Maartje Hermans</td>
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<td>Ecom Trading Limited</td>
<td>Toby Brandon; Jason Green; Alain Poncelete; Nicholas de Wasseige</td>
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<td>Isabelle Adam; Catherine Entzinger</td>
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<td>Aldo Cristiano; FSG; Sonja Patscheke</td>
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<td>GeoTraceability</td>
<td>Matthieu Guémas; Fabio Scappaticci</td>
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<td>Ghana Cocoa Platform</td>
<td>Rita Owusu-Amankwah</td>
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<td>GISCO</td>
<td>Beate Weiskopf</td>
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<td>Global Engagement Services</td>
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<td>Guittard Chocolate Company</td>
<td>Amy Guittard; Gary Guittard; Ed Sequine</td>
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<td>Hanns R. Neumann Stiftung</td>
<td>Jorge Tiemeier</td>
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<td>International Cocoa Initiative</td>
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<td>Han Loke Fong; International Finance Corporation; Bruce Wise</td>
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<td>Richard Asare ISEAL Alliance: Norma Tregurtha</td>
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<td>Richard Hughes; Reya Silao</td>
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<td>Lucas Simons; Nidar/Orka Confectionery &amp; Snacks: Siri Solberg</td>
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