

Sustainability in Action

March 2009, Trinidad

World Cocoa Foundation



WCF defines itself in terms of sustainability

In its Mission:

“The World Cocoa Foundation promotes a sustainable cocoa economy through ***economic*** and ***social*** development and ***environmental*** conservation in cocoa growing communities”



WCF practicing sustainability 8+ years....

Through its programs:

- Preservation of biological varieties
- Improved planting material
- Farmer Field Schools
 - Productivity improvements
 - Integrated pest management
 - Post harvest practices
- Farm diversification
- Women's literacy programs
- Vocational education programs
- Farmer organization capacity building
 - Social messaging on health and labor
 - collective marketing
- Agro-forestry stewardship



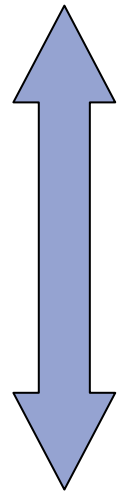
Based on the learning, WCF can formulate a sustainability strategy

- To share what we learn and what we believe
- To contribute our capabilities to the world-wide cocoa sustainability effort
- To use our resources effectively
- To offer guidance to our members in their individual contribution to sustainability



Sustainability in Action

- **Mission** (our purpose)



Strategy



Goal (what sustainable cocoa production might look like)

Approach (how we work)

- **Programs** (what we do)
- **Response** (measuring, evaluating and learning)



Sustainability in Action: Our Goals

- **Profit** -optimizing income through skilled farming
 - Productive farming practices are in place
 - Good farm management through diversification
 - Efficient and transparent cocoa value chain
 - Farmers and their communities receive equitable returns over time

- **People**- healthy and thriving communities
 - National and International Labor Standards are implemented with no worst forms of child labor
 - Farming practices are safe
 - Strong, effective farmer organizations are formed
 - Communities are empowered

- **Planet**- environmental stewardship
 - Soil and water are used responsibly
 - Biodiversity benefits and environmental assets are understood and respected and valued
 - Agro-chemicals are used rationally and Integrated Pest Management is implemented



Sustainability in Action: *Our Goals*

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Sustainability in Action: *Our Goals*

- **Profit** –Example from the Field
 - Productive Practices/Equitable Returns: Vietnam



In 2001, Mr. Trinh Van Thanh began planting cocoa under guidance of WCF-Nong Lam University program. Today, he was the biggest supplier to Cargill and ED&F Man and purchased a truck to collect cocoa pods for the new fermenting operation to transport dry beans to be warehoused. He is currently expanding business to other provinces and set up buying stations. In the past year, he increased production from 30,000 to 100,000 grafted seedlings.



Sustainability in Action: *Our Goals*

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Sustainability in Action: *Our Goals*

- **People** –Example from the Field
 - Communities are Empowered: ECHOES



Family scholarships: Youth education and mother's income-generation potential. 20 ECHOES scholarships awarded in 2007-2008 to students in Biéby and Adzopé. In Adzopé, 100% of the students receiving the scholarship passed their grade level. In Biéby, 63% of reporting students passed. An additional 110 scholarships will be awarded at the start of the 2008-2009 academic year.

Sustainability in Action: *Our Goals*

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Sustainability in Action: *Our Goals*

- **Planet** –Example from the Field:
 - Agrochemicals are used rationally and IPM implemented: Sustainable Tree Crops Program



- *How to apply fertilizers/following directions on dosage (Yara)
- *Sprayer calibration -nozzle performance*(Bateman)
- *Improved spraying for mirid control – improved targeting of insecticide spraying + safety* (Bateman)
- *Avoid exposure to pesticides (farm safety with Cabi)

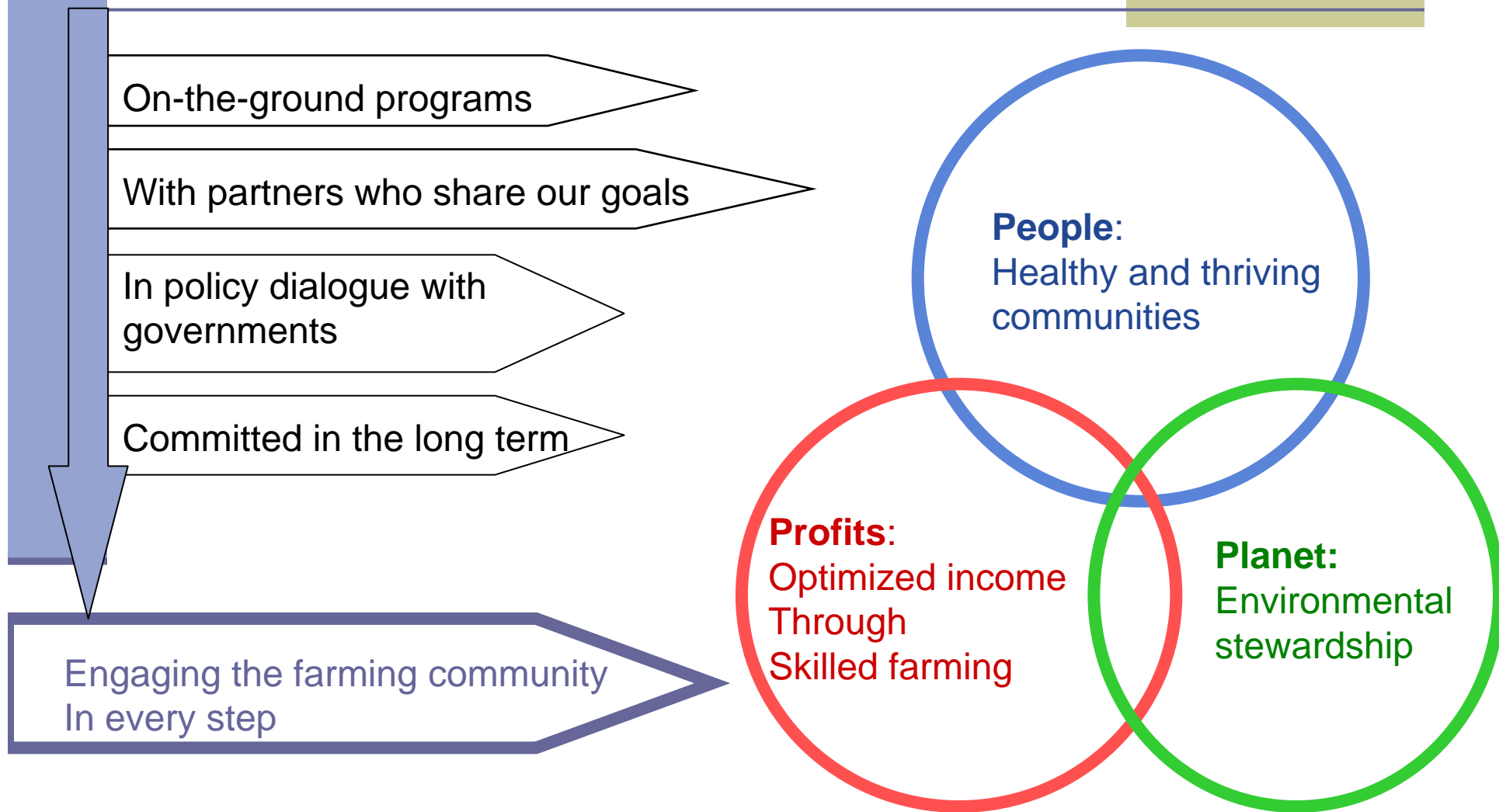
WCF approach to sustainability is action-oriented and practical

- WCF will:
 - Support on-the-ground programs that share its goals and are compatible with its operating principles
 - Partner with organizations that share its goals
 - Convene exchanges of experience that lead to more efficient and effective action
 - Contribute positively to constructive multi-stakeholder forums

- WCF will not:
 - Develop a sustainability standard
 - Endorse a sustainability standard or certification program



Toward a sustainable Cocoa Community... ...with a practical approach



WCF Sustainability Strategy: Current Status and Next Steps

- Vetted by our 60 company members and over 50 NGO and government partners in Latin America, Southeast Asia and West/Central Africa, including farmer groups (January 2009)
- Refine our programs to include people, planet, profits components, tailored to community needs (2009)
- Report back to stakeholders through: (on-going)
 - WCF Partnership Meetings
 - Yearly Progress Reports
 - In-Country Steering Committees (Africa, Asia, Americas)

