



*Cadbury*

## *Cadbury and Sustainable Cocoa Development*

David Preece, Cocoa Technical Manager

creating brands  
people love



*TRIDENT*  
**Trident.**

*HALLS*

GREEN  
& BLACK'S  
ORGANIC



# The Cadbury Cocoa Partnership

- £45 million investment
- Over 10 years
- Ghana, India, SE Asia, Caribbean
- Secure the economic, social and environmental sustainability of around a million cocoa farmers



# Inspiration

- Impact of current programmes in Ghana – wells, libraries, farmer newspapers, research website
- Involvement in Cocoa industry activities - ICI; STCP; CRA; GCGRA
- Address concerns held by consumers and civil society
- Business ethics & standards – Cadbury Ethical Sourcing Policy, and the work of others such as the Fairtrade Foundation and ETI
- 100 years of values in our business, cocoa is our future and the future of farmers



## Scale and long term commitment

# Why work at this level

## Values

- Community
- Social imperative to invest in communities who supply the ingredients we depend upon

+

## Value

- Support the future supply of cocoa
- Support the quality of cocoa and the standards of farming



**No longer only optional for business**

# Ghana – Vision into Action



Vision



Thriving rural communities

# Ghana – Vision into Action

**Vision**

**Thriving rural communities**

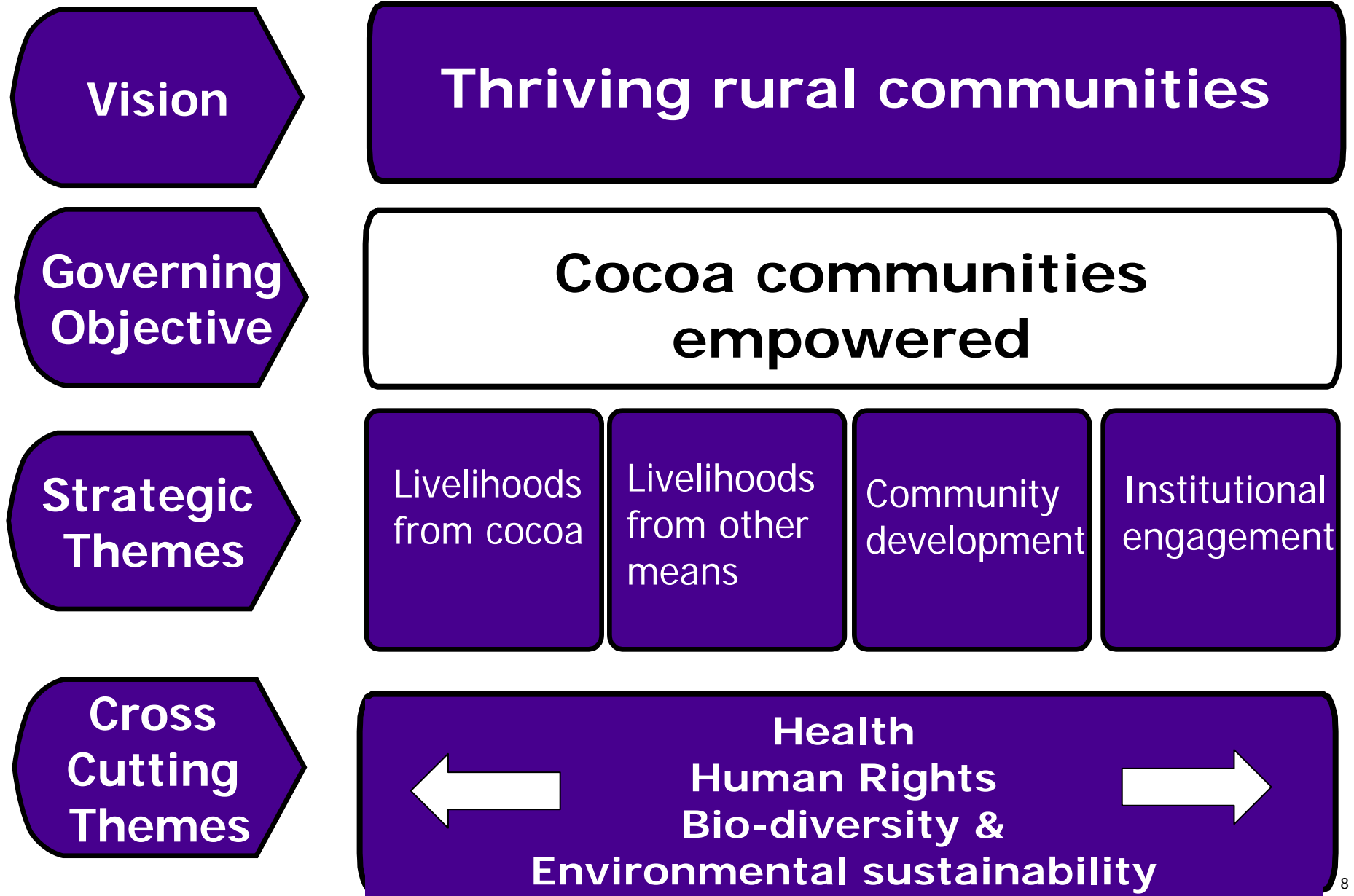
**Governing  
Objective**

**Cocoa communities  
empowered**

# Ghana – Vision into Action

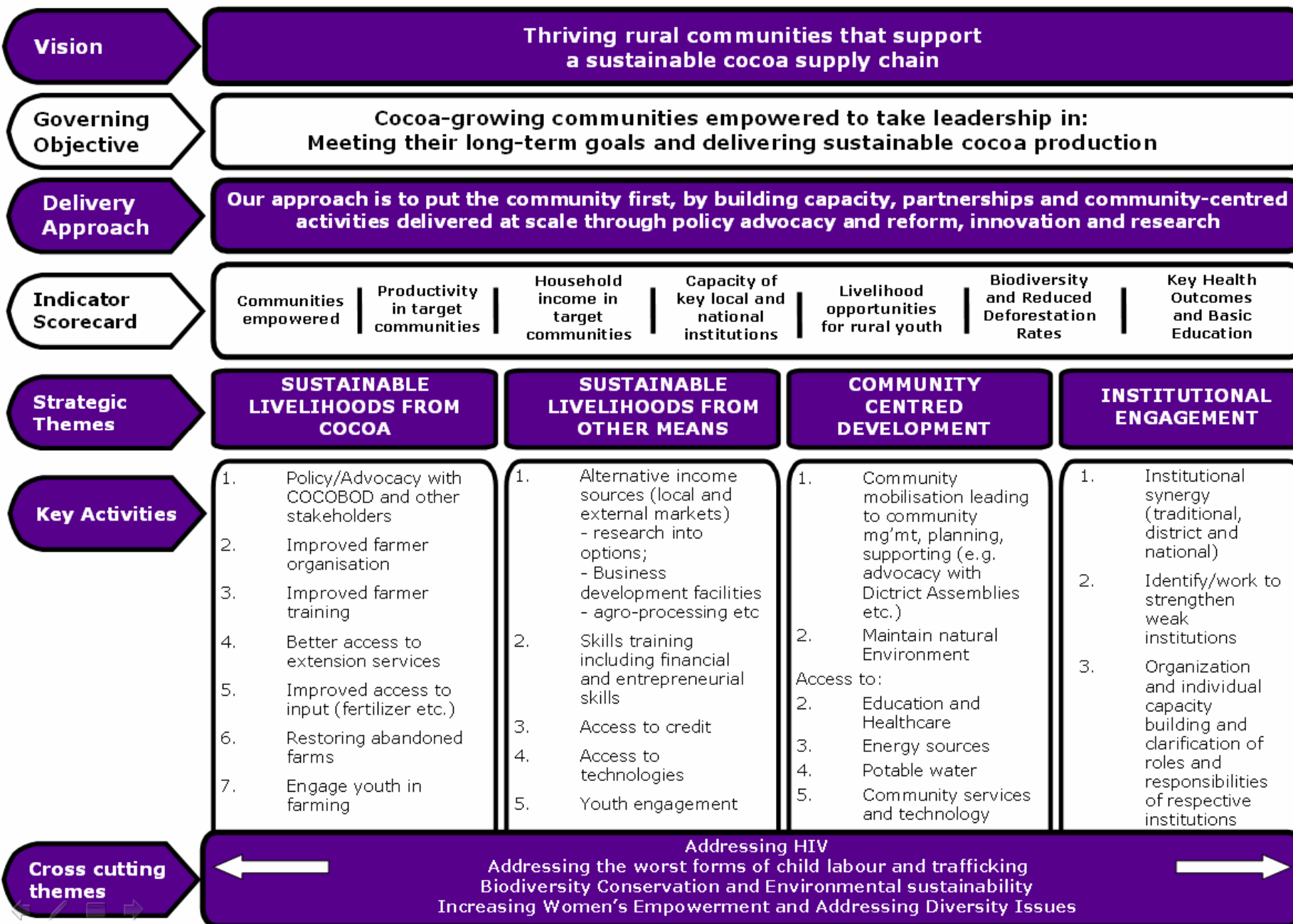


# Ghana – Vision into Action





## CADBURY COCOA PARTNERSHIP VISION INTO ACTION - GHANA



# International Structure

International Board established & supported by a **Technical Working Group**

## Cadbury Cocoa Partnership: International Board Members

### Cadbury

CEO

Regional presidents

Commercial director

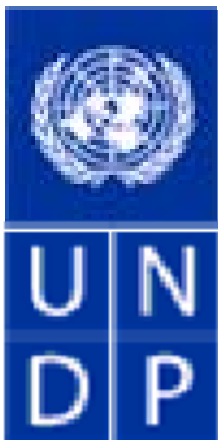
Sustainability director

### Partner Organisations

Andrew Bovarnick – Technical Advisor for Biodiversity Economics, UNDP-GEF

Peter McAllister – Executive Director, International Cocoa Initiative

Aidan McQuade – Director, Anti-Slavery International



# Ghana structure

- Shigeki Komatsubara, Deputy Resident Representative, UNDP Ghana
- Cadbury Ghana
- COCOBOD
- Ministry of Finance
- CARE
- VSO
- World Vision
- Cocoa, Coffee & Shea Nut Farmers Association
- Kuapa Kokoo
- General Agricultural Workers Union



# The Cadbury Cocoa Partnership



# Our Commitment

“We have decided to make a long term additional investment in cocoa sustainability. We believe this investment is vital for our future and will have far reaching impact on our business as well as cocoa growing communities we work with.”

**Todd Stitzer, Chief Executive Officer**



# Working in partnership

“we hope to show just how effectively sustainable cocoa production can be in generating improved opportunities for local farmers, conserving the environment and building a brighter future for younger generations.”



**Daouda Touré, UNDP's Resident Representative in Ghana**

# And Fairtrade

Working with the farmers has enabled Cadbury Dairy Milk in the UK and Ireland to achieve Fairtrade status

“We’re delighted to have the opportunity to certify Cadbury Dairy Milk, enabling all those who buy it to make a real difference for cocoa farmers “

Harriet Lamb, Chief Executive of the Fairtrade Foundation.





*Cadbury*  
**COCOA**  
PARTNERSHIP