Cocoa Impact Report
2016 Annual Fair Trade Supply Chain Report

Published June 2017
By: Fair Trade USA, CPG
Consumer Demand for Sustainable Products is Increasing

89% would like to see more products they use support worth social and/or environmental issues

– Cone Communications, 2015

60% are more likely to try products if they know a company is mindful of sustainability

– Natural Marketing Institute, 2016

58% are more likely to buy sustainable products repeatedly

– Natural Marketing Institute, 2016
Fair Trade is Growing in Consumer Packaged Goods (CPG)!

Consumer awareness of Fair Trade USA increased to: 67% (+8% from 2015)

CPG Fair Trade USA Certified products launched: 963 (+75% from 2015)

Fair Trade CPG premiums delivered to farmers and workers: $34M (+2% from 2015)
The Fair Trade Model Ensures that Products are Made with Respect to People and Planet

**Fair Trade STANDARDS**
require rigorous labor and environmental practices

**Fair Trade PREMIUMS**
are invested by farming communities to improve livelihoods

**Fair Trade STRUCTURE**
empowers farmers to work together to address their greatest needs
Cocoa
Most Conventional Cocoa Grows in West Africa and Most Organic Cocoa Grows in Latin America

Fair Trade USA Origins:  
Other Top Cocoa Producing Countries:
Cocoa Farmers and Workers Face Significant Economic, Social and Environmental Challenges

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<th>Income Sustainability</th>
<th>Well-being</th>
<th>Environmental Stewardship</th>
<th>Empowerment</th>
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<td>Low prices, yields, small farms, unstable land tenure, and lack of market access means that most farmers make less than $2/day</td>
<td>The children often don’t go to school because there are no schools, it’s too costly, or because they need to work.</td>
<td>Deforestation is widespread in cocoa-producing nations, due to instability, desperation, and poverty.</td>
<td>Farmers have little bargaining power or alternatives. Faced with unfair terms, they have little choice but to accept.</td>
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**Fair Trade Makes a Difference in Cocoa Communities**

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<td>Through Premium investments, farmers access farm inputs, trainings, seedlings, and coop infrastructure to increase productivity.</td>
<td>Farmers have built schools and subsidized fees with Premiums, ensuring education for children.</td>
<td>Fair Trade prohibits deforestation and requires buffer zones near water bodies and protected areas.</td>
<td>Farmers have a chance, often for the first time, to voice their opinions and advocate for investments.</td>
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Since 2002, Fair Trade has Delivered $13.8M of Impact to Cocoa Communities!

Investments in Fair Trade Cocoa Communities
(Volume +23% vs PY; Premium +23% vs PY)
Societe Cooperative Agricole Entente Soutra

Soubre, Meagui, Cote d'Ivoire

1,000 farmers
The 1,000+ members of SCAES used Premium to build wells in remote villages. Before, because the only source of water was a local river, which was dry during the day, women spent hours collecting water at night. Now, villages have wells 80 meters deep, which are powered by solar panels. The wells provide water for households and also water nearby seedling nurseries.
Unión de Organizaciones Campesinas Cacaoteras del Ecuador

Milagro, Guayas, Ecuador
776 farmers
The farmers of UNOCACE focus on producing fine flavor, organic *Arriba* variety cacao, which has helped them develop long-standing, secure relationships with many international cocoa buyers. With Premium investments, these farmers have acquired post-harvest infrastructure like fermentation boxes and drying depots to ensure consistency and quality of production. They have also invested in 50,000 new seedlings, accompanied by farmer training to increase productivity.
Thank you!

We’d love to hear your thoughts on this report. **Click here** to share feedback in less than 3 minutes!