

Documentation (14th of April 2011, Bonn)

Cocoa from Ghana: Towards a Sustainable Trade



SÜDWIND published several studies between 2009 and 2011 on the social and ecological grievances in the international production and trade system concerning the cocoa industry. The main focus of these studies was laid upon the influence of Germany on the international cocoa business. To achieve an improvement on the circumstances in the producing countries with help of the research study SÜDWIND arranged a conference in April 2011 inviting participants from each production level of the cocoa industry. This was the first gathering in this vein in Germany and was held with more than 70 international representatives from different involved sectors: trade, industry, unions, politics, certificating agencies and civil society. Also two guests from Ghana participated to present the situation in their home country.

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1_Teilnehmerliste.pdf

Given that the federal state of North Rhine-Westphalia has a partnership with Ghana since 2007 and a lot of German companies processing cocoa obtain their cocoa from Ghana, the country was the main focus of the discussion. In detail the characteristics of the Ghanaian Cocoa-market were discussed which make a sustainable development possible and may act as an example for other producing countries. After eight presentations on two topics with subsequent debate a panel discussion was held to name the challenges the involved parties are facing and to discuss the potential of a national gathering on this topic modeled after the Dutch paradigm.

Content

1. Ghana: Economical, social and ecological challenges in the cocoa production chain



From left to right: Friedel Hütz-Adams, Samuel Adimado, Martina Schaub, Olaf Reichardt, Geert Waelkens, Tony Lass. Photo: Vera Schumacher

Moderation: Martina Schaub, SÜDWIND Institute

1.1 Ghana's Role on the World Market for Cocoa, Friedel Hütz-Adams, SÜDWIND

[http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.1_Friedel_Huetz-Adams - Ghanas Rolle auf dem Weltmarkt f%C3%BCr Kakao.pdf](http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.1_Friedel_Huetz-Adams_-_Ghanas_Rolle_auf_dem_Weltmarkt_f%C3%BCr_Kakao.pdf)

Friedel Hütz-Adams is working since 1993 as researcher at the SÜDWIND e.V. Institute. Between 1997 and summer 2001 he was responsible for Public Affairs of the Jubilee dept campaign in Germany. Since then he works on the reasons, developments and results of globalization. Friedel Hütz-Adams published multiple studies on the topic of cocoa including 2011's 'Ghana: From Bitter Cocoa to Sweet Chocolate'.

1.2 Social and Ecological Challenges in the Cocoa Sector of Ghana, Samuel Adimado, African Cocoa Coalition

[http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.2_Samuel_Adimado - Social and Ecological Challenges in the Cocoa Sector of Ghana.pdf](http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.2_Samuel_Adimado_-_Social_and_Ecological_Challenges_in_the_Cocoa_Sector_of_Ghana.pdf)

Samuel Adimado currently an Independent Consultant for cocoa in Anglophone West Africa. He is an expert in designing smallholder agriculture project systems and has executed similar projects in Western and Eastern Africa. He is part of many management advisory committees of non-governmental and civil society organizations that work out sustainable agriculture promotion, monitoring and evaluation in the cocoa sector. He has contributed to a couple of publications that are being used for sustainable production and certification of cocoa.

1.3 The Perspective of a German Importer, Olaf Reichardt, Fuchs & Hoffmann GmbH

[http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.3_Olaf_Reichardt - Erfahrungen eines deutschen Importeurs.pdf](http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.3_Olaf_Reichardt_-_Erfahrungen_eines_deutschen_Importeurs.pdf)

Olaf Reichardt has many years of experience in trading cocoa beans and other cocoa products as well as in the storage and the checking of the quality of cocoa beans. Fuchs & Hoffmann GmbH located in Bexbach is a grinder and producer of cocoa products and chocolate intermediate goods for industrial finishing. The company is mainly owned by the Krüger-Group in Bergisch Gladbach. Minority partner is WAWI Schokolade AG.

1.4 Economic, Social and Ecological Challenges in Ghana's Supply Chain of Cocoa, Geert Waelkens, WCF

[http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.4_Geert_Waelkens - Oekonomische soziale und oekologische Herausforderungen in der ghanaischen Kakaoproduktion.pdf](http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_1.4_Geert_Waelkens_-_Oekonomische_soziale_und_oekologische_Herausforderungen_in_der_ghanaischen_Kakaoproduktion.pdf)

In the WCF are participating 80 companies, which are also acting as its financiers. The foundation is settled in Washington and wants to further sustainable cocoa businesses. Since its foundation in 2000 it is acting directly in the producing regions. Geert Waelkens is liaising between WCF headquarters and cocoa-related organizations, donors, trade associations and NGOs based in Europe, representation of WCF, developing of opportunities to collaborate with EU institutions, national governments and private foundation donors.

1.5 Basic Approaches for Implementing Core Social Standards: Existing Initiatives and Barriers for their Realization, Tony Lass, ICI

[Presentation will be available soon]

Tony Lass worked 36 years for Cadbury, one of the world biggest chocolate manufacturer. In the meantime he works as chairman of Cocoa Research Association and Interim Director of the International Cocoa Initiative (ICI).

The ICI was founded in 2002 by processors, syndicates, associations of chocolate producers and NGOs in order to eliminate the worst forms of child labor in the cocoa sector. ICI is focusing on educational and sensitizing programs around the issue of child labor, as well as primary schooling programs.

2. Basic Approaches for Implementing Core Social Standards: Existing Initiatives and Barriers for their Realization



From left to right: Emmanuel Opoku, Annemarie Matthes, Martina Schaub, Alison Ward. Photo: Vera Schumacher.

Moderation: Martina Schaub, SÜDWIND Institute

2.1 Potentials for Fair Market Structures, Emmanuel Opoku, COCOBOD

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_2.1_Emmanuel_Opoku_-_Potentials_for_fair_market_structures_in_Ghana_s_cocoa_industry.pdf

Emmanuel is Chief Officer of the Department of Investigation, Monitoring and Evaluation at COCOBOD. The COCOBOD is a governmentally

introduced institution that regulates the cocoa market in Ghana. Without a license given by the COCOBOD, trades are not allowed to buy cocoa from the producer. Further it defines a minimum price for cocoa at the national level and supervises the quality of the harvested cocoa. In addition it is authorized solely for the export of Ghanaian cocoa. Sub-organizations provide numerous services for the cocoa producers, such as plant breeding and granting of fertilizers and pesticides.

2.2 Cocoa production is serious business – how to strengthen business skills of farmers? Dr. Annemarie Matthes, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_2.2_Annemarie_Matthes_-_Cocoa_Business_is_serious_business_how_to_strengthen_business_skills_of_farmers.pdf

Ms. Matthes has many years of experience as GTZ resident advisor in Africa. She is responsible for the Coordination with partner organizations as well as the development of cocoa smallholders' business skills and innovative Business Service Models in Ghana. The main goals of these projects are to secure food, income and life-quality and to trigger investments in sustainable cocoa plants.

Her regional activities focus on Nigeria, Ghana, Côte d'Ivoire and Cameroon.

2.3 Sustainable Purchase in Ghana – A report, Alison Ward, Kraft Foods

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_2.3_Alison_Ward_-_Sustainable_Purchase_in_Ghana.pdf

Alison Ward is working for Kraft Foods, one of the world's biggest producers of chocolate products and other aliments, taking care of sustainable practices in the cocoa sector. Prior to this, Alison was the Head of Corporate Responsibility Department at Cadbury, one of the world's biggest chocolate producers which was overtaken by Kraft Foods on 2010. She is supervising the corporate responsibility agenda for the company leading on key programmes including an extensive program in the cocoa sector (Cadbury Cocoa Partnership). This included the move to Fairtrade for Cadbury Dairy Milk in five key chocolate markets.

3. How to go on? Initiative from Companies, Non-Governmental Organizations, Unions and Consumers for further Work



From left to right: Marcel Vernooij, Samuel Adimado, Ingmar Streese, Ludger Breloh, Friedel Hütz-Adams, Emmanuel Opoku, Gijs Verbraak. Photo: Vera Schumacher.

Introduction:

The Netherlands on the Way to a Sustainable Purchase Policy, Marcel Vernooij, Ministry of Economic Affairs, Agriculture and Innovation, Netherland

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_3_Marcel_Vernooij_-_Presentation_Sustainable_cocoa_and_The_Netherlands.pdf

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_3_Marcel_Vernooij_-_The_Netherlands_towards_a_sustainable_purchase_of_cocoa.pdf

Mr Vernooij, surrogate director for agriculture, has been working for the ministry for 22 years. He participated in several multilateral forums that focus on improvements in cocoa production. He is chairing the national working group, which is guiding the implementation of the Dutch Letter of Intent on sustainable cocoa consumption and production.

Discussion with:

Ingmar Streese, Mars Inc.

Since 2008 Ingmar Streese has been working at Mars Inc., one of the world biggest producers of chocolate products. Since April 2011 he is in charge of the development and management of programs with partners in corporate responsibility. In addition he is member of the board of directors of the International Cocoa Initiative and Caobisco, the association of European confectionaries.

Dr. Ludger Breloh, REWE Group.

Ludger Breloh is working as area manager of the section "Strategic Purchase Bio Fruit & Vegetables/Sustainable Purchasing" at REWE Group, one of the

biggest German retailer chains. In 1985-1987 he worked as a government adviser to the Ministry of Agriculture in Quito-Ecuador. He founded the Landlinie GmbH and Breloh Bauern KG for the cultivation and marketing of organic products. Since 1996 he has worked as a consultant for REWE Zentral AG with a focus on the formation and development of the in-house organic brands. He has been in charge of strategic purchasing/organic fruit and vegetables for the REWE Group since 1st January 2008. REWE Group is one of the biggest retailers in Germany.

Samuel Adimado, African Cocoa Coalition (for more information see 1.2).

Emmanuel Opoku, COCOBOD (for more information see 2.1).

Gijs Verbraak, Tropical Commodity Coalition (TCC).

Gijs Verbraak is program director at the dutch TCC. The latter consists of nine non-governmental organizations and two trade unions. It cooperates with NGOs and trade unions in coffee, tea and cocoa producing countries to improve the social, environmental and economic conditions at the beginning of these value chains. It monitors the developments in the chains and it puts pressure on the laggard companies to improve their sustainability performance.

Moderation: Friedel Hütz-Adams, SÜDWIND Institute

After the speech of Marcel Vernooij presenting the successful Dutch round table for sustainable structures in the cocoa acquisition and after more opinions were obtained by experts, both the podium debaters and the participants in the auditorium agreed that the first step needed to enhance the difficult structures in the cocoa industry is extending the communication between the involved parties. On which level this needs to take place (National, European, Global) remained unsettled.

The German manufacturers and tradesmen pointed out that a certification for chocolate sold in German supermarkets or chocolate made in Germany is not only possible to introduce but also needed in a medium term. The depiction about the general living condition of the producers by Mr. Adimado underscored the urgency in those matters. Attendees from the retail industry pointed out that a standardized certification would increase the transparency. The great certifying agencies are already debating that matter.

http://www.suedwind-institut.de/fileadmin/fuerSuedwind/Publikationen/2011/Kakaotagung_3_Joint_Statement_Fairtrade_-_SANRainforest_Alliance_-_UTZ_CERTIFIED.pdf

Multiple attendees expressed their hope for more meetings such as the one held in Bonn and hope for possibilities to further discuss the problems with all parties involved in the cocoa- and chocolate industry.

Lukas Bäuerle



Die Tagung wurde gefördert von der  STIFTUNG UMWELT UND ENTWICKLUNG NORDRHEIN-WESTFALEN und der Stadt Bonn.