

Overview

Fairtrade Cocoa - our plans for farmers and businesses 2021-2025

Fairtrade champions democratic, transparent and participative Small-scale Producer Organizations (SPOs). The Fairtrade Global Cocoa Business Plan 2021-2025 is a call to action for commercial partnerships that deliver high-impact programmes and increase living income from sustainable cocoa production. This brief sets out how the plan will benefit farmers and commercial partners.

Our four strategic outcomes

1. Assurance

Fairtrade cocoa meets shared objectives of farmers, businesses and consumers on addressing deforestation, child labour and wider human rights and environmental objectives.

2. Impact on farmer incomes

Fairtrade farmers will make progress toward reaching a living income, and SPOs will become stronger, more efficient and more responsive to their members' needs.

3. Growth

SPOs' sales on Fairtrade terms will increase, deepening SPOs' relations with their commercial partners and communicating the impact of Fairtrade.

4. Advocacy

Fairtrade will ensure the active participation of farmers and SPOs in the formulation of global climate and human rights policies.

Assurance

Fairtrade cocoa products are part of the smart mix to meet global due diligence and regulatory standards. Working with our commercial partners, we will focus on two salient regulatory issues in West African cocoa production over the next five years: deforestation and child labour.

Deforestation

Fairtrade will ensure that purchasing Fairtrade cocoa contributes to assurance against deforestation. We also aim to support SPOs to access the appropriate digital data gathering and monitoring tools.

Child labour

Fairtrade guarantees to take immediate action if we find breaches to our child labour requirements. We work with national child protection agencies and child rights organizations to ensure children's safe remediation and long-term wellbeing. We also work with the SPOs to strengthen their programmes and systems to address child labour.

Growth

With high consumer awareness and trust in Fairtrade we must get more Fairtrade chocolate on shelves. Our research and communication about Fairtrade's impact support companies to tell their story and be champions of sustainable and fair trade.

Our projects and programmes with SPOs, commercial partners and donors provide a powerful data set that allows us to communicate the impact of Fairtrade to drive more sales for farmers.



Impact on farmer incomes

Our plan deepens our support for farmers to progress towards a living income, for SPOs to develop organizationally, and for farmers to adapt to climate change.

Living income

Sustainable cocoa cultivation requires farmers to earn a living income. We will continue to regularly assess household income to understand progress towards decent livelihoods in West Africa. We will extend the living income reference price to priority countries in Latin America and the Caribbean.

Organizational strengthening

We will work with farmers to strengthen their SPOs and ensure they are well equipped to comply with Fairtrade Standards, more robust governance requirements, as well as their own business viability needs.



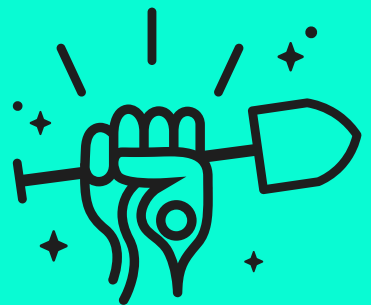
The West Africa Cocoa Programme

Since 2016 our West Africa Cocoa Programme (WACP) has been providing tailored SPO training based on our intimate understanding of the needs of the farmers, their organizations and those of our commercial partners. The programme has led to more effective, more resilient, and better organized cocoa farmers and SPOs, and greater compliance with Fairtrade Standards.

Advocacy

Fairtrade tries to enable national and international legislation that aims to protect and promote the rights of farmers and workers. Fairtrade also works with commercial partners to understand how they will be affected.

We use our experience to help policy makers understand the importance of fair trade in human rights and environmental due diligence regulation, ensuring they have the information they need to incorporate Fairtrade principles into regulation.



Contact your National Fairtrade Organization to learn more.
Find details at www.fairtrade.net/act/fairtrade-for-businesses

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