



**Cocoa Origins** supports companies that use small volumes of cocoa in the Dutch market contribute to sustainable production in origin countries. By linking sustainable production to an economically profitable supply chain, the program creates a cycle of lasting impact and increases the volume and market share of sustainable cocoa. The program was signed into life by the Dutch government and Dutch cocoa and chocolate sector after they committed to reach 100% sustainable cocoa on the Dutch market by 2025.

### Criteria

- Investments start from a minimum of €50,000 private sector contributions (roughly doubled from the project funds).
- Any supply chain actor can participate (i.e. traders, processors, chocolate manufacturers, artisanal chocolate makers, retail, industry associations and combinations thereof), provided the end product is for sale on the Dutch market. Supply chain actors are encouraged to team up with others in the supply chain and develop projects together. Examples are a trader with chocolate makers, a retail chain, a couverture maker with a number of chocolatiers, an industry association with their members et cetera.
- The program runs until the end of 2020.
- Projects must be economically viable and remain in the market after the initial subsidies have stopped.

### Example Projects

#### **The FIRCAM project: building Financial Resilience for Cameroonian farmers**

Partners: Cocomact, Conseil Interprofessionnel Cacao Café & Natra

Region: Cameroon, West Africa

Project goal: Secure a dedicated off-taker for sustainable and higher valued Cameroonian cocoa beans in the Dutch cocoa market.

- Supply chain innovation: improve bean production processes and establish more stable partnerships with cocoa industry.
- Field level projects: Increase farmers' revenues from Cameroonian cocoa by introducing a premium-priced cocoa, Fine or Flavour (FoF) cocoa practices with a selection of 200 farmers and farmer income diversification.

#### **COCOASMART COLOMBIA: Creating a transparent, sustainable, and traceable value chain in Colombia**

Partners: Colcocoa & La Equitativa Fair Trade Company SAS

Region: Colombia, Latin America

Project goal: Improve the quality and sustainability of cocoa production in Huila and Tolima by implementing innovative traceability of cocoa from the farm through production to exportation and consumption in the Netherlands.

- Supply chain innovations: Generating synergies between the companies and incorporating each company's strengths. Activities can be divided into three basic components, (1) sustainability and quality at the farm level, (2) transparent production, and (3) traceable exportation and commercialization.
- Field level projects: implement precision farming methods and GPS models which help farmers improve cocoa farming techniques and sustainability.



### **Assuring market access & growth for cocoa from Piura, Peru, one of the world's leading specialty cocoa regions**

Applicants and partners: Original Beans, Norandino and Bioversity International Lima

Region: Peru, Latin America

Project goal: Reduction of cadmium levels in Piura cocoa beans to keep them available as a single origin, fully traceable, certified product for the European specialty market.

- Field level projects: scientific research and field experiments, translated to concrete practices that enable cocoa farmers to reduce the absorption of cadmium by the cocoa trees.

### **Developing 'forest friendly', premium cocoa value chains from Sierra Leone**

Applicants and partners: TWIN, Gola Rainforest Conversation, Royal Society for the Protection of Birds, Chocolatemakers, Divine Chocolate

Region: Sierra Leone, West Africa

Project goal: Create stable, long-term trading relationships between, a smallholder cocoa business owned and controlled by farmers on the edges of the Gola rainforest; and two premium and ethical chocolate companies serving the Dutch market.

- Supply chain innovation: Developing two new fully traceable supply chains: an Organic-certified, premium cocoa supply chain for a new single origin chocolate and a Fairtrade-certified supply chain for brand Divine Chocolate to be launched in the Dutch market.
- Field level projects: investing in the quality and productivity of Gola cocoa, in particular promoting farming practices that have a positive impact on forest resources and biodiversity; support Fairtrade and Organic certification processes; promoting inclusion in the supply chain.

For more information:

<https://www.idhsustainabletrade.com/initiative/cocoa-origins/>

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