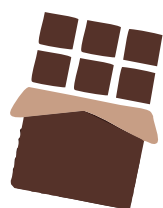




What Transitions for a Fair and Sustainable Cocoa Supply and Value Chain?



*From Bean to Bar:
The French Fair Trade
Stakeholders' Report*



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Translator's Note: In this document, the term cocoa is used in alignment with the terminology widely adopted by the sector's primary stakeholders, such as the International Cocoa Organization, fair trade labels, policies, etc. Typically, cacao refers to the raw or unprocessed forms, while cocoa refers to the fermented, roasted, or processed forms. Since cocoa is the more universally recognized term across international trade, certification, and sustainability contexts, it has been chosen here to encompass all forms of cacao. Happy reading !

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Julie Stoll

*General Delegate
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The report in your hands showcases the fair trade movement's contributions to the sustainability of the cocoa sector. It is organized around three key topics that defined the sector's discourse in 2024: the challenges of the delayed implementation of the European Union's anti-deforestation regulation, the impacts of unprecedented volatility in global cocoa prices, and strategies for the ecological transition in cocoa farming. A fourth section provides an overview of fair trade cocoa market dynamics in France.

This report offers insights and experiences from a range of stakeholders in fair trade cocoa supply chains, from bean to bar. Contributors include members of the Cocoa Commission from the Commerce Équitable France collective, along with insights from two West African partners. Inside, you will discover:

- ✦ The commitment of three fair trade labels—Fairtrade/Max Havelaar France, Small Producers' Symbol (SPP, Symbole des Producteurs Paysans), and Fair for Life—toward forest protection.
- ✦ Insights from the RICE and FTGN, fair trade-certified cooperative networks in Côte d'Ivoire and Ghana, on the effects of rising global cocoa prices in their countries.
- ✦ Experiences feedback shared by two “100% committed” companies supporting organic and fair trade cocoa through partnerships with producer organizations. Kaoka details its support for supplier adoption of traceability systems to meet EU regulatory compliance, while Scop Ethiquable, an employee-owned cooperative, reviews its program promoting bioinputs in collaboration with cooperatives in Latin America and Africa.
- ✦ Biocoop's illustration of the role a distributor can play in holding brands accountable to upstream segments of the supply chain. To be listed on its shelves, chocolate must be both organic and fair trade, and in the future, it must also come from agroforestry production methods.
- ✦ Preliminary results from the Équité Program, led by Agronomes & Vétérinaires Sans Frontières (AVSF) and Commerce Équitable France, supporting West African cocoa cooperatives in the ecological transition of their production methods.
- ✦ Analysis from the solidarity finance organization, Sidi, on how access to campaign credit is a key factor in cooperative structuring and how fair trade contracts facilitate loan approvals.
- ✦ An updated overview of the growing market trends in fair trade chocolate sales in France, and finally, how advocacy networks such as Max Havelaar France and Fédération Artisans du Monde are urging but also empowering local governments to transform public procurement policies to ensure that tomorrow, all chocolate consumed in school cafeterias is fair trade and sustainable!

Fair trade aims to structure commercial exchanges so that everyone involved can earn a decent living from their work and invest in transforming production methods to address climate change and biodiversity loss. As the cocoa sector faces multiple social and environmental challenges—including producer poverty, child labor, aging cocoa farms, and deforestation—fair trade supply chains offer numerous innovations and valuable insights to guide the cocoa and chocolate industries.

These initiatives, some of which have achieved significant scale, are founded on a set of values that should guide future regulations for all stakeholders in the sector, including:

- ✦ Equitable value distribution within the value chain;
- ✦ Solidarity among all links in the supply chain;
- ✦ Strengthening of producer organizations;
- ✦ Commitment to the ecological transition of cocoa production.

Together, let us uphold these values for clean and fair chocolate, from bean to bar.

Enjoy your reading!



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EUROPEAN DEFORESTATION REGULATION: LEVERS FOR AN INCLUSIVE IMPLEMENTATION





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Perspective from
Commerce Équitable France's
Cocoa Commission

FACING THE RISK OF THE EUROPEAN DEFORESTATION REGULATION BEING DILUTED, FAIR TRADE STAKEHOLDERS CALL FOR USING THESE 12 MONTHS-DELAY TO PROMOTE INCLUSIVITY, ENSURING THAT SMALL-SCALE FARMERS AREN'T LEFT BEHIND.



Commerce Équitable France acknowledges the decision to delay the implementation of the European Deforestation Regulation (EUDR). However, the French coalition and its members fear that behind this technical decision lies a political move to dismantle an ambitious and unique framework for combating climate change and preserving biodiversity. For fair trade stakeholders in both consumer and producer countries, the top priority is to ensure that compliance with this European regulation is accessible to the millions of farming families producing the coffee and cocoa consumed by Europeans. For the next 12 months, they urge a focus on the levers that make supply chain compliance possible, namely fairer trade relations and capability development for producer cooperatives.

● A key regulation against climate change and biodiversity loss—a major challenge for small-scale coffee and cocoa producers

For small-scale producers cultivating coffee and cocoa on 1- to 4-hectare plots, this European regulation poses a major challenge, whether or not they contribute to deforestation. In 2024, Commerce Équitable France, Agronomes et Vétérinaires Sans Frontières (AVSF), and the Réseau Ivoirien du Commerce Équitable (RICE) commissioned IDEF and BF Consult to conduct a study titled «Nouvelles réglementations pour un cocoa zéro déforestation : quel rôle et quels coûts pour les coopératives ivoiriennes ?» This study highlights the impacts and challenges posed by the European Deforestation Regulation (EUDR) on Ivorian cooperatives.

The study shows that small-scale producers, who generally live on less than \$2 a day, cannot afford the technological and organizational investments needed to ensure raw material traceability. Covering these investments requires improved trade practices with financial backing and sustained long-term commitment from industry companies, which is crucial.

● Solutions exist, and fair trade stakeholders are leading the way

Solutions do exist: fair trade companies show that traceable and sustainable supply chains are achievable through direct relationships with producer cooperatives, fair trade practices, empowering producer organizations, and ensuring traceability.

The IDEF/BF Consult study results show that fair trade-certified cooperatives with stable, remunerative, and contractual partnerships are the most aligned with EUDR requirements. The role of fair trade certifications (Fairtrade/Max Havelaar, SPP, and Fair for Life) emerges as a key factor in strengthening the organizational capacities of cooperatives and supporting a process of continuous improvement. The study also confirms the significance of the economic lever: cooperatives closest to compliance are, in fact, those that benefit from fair trade contractual standards and receive a fair trade premium. Thus, they have been able to invest in robust and efficient traceability, management, and information systems.

1. <https://programme-equite.org/cacao-zero-deforestation-les-recommandations-du-mouvement-du-commerce-equitable-pour-accompagner-la-mise-en-conformite-des-cooperatives-ivoiriennes-aux-nouvelles-reglementations/>



Perspective from Commerce Équitable France's Cocoa Commission

A recent study by Fairtrade International² aligns with these findings, revealing that their fair trade certification better equips cooperatives to protect forests and meet EUDR standards.

Meanwhile, at its general assembly on September 12, the fair trade label Symbole des Producteurs Paysans (SPP) reminded that³ “SPP partners were among the pioneers of the principles that recently led the European Community to adopt the European Deforestation Regulation (EUDR)”. With its new SPP Environmental Standard, SPP Global reaffirms its commitment to this goal, grounded in the realities of smallholder farming families.

For **José Tissier**, president of Commerce Équitable France, delaying the implementation of the EUDR could also undermine existing initiatives underway for compliance:

«Let's ensure that economic stakeholders—including numerous fair trade advocates—who have invested significant efforts to fight deforestation are not economically penalized by facing unfair competition.»

Gérald Godreuil, General Delegate of the Fédération Artisans du Monde, points out:

«Without waiting for the regulation to be enforced, buyers and consumers concerned with environmental and social rights can already choose to support fair supply chains committed to fighting deforestation.»

The delay of the EUDR must serve the purpose of inclusion, ensuring that no farming family is left behind, by relying on truly equitable trade relationships.

EUDR Article 11 explicitly states that, to ensure overall supply chain compliance, companies are allowed to support their partners by providing assistance to strengthen their capacities and support their compliance-facilitating investments⁴. However, to date, most small-scale producers have not yet received adequate support to independently georeference their plots and provide the necessary evidence to ensure they have not contributed to deforestation, where relevant.

This is why, for the stakeholders gathered within the Commerce Équitable France coalition, the next 12 months must focus on including all farming families involved in coffee and cocoa production in the journey toward EUDR compliance. Supporting the implementation of the EUDR requires exporters, traders, and their clients—such as cocoa, chocolate, and coffee multinationals supplying the European market—to engage in more partnership-based trade practices, with multi-year purchasing commitments and sufficiently remunerative prices.

2. <https://www.fairtrade.net/issue/deforestation> et <https://www.fairtrade.net/news/fairtrade-is-strong-partner-in-protecting-forests-and-deforestation-prevention-according-to-new-study>

3. Guatemala Ciudad 12 septembre 2024 DÉCLARATION PUBLIQUE DE LA XIII ASSEMBLÉE GÉNÉRALE DE SPP GLOBAL : https://spp.coop/wp-content/uploads/2024/09/TRI_Declaracion-AG-XII_2024-09-12_VF_1.1.pdf

4. <https://eur-lex.europa.eu/legal-content/FR/TXT/PDF/?uri=CELEX:32023R1115>

Perspective from
Commerce Équitable France's
Cocoa Commission

« While the delay may offer an opportunity to provide producers with more time to comply, it must not become an excuse to lower its standards. For this ambitious regulation to have a lasting impact against deforestation, there must be a fair distribution of value and responsibility with trade relationships that enables producers to invest in traceability systems and agroforestry practices » states **Blaise Desbordes**, CEO of Max Havelaar France

Additionally, it is important to encourage and support initiatives in producing countries that promote the development of public traceability systems.

As for **Christophe Eberhardt**, co-founder of SCOP Ethiquable:

«I hope this delay will empower producer countries to complete the development of a unified public traceability system, as is planned in Côte d'Ivoire. We also believe that farmer organizations should be supported in independently managing their georeferencing and traceability systems to reduce reliance on industry giants.»

Lastly, Europe should use this additional year to engage in dialogue with civil society in both producer and consumer countries, as well as with governments, to explore context-specific measures.





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Perspective from
a fair trade label



THE SPP FAIR TRADE LABEL URGES THE EUROPEAN UNION TO PROVIDE EFFECTIVE SUPPORT FOR FARMING FAMILIES TO MEET EUDR STANDARDS

● SPP farmer organizations: pioneers in ecosystem regeneration

SPP producer organizations—the fair trade label representing networks of small-scale producers in Latin America/Caribbean, Africa, and Asia—have been pioneering organic and agroecological practices for decades, drawing on a small-scale farming and an indigenous holistic worldview. This approach drives their focus on conserving and even regenerating nature, especially forests and jungles.

For this reason, the Small Producer Organizations affiliated with SPP Global decided in 2018 to initiate the development of a unique SPP standard focused on environmental issues, thereby showcasing their commitment to environmental protection. This “SPP Environmental Chapter” goes beyond EU Regulation 2018/848 on organic production, emphasizing SPP cooperatives’ commitment to integral agroecological practices, such as actions to protect forests and water resources. With this vision in mind, SPP was way ahead of the EUDR initiative, particularly with its environmental chapter, which showcases how SPP member organizations have a longstanding commitment to forest protection. SPP small-scale producers equally acknowledge the importance of forest conservation and the monitoring standards associated with it.

● Overcoming the risk of prohibitive technological barriers

However, they caution against the risk that the EUDR may lead to prohibitive technological barriers. Producers also call for the market to ensure full coverage of the costs associated with sustainable and forest-friendly production, including compliance and traceability expenses, to protect forests, jungles, wildlife, soil, and water.

Only through a “generalized fair trade” approach may producers—who have been working for decades to protect forests—be recognized and supported by this type of regulation.

● The European Union must stand by its commitments

Last but not least, while the SPP label regularly informs its members about the EUDR and its implications, it believes that legislation alone will not suffice. SPP fair trade leaders call on the EU to proactively live up to its responsibilities and provide producer organizations with the necessary tools, resources, and access to relevant information to ensure producers can comply effectively. Expecting compliance actions to somehow automatically trickle down through buyer support has proven largely insufficient. This one-year postponement of the regulation’s implementation provides a valuable opportunity to achieve compliance more effectively.

The Small Producers’ Symbol (SPP) is a fair trade label founded by the CLAC, the federation of Latin American fair trade producers.

It is the first fair trade certification system with standards defined by producers themselves. In collaboration with committed companies and consumers alike, and supported by independent certification, this network of producer organizations fights for the recognition of their work, high-quality certified products, dignified living, and a healthy planet for all.

>>

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Perspective from
a fair trade label



THE POSITIVE EFFECTS OF THE FAIRTRADE/MAX HAVELAAR LABEL ON FOREST PROTECTION AND DEFORESTATION PREVENTION

The Fairtrade/Max Havelaar fair trade movement advocates for a model where trade ensures fair compensation for producers and protects human rights and the environment.

In anticipation of the new requirements under the European Deforestation Regulation (EUDR), Fairtrade commissioned the KIT Royal Tropical Institute to conduct a study analyzing Fairtrade's impacts and intervention methods against deforestation in coffee and cocoa supply chains. Published in May 2024, the study⁵ examined about 60 documents, gathered insights from Fairtrade stakeholders (cooperatives, producer networks, buyers, etc.), and analyzed field missions carried out between April 2023 and May 2024.

Focused on cocoa cooperatives in Côte d'Ivoire and Ghana, the two main producing countries, the study confirms Fairtrade's positive impact in fighting deforestation—a major challenge in the sector. Firstly, Fairtrade achieves this through strict standards for cooperatives and producers, covering environmental and water resource management, use of hazardous substances, biodiversity protection, and a non-deforestation cut-off date set at December 2018—stricter than the upcoming EU regulation. Farmers surveyed indicated that Fairtrade standards guide them in implementing key forest protection measures.

In addition, Fairtrade supports cooperatives in combating deforestation through:

- ✦ Support from regional producer networks, such as Fairtrade Africa, which assists cooperatives by facilitating knowledge sharing, training producer organization technicians on best agricultural practices, and promoting agroforestry.
- ✦ Field support programs extending beyond raising awareness of label standards, particularly in agroforestry and agroecology, which producers find highly valuable. Many cooperatives report benefiting from training and support from additional entities, as Fairtrade-certified cooperatives often engage in more external partnerships than their non-certified counterparts.
- ✦ Fairtrade's recent partnership with Satelligence to monitor farms and forest areas via satellite. The collected data is processed and sent back to cooperatives, which can then choose to share it with their partners.
- ✦ The guaranteed minimum price and fair trade premium remain powerful levers. Farmers view deforestation as a risk tied directly to low incomes (low investment, poor land productivity worsened by climate change, lack of resources for sustainable practices like shade tree planting). The Fairtrade minimum price and fair trade premium also empower cooperatives to build financial capacity for funding geolocation mapping (supporting EUDR compliance), forest conservation, and other initiatives—such as shade tree planting, water protection, and waste management—that are essential for more climate-resilient coffee and cocoa production.

5. <https://files.fairtrade.net/publications/Fairtrade-forest-protection-and-deforestation-prevention-study-2024.pdf>



Perspective from
a fair trade label

Illustrative case : the ECANOM coopérative

ECAMOM, one of the Ivorian cooperatives featured in this study, demonstrated that it invested the fair trade premium received through fair trade in field maintenance, tree planting, and the planting of new cocoa trees. In 2022-2023, it aimed to allocate 20% of its fair trade premium toward constructing an agricultural training center. According to ECAMOM, Fairtrade Africa has raised awareness about deforestation among producers in their region.



Kouassi Affoué Angèle, 52 years old, producer, member of the ECAMOM cooperative, and mother of five, harvesting cocoa pods with a cocoa branch – 2021

@Mohamed Aly Diabate / Fairtrade / Fairpicture

While there are still levers to be activated—such as monitoring specific indicators related to deforestation prevention tools and establishing additional awareness-raising and training workshops—the study concludes that Fairtrade has a positive impact on deforestation prevention.

Since 1992, the NGO Max Havelaar France has been working to develop fair trade practices that respect human rights and the environment. It advocates for an ethical and responsible global economy. Through the Fairtrade/Max Havelaar label, it engages businesses, consumer-citizens, and public authorities in France to ensure fair remuneration and decent working conditions for farmers and salaried workers in developing countries. Max Havelaar France is a founding member of the international Fairtrade/Max Havelaar fair trade movement.

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Perspective from
a committed company



**KAOKA: A COMPANY THAT IMPLEMENTS
THE PRINCIPLE OF DUE DILIGENCE
TO GUARANTEE ZERO-DEFORESTATION PRACTICES**

Kaoka, a company specializing in organic and fair-trade chocolates, strongly supports the European regulation against deforestation (RDUE), a crucial measure for meeting one of the greatest challenges of our time: the preservation of Life.

For Kaoka, this ambitious and rigorous legislation requires appropriate support for farmers' organizations. Aware of this reality, Kaoka has anticipated these requirements by co-constructing, with its partners in the field, a reference framework and tools enabling it to comply within the initial timeframe.

“We were able to draw on our experience and involvement in the field, as well as the close collaboration we’ve enjoyed with our partner cooperatives for over 20 years, to bring this project to a successful conclusion,” explains **Guy Deberdt**, Kaoka’s CEO.

With Kaoka’s support, these cooperatives have played a decisive role in ensuring compliance. Kaoka emphasizes that the principle of due diligence, the cornerstone of the regulation, places responsibility for vigilance and deforestation risk management on buyers importing beans into the EU. In his view, this responsibility is crucial for the entire industry.

As a committed company and fair trade activist, Kaoka believes it has a duty to lead the way, and hopes that the delay in implementing the EUDR will not serve to dilute its initial demands, as it has done in the past.

Kaoka specializes in organic and fair trade chocolate, and is Biopartenaire-certified. For nearly 30 years, Kaoka has been committed to long-term partnerships with its cooperatives for organic, fair trade and ethical cocoa.

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SUSTAINABILITY STANDARDS COMPLIANCE IS IMPOSSIBLE WITHOUT FAIRER TRADE: COSTS AND LEVERS TO SUPPORT COOPERATIVES WITH TRACEABILITY MANAGEMENT

New regulations in the cocoa industry are heralding a paradigm shift in the way the sector operates. The EUDR in Europe, and the ARS-1000 standard⁶ in Côte d'Ivoire and Ghana, impose an exigent obligation of traceability that will require transforming the way the cocoa industry operates and is organized, which was, until now, characterized by the opacity of the raw material's origin. These changes are already impacting every link in the value chain, from upstream to downstream.

As part of the Équité program, Commerce Équitable France, Agronomes Vétérinaires Sans Frontières, the Réseau Ivoirien de Commerce Équitable and the Fair Trade Advocacy Office have published a study⁷ revealing the scale of the costs incurred by cocoa cooperatives in Côte d'Ivoire to comply with new regulations. According to this study, for a cooperative with 1,500 to 2,000 members, complying with the new requirements for traceability and legality of production would call for investments estimated at between 35,000 and 50,000 euros. The management of traceability would also entail annual recurring costs ranging from 50,000 to 60,000 euros. As present, most cooperatives are not in a position to make these investments, nor to cover the related recurring costs.

• Why is traceability so expensive for cooperatives?

To sell EUDR-compliant cocoa on European markets, companies will have to provide the authorities with precise information (plot geolocation, producers identity, production and sales volumes, etc.) collected from their suppliers.

In this context, cooperatives can play a fundamental role in collecting and updating this information and in supporting their members' efforts to protect the forest. To accomplish this, cooperatives need the capacity to:

- ✦ Deploy geolocation tools for all their members' production plots,
- ✦ Develop and maintain information management systems,
- ✦ Guarantee physical traceability and separation of collected cocoa batches,
- ✦ Verify the legality of each batch's production.

To date, few cooperatives are sufficiently equipped to collect and provide this strategic information in a formalized, reliable and transferable form. The organizational and technological transformations required to achieve this are costly and demanding, requiring significant investment from cooperatives.

Yet, the "collection differential"⁸ of the cooperatives, set by the Conseil Café-Cacao at 100 FCFA⁹ per kilogram (i.e. 15 euro cents), is currently too low to generate sufficient investment capacity. Besides, access to loan financing solutions remains penalized by generally unstable and unpredictable commercial relationships. Cooperatives without long-term commercial contracts are unable to mobilize sufficient collateral to secure and access bank credit.

6. La norme ARS-1000 a été adoptée conjointement par la Côte d'Ivoire et le Ghana. Elle établit les exigences de "bonnes pratiques" de production du cacao, dans un objectif de traçabilité et de durabilité sociale et environnementale de la filière.

7. 'Cacao zéro déforestation : quels coûts de mise en conformité avec la norme ARS-1000 et le RDUE pour les coopératives de cacao en Côte d'Ivoire ?' A study carried out by IDEF and BF Consult for Commerce Équitable France, Agronomes et Vétérinaires Sans Frontières, the Réseau Ivoirien de Commerce Équitable and the Fair Trade Advocacy Office, published in May 2024, link available on P17.

8. The 'collection differential' is the gross margin generated from the difference between the resale price of cocoa to exporters and the collection price paid to cooperative members.

9. Translator's note : FCFA (West African CFA franc) is the official currency in several West African countries.

● Fair trade and zero-deforestation traced cocoa: a positive correlation

The study further reveals that **the most advanced cooperatives in terms of traceability are in fact those that benefit from fair trade relationships**, while those that do not, have still a long way to go to reach compliance:

The table below summarizes the study's analysis of the assessed cooperatives' levels of compliance according to their situation:

Cooperative situation	Fair trade certified Development program beneficiary	Fair trade certified No development program support	Not certified No development program support
Internal management system	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
Traceability	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
Legality	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>

It can be explained by fair trade guarantees' solid foundation on which cooperatives can rely to make progress in terms of traceability, particularly through 3 levers:

- 1

Financial leverage: fair trade-certified cooperatives selling under fair trade conditions are able to generate significantly greater investment capacity than non-certified cooperatives, as a result of the fair trade premiums they receive. These fair trade premiums have made it possible for cooperatives to finance robust, high-performance traceability systems.
- 2

Organisational leverage: the extent to which cooperatives comply with the standards depends heavily on their organizational capabilities and technical skills. These two factors are both conditions of eligibility for fair trade certifications, and the result of a process of continuous improvement made possible by the application of standards and the various forms of support provided by labels.
- 3

Relational leverage: cooperatives benefiting from stable and contractualized fair trade relationships can catalyze other technical and financial partnerships, as well as benefiting more easily from bank loans, business partnerships or NGO programs promoting investment in forest traceability and protection.



Expertise: |
compliance costs and action levers

● 3 recommendations for zero deforestation fair trade cocoa

To make zero deforestation cocoa a reality, the study makes a number of recommendations, such as:

- 1 **Systematizing contractual and sustainable trade relationships** between cooperatives and exporters, with prices **covering traceability investment and management costs**;
- 2 **Supporting the implementation of public traceability systems**¹⁰ in which cooperatives have management control and ownership over their data, rather than deploying multiple private traceability systems that would undermine economic efficiency;
- 3 **Organizing interprofessional co-financing** with the sector's downstream stakeholders by:
 - ✦ **The establishment of a traceability support fund** funded by downstream companies (exporters, manufacturers and distributors) and made available to cooperatives;
 - ✦ **The implementation of a temporary differentiated taxation mechanism** (bonus-malus tax) to restore the price competitiveness of exporting companies committed to cooperatives by financing their investments in traceability, in comparison to those more “wait and see” passive companies that do not contribute to the necessary changes for transforming the sector.

A study carried out by CEF, AVSF, RICE and FTAO, as part of the Équité program.



Supported by the French Development Agency (AFD) and the French Facility for Global Environment (FFEM), the Équité program was conducted jointly by Commerce Équitable France (CEF) and Agronomes & Vétérinaires Sans Frontières (AVSF) and ran through two phases from 2016 to 2023. It has contributed to the economic and sustainability development of six West African countries—Côte d'Ivoire, Burkina Faso, Mali, Ghana, Togo and Benin—through its support to fair trade-certified supply and value chains: cocoa, shea, cashews, fruit and handicrafts.

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10. Côte d'Ivoire and Ghana are working to implement public traceability systems that will centralize all data related to the production, movement, and payment of cocoa within their territories. Pilot phases are currently underway, with full deployment expected in 2025.



2023-2024: DO RISING GLOBAL COCOA PRICES BENEFIT WEST AFRICAN PRODUCERS?

With global harvests shrinking by nearly 20% in 2023, cocoa prices soared from around \$2,000 per tonne in September 2023 to over \$12,000 per tonne in spring 2024. Prices have since stabilized at around \$7,000 per tonne, representing an increase of over 250% in one year.

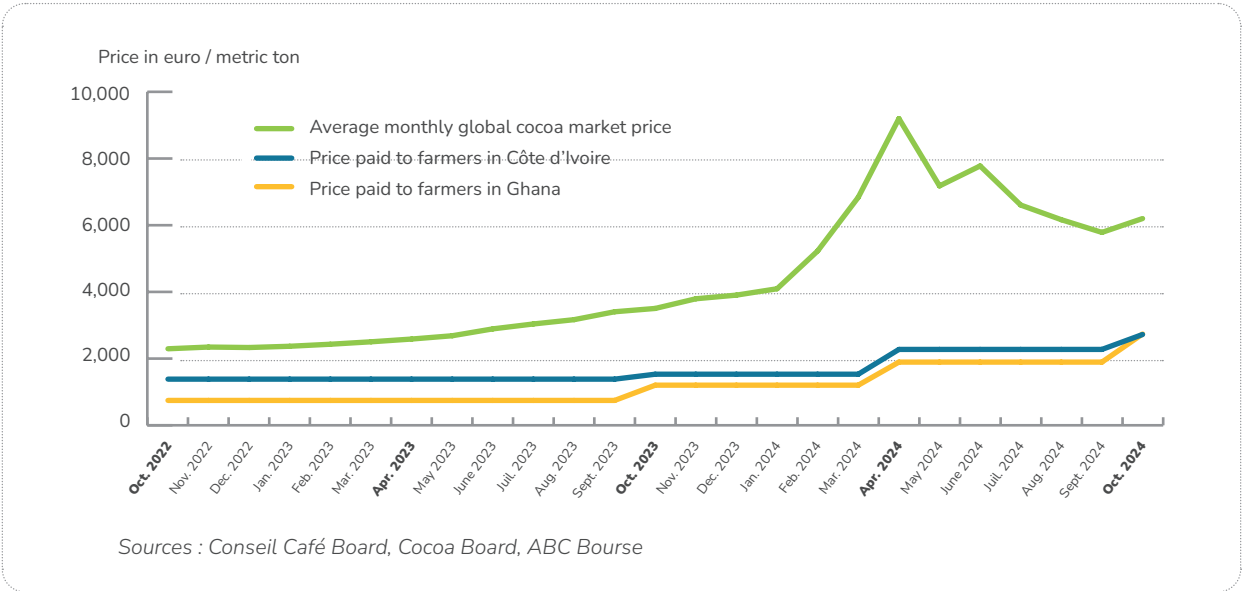
An analysis of this phenomenon reveals two major factors:

On the one hand, **full-sun monocultural plantations**, which are widespread in Côte d'Ivoire and Ghana, cannot withstand global climate change, and are partly responsible for the drastic drop in yields observed in recent crop years. It is therefore urgent to invest in the adaptation of production systems and in the ecological transition of the cocoa industry.

On the other hand, after **years of depressed prices**, this increase in the price of cocoa was a glimmer of hope for cocoa-farming families. But pricing regulation systems in the two main cocoa-producing countries, Côte d'Ivoire and Ghana, relied on advance sales systems, and did not permit producers to fully reap the benefits of rising global market prices.

Given the high inflation in production costs and the collapse in yields, rising prices have clearly not been able to make up for the drop in production, and have therefore not significantly alleviated poverty among farming families.

CACAO PRICE EVOLUTION FROM 2022 TO 2024





Perspective from
a cooperative



RISING COCOA PRICES: GHANAIAN PRODUCERS DESERVE BETTER

For several years, cocoa prices in Ghana have remained relatively low, preventing farmers from reinvesting profits into their farms and leading to a waning interest in cocoa production. With limited household income, farmers and young people alike have had little incentive to invest in cocoa plots, and most are unable to hire labor for essential farm maintenance activities like pruning, weeding, and pest and disease control.

● Ghana's cocoa price adjustments

In response to producers' demands and rising global cocoa prices, the government of Ghana and the Ghana Cocoa Board, the regulatory body for the cocoa sector, have substantially raised cocoa prices over the past three years. For the 2022/2023 season, prices increased by 21%, reaching GH¢ 12,800.00 (approx. 735 euros) per metric ton. In the subsequent 2023/2024 season, prices rose by another 63.5%, reaching GH¢ 20,943 (approx. 1,200 euros) per metric ton. As for the 2024/2025 season, the price of cocoa rose by 129.36%, reaching GH¢ 48,000 (nearly 2,760 euros) per metric ton. This significant increase translates into higher earnings for cocoa producers, who have long sought such improvements. However, while these changes are most welcomed, do they fully meet producers' needs?

● Challenging regional price disparities

The rise in national cocoa prices may cover part of farmers' production costs in Ghana, allowing them to reinvest in and maintain their farms. However, frequent price disparities remain between Ghana and its neighboring countries, such as Togo and Burkina Faso. These regional inequalities fuel smuggling, as individuals seek higher prices across borders. Ghanaian customs officials are now facing a growing number of small-scale fraud incidents, including the concealment of cocoa and the use of unapproved routes, with quantities ranging from 30 to 300 kg.

● Advocacy for fairer distribution

Members of the Fair Trade Ghana Network (FTGN) argue that cocoa farmers deserve a more equitable share of the global value generated by the cocoa industry. They believe the Ghana Cocoa Board should do more to increase the prices paid to producers. Improving farmers' living conditions is essential for encouraging cocoa-farming families to continue investing in their farms, which is crucial for addressing the global cocoa supply shortage.

The Fair Trade Ghana Network (FTGN), a respected network of fair trade-certified producer cooperatives in Ghana, plays a pivotal role in advocating for its members' interests. Acting as a collective voice, the FTGN represents its members before government agencies and policymakers to influence regulations and policies. Its advocacy work promotes sustainable production and fair trade, aiming to enhance the livelihoods of farming families.

The FTGN has actively been promoting national price increases and raising awareness about fair trade. The network has been particularly involved in advocating for better cocoa prices and fairer remuneration for producers, while also denouncing the harms of illegal mining, which impoverishes producers and obstructs investments in farm improvements.

Over the years, FTGN has defended its members' interests through petitions and press releases, often in collaboration with other civil society actors, such as the Ghana Civil Society Cocoa Platform. It has also mobilized members for peaceful protests against issues affecting them, achieving tangible results. The network continues to monitor new regulations, such as the European Union Deforestation Regulation (EUDR), and organizes stakeholder engagement sessions to discuss implementation strategies and future directions.

>> **LEARN MORE** + fairtradeghananetwork.org



© ECAM

Perspective from
a cooperative



RICE'S PRIORITY: TO INCREASE PRICES PAID TO PRODUCERS AND EMPOWER COOPERATIVES' AGENCY

In Côte d'Ivoire, where prices are regulated by the Conseil Café Cacao (CCC), producers expected a substantial increase in farmgate prices. But for the 2024-2025 main season, the CCC eventually set the cocoa purchase price at 1,800 FCFA per kilogram (about 2.74 euros), marking an 80% increase over the previous season's price. While this increase is a welcome development, it falls short of meeting the full needs of cocoa producers.

● An appreciated farmgate price increase... that is not quite there yet

For members of the Réseau Ivoirien du Commerce Équitable (The RICE), future price adjustments must better reflect the challenges faced by cocoa producers and cooperatives. For them, a fair trade price for cocoa should enable producers to earn a decent income and to reinvest in their fields, adapting their practices to cope with the effects of climate change. Additionally, the aging of cocoa farms drastically contributes to declining yields. To prevent producers from clearing forests to establish new plots, they need to be able to invest in regenerating the soil fertility of existing cocoa farms. All these issues demand a more significant increase in the prices paid to producers.

● Cooperatives: a key link in cocoa sector sustainability... weakened by ever-rising costs

The RICE emphasizes the crucial role cooperatives play in building a sustainable cocoa supply chain, both in meeting national sustainability goals and in improving the living conditions of rural communities through their economic and social contributions.

However, cooperatives' capacity to act is limited by three main, interdependent factors:

- ✦ **Limited contractual engagement** from cocoa buyers (traders, exporters, or chocolate makers), which undermines cooperatives' financial visibility and access to bank credit.
- ✦ **Difficulty accessing campaign credit** under favorable conditions, which are necessary for cooperatives to collect cocoa from their members.
- ✦ **Limited ability to build up sufficient equity** to support the development of their operations and to invest in quality services and infrastructure.

The RICE, strongly involved in strengthening and professionalizing cooperatives, advocated alongside the Ivorian Platform for Sustainable Cocoa for an increase in the "collection differential"—the gross margin generated from the difference between revenue from cocoa sales and the cost of collecting cocoa from cooperative members. Their advocacy was instrumental in the CCC's decision to increase the collection differential in summer 2024 from 80 to 100 FCFA per kilogram of cocoa sold (equivalent to an increase from 12 to 15 euro cents per kilogram).

This collection differential, unchanged for 10 years, has hindered the development of cooperatives' technical and organizational skills. As a result, only cooperatives benefiting from fair trade premiums—and, to a lesser extent, from Rainforest premiums—have been able to significantly improve their performance.

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For The RICE, this increase is a positive step from the CCC, giving cooperatives a better chance to manage rising costs, particularly those driven by general price inflation and escalating fuel costs.

However, the RICE emphasizes that this increase remains insufficient, especially when cooperatives must now also make significant investments to ensure the legality and traceability of their cocoa to meet the requirements of both the European Union Deforestation Regulation (EUDR) and the ARS 1000 standards.

The Réseau Ivoirien du Commerce Équitable (the RICE) is an association of fair trade-certified cooperatives in Côte d'Ivoire. Since its founding in 2009, the RICE has worked to promote the economic, social, and environmental development of cooperatives and producers.

The primary mission of The RICE is to represent and advocate for the interests of its member cooperatives. The network supports capacity-building for producers and their organizations through awareness-raising and training on various topics, including agroecology, cooperative governance, and financial management. The RICE organizes experience-sharing and networking initiatives, is a member of the Ivorian Platform for Sustainable Cocoa, and participates in consultations on Fairtrade standards. Additionally, it contributes to Côte d'Ivoire–European Union political dialogue on sustainable cocoa.

To promote fair trade principles and create a forum for exchanges between producers and other agricultural stakeholders, The RICE founded and has organized three editions of National and Regional Fair Trade Days in Côte d'Ivoire.

>> **LEARN MORE** + rice-ci.com





SPREADING AGROECOLOGICAL PRACTICES TO PUT AN END TO MONOCULTURAL COCOA PRODUCTION

Globally, the area dedicated to cocoa cultivation has tripled in sixty years¹¹. The expansion of cocoa production has relied almost systematically on forest clearing, which promised high yields for intensive monoculture plantations. Consequently, Côte d'Ivoire, the world's leading cocoa producer, is estimated to have lost nearly 80% of its forest cover during this period, with 45% of this deforestation attributed to cocoa production¹².

To effectively combat deforestation, today's challenge lies in stabilizing cocoa cultivation where it already exists. This is particularly critical in West Africa, where aging cocoa plantations, depleted soil fertility, and limited resistance to disease, drought, and flooding—largely due to intensive chemical input use—are structurally weakening cocoa productivity. Another challenge is securing the commitment of producers who struggle to earn sufficient income and face declining yields.

As a result, stabilizing cocoa plantations and shifting to agroecological and agroforestry practices present major challenges, necessitating a break from the recent history of cocoa zone expansion.

11. FAOSTAT nov. 2022

12. "Transparency, traceability and deforestation in the Ivorian cocoa supply chain", written by Cécile Renier, Mathil Vandromme, Patrick Meyfroidt, Vivian Ribeiro, Nikolai Kalischek and Erasmus K H J Zu Ermgassen, article published 31 January 2023





BIOFACTORIES IN COCOA COOPERATIVES: HOW CAN PRODUCING ORGANIC INPUTS HELP COMBAT DEFORESTATION IN THE COCOA SECTOR?

In search of alternatives to costly chemical inputs, which are harmful to soil quality, water, and the health of producers, six fair trade-certified cooperatives in Côte d'Ivoire and Togo have collaborated with AVSF agronomists to develop the production and use of bioinputs. These cooperatives leveraged Ethiquable's expertise to initiate biofactory setups. Ethiquable supports organic small-scale farming and fair trade by sourcing from over 100 partner cooperatives. Beyond procurement, this cooperative facilitates exchanges of experiences and practices among partners across different countries. In Latin America, Ethiquable has supported the experimentation and distribution of biofertilizers and biorepellents.

The Équité program, led by Commerce Équitable France and Agronomes & Vétérinaires Sans Frontières, assists these cooperatives in establishing biofactory units.

● Inputs to restore ecosystems fertility

Biofactories are units producing biofertilizers or biorepellents, designed to regenerate soil fertility, particularly by addressing mineral deficiencies, increasing yields, and combating crop pests. Bioinputs and improved composts serve as natural alternatives to chemical inputs commonly used in the sector.

● Bioinputs: an economical alternative to chemical inputs?

Producing bioinputs at the cooperative level allows producers to access quality inputs near their fields at affordable prices. Cocoa production costs have sharply increased over the past three years, primarily due to high inflation in the prices of chemical inputs. In this context, experiments with bokashi and other biofertilizers and biorepellents conducted by cooperatives with pilot farmers are attracting significant interest from many producers.

● Biofactories: farmers' innovations supported by cooperatives

Today, several cooperatives are developing large-scale projects to market these products to their members. Two cooperatives have even drawn up five-year business plans aimed at expanding local, diversified production of bioinputs (bokashi, biofertilizers, and biorepellents) and creating marketing strategies tailored to the financial capacities of their members.

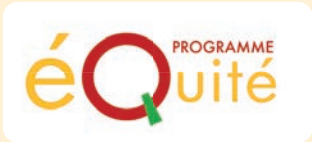
The agroecological benefits of these alternatives are undeniable. However, their spontaneous spread also hinges on their economic value. Furthermore, cooperatives that develop bioinput production skills not only create jobs and boost their visibility among producers but also attract the attention of researchers and public agricultural advisory bodies.

● Spontaneous spread of biofactories:

The phenomenon is gaining traction at a sub-regional level: organized or spontaneous exchange visits are helping to spread information to an increasing number of cocoa farmers. These shared experiences have inspired other cooperatives to establish their own biofactories, outside of the support provided by the Équité program.



These experiences are supported by the Équité program. A comprehensive report on the experiences in setting up biofactories will be available starting November 2024.



>> LEARN MORE + programme-equite.org



© AVSF



Expertise
and know-how

ETHIQUABLE

TOWARDS CLIMATE-RESILIENT AGRICULTURE: WHEN A COMPANY BACKS FARMERS' INNOVATIONS

Since 2015, the cooperative company SCOP Ethiquable has been conducting a training and dissemination project with its partner cooperatives worldwide to establish biofactories—small units producing biofertilizers and ecological repellents. This low-cost tool both reduces input costs for crops and boosts yields, serving as two powerful levers to enhance farmers' incomes and increase crop resilience to climate change.

● Adapting traditional practices to the needs of coffee and cocoa cultivation

Originally developed by Japanese researchers, biofertilizer and bio-repellent production was further refined by farmers' organizations in Latin America in the 1980s.

Ethiquable's Latin American team collaborated with its partners on a research-action program to adapt biofactories for coffee and cocoa crops. They provided financial support for training in various farming organizations and published a practical guide for producers. Available in both Spanish and French, the guide details specific available techniques and recipes.

“All the innovative practices in this guide are not based on an ideal technical model, but on proven farmer experiences that have demonstrated their value in improving soil fertility, boosting yields and controlling pests.”

Christophe Eberhart, Ethiquable Supply Chain Manager

● Very promising results

25 cooperatives in 10 countries have already been able to set up self-manufacturing units for biofertilizers. More than 12,000 farmers have been trained to prepare compost and bio-repellents using plant decoctions, micro-organisms taken from forest humus and natural resources available locally or produced on the farm.

«The results are very positive in terms of yield and disease resistance. Yields can quadruple after two years. We've also observed a significant impact on disease resistance, with both feedback and data from farmers to confirm this.»

Laurence Maurice Director of Environmental Geochemistry Research, IRD



● Economic impact for farmers

- + Organic fertilizers 10 times cheaper than market options, even within organic agriculture.
- + Reduced production costs.
- + Yields increased by 1.4 to 2 times, depending on the type of crop, country, and soil conditions.
- + Greater crop resilience to climate stresses, such as pest attacks, etc.

● Ecological impact for the environment

- + **Combating deforestation:** increasing yields on existing plots reduces the need for producers to clear new land in search of fertile soil.
- + **Fighting crop attacks:** biofertilizers strengthen plants, supporting their natural defenses against fungi and pests.

SCOP Ethiquable is a worker-owned cooperative specializing in organic and fair trade agricultural commodities. Ethiquable works directly with producer cooperatives, aiming for their sustainable development and empowerment. The SCOP provides technical, financial, and logistical support directly to cooperatives, especially to create value chains.

ADDITIONAL RESSOURCES:

Biofactory Guide
(French version)



Roundtable on Soil Fertility:
Spreading Farmer Innovations
January 2024



>> LEARN MORE + www.ethiquable.coop



AGROFORESTRY:

A POWERFUL LEVER FOR RESILIENT COCOA FARMING

Conventional cocoa farming, which accounts for the vast majority of cocoa production, generates numerous negative externalities: it fuels rampant deforestation, supports a monoculture reliant on harmful chemical inputs that deplete soil and biodiversity, and is poorly resilient to climate change. Yet, a more virtuous alternative do exist for both the environment and producers' health: agroforestry.

Agroforestry integrates food crops, fruit trees, and timber trees around cocoa trees, creating multi-layered ecosystems. Enhanced biodiversity increases the density and variety of beneficial organisms and reduces pest pressure. Tree pruning promotes growth and flowering, and the use of bioinputs enriches the soil. These practices eliminate the need for chemical inputs, preserve water quality, regenerate soil fertility, restore biodiversity, and reduce the vulnerability of plots to climatic events. These crop combinations also support diversified production and incomes for producers.

Within the framework of the Équité program, Agronomes & Vétérinaires Sans Frontières (AVSF) supports fair trade-certified cocoa cooperatives in establishing a variety of agroforestry systems:

● New cocoa plots in complex agroforestry systems

The Équité program supports the testing of complex agroforestry plot setups with the following characteristics: the planting of 1,000 cocoa trees per hectare alongside an equal number of plantain trees, 100 fruit trees, 100 nitrogen-fixing fertilizer trees per hectare, and approximately 25 local forest species. This layout intersperses fast-growing trees with slower-growing species and mixes early-maturing crops with those that mature later.

This model is highly intensive in terms of species diversity and labor, requiring an initial investment close to €3,000 per hectare.

Known as the "Dynamic Agroforestry Farm" in Ghana, this model has been piloted by cooperatives aiming to show that cocoa can coexist with trees—contrary to conventional agricultural guidance, which typically recommends tree clearing to reduce disease risks. The ABANGA cooperative, in particular, tested an agroforestry approach combining cocoa trees with food crops during the first two years, along with legumes (which improve soil fertility and provide livestock feed), fruit trees, plantains, and shade-providing trees, notably coconut palms.

● The rehabilitation of old cocoa plots through agroforestry

In existing cocoa farms, fruit or forest trees are introduced in low-density areas or as windbreak hedges to shield cocoa trees from prevailing winds. In these plots, production is ongoing, and the diversification effects are significant in the medium term (3 to 5 years), as they create shade and enhance organic matter inputs to the soil.

Rehabilitating old plots is progressive for producers, enabling them to improve the ecological conditions for cocoa trees with relatively low labor and investment efforts. To date, these agroforestry practices are enriching over 8,200 hectares.

● The role of cooperatives in establishing agroforestry plots

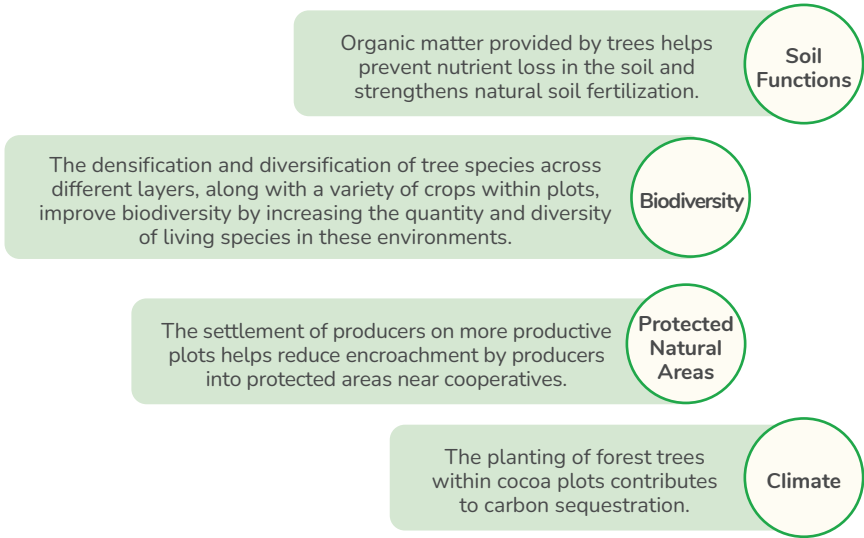
The challenges faced by producers in initiating an agroforestry transition project are numerous. As such, cooperatives play a crucial role in offering services to their member producers and helping them adopt sustainable production practices. This, however, requires sufficient financial, material, and human resources to implement—an area to which the fair trade development premium makes a significant contribution.

The Équité program has supported several cooperatives by:

- ✦ Offering technical support to their members by hiring technicians;
- ✦ Pooling human resources for planting and maintenance, particularly where labor is scarce;
- ✦ Providing tools to ensure planting quality and plant survival (such as marking, staking, drilling, and planting);
- ✦ Supporting or guaranteeing members' loan applications to microfinance organizations for plot investments;
- ✦ Creating nurseries to supply tree seedlings suitable for members' farms;
- ✦ Enhancing the value of these innovations by developing new profitable markets that combine fair trade, local development, and/or organic farming.

The Équité program has helped to professionalize cooperatives, strengthen members' skills, and create numerous jobs for young people within these communities.

● Agroforestry: a powerful agroecological-transition lever for cooperatives



«With agroforestry, we recreate the natural environment around cocoa. We restore soil fertility with leguminous ground cover, which also helps to limit erosion, and we reintroduce forgotten beneficial species that combat predators, such as wasps and red ants against mirids and shield bugs.»

Adama Kaboré, Technician and producer with the CAMAYE cooperative.

● Remunerative markets: the cornerstone of agroforestry transition financing

Most producers—over half of whom live below the poverty line—cannot afford to invest in strategies to overhaul their plots' production systems overnight. Building fair trade value chains is essential to increase producers' incomes, as this enables them to invest in, implement, and sustain these agroforestry systems in a gradual, supported way.

A comprehensive report on the agroforestry transition experiences supported by the Équité program will be available from November 2024:



>> **LEARN MORE** + programme-equite.org



Perspective from
a solidarity investor

Sidi Solidarité Internationale
pour le Développement
et l'Investissement

SOLIDARITY FINANCE:

A LEVER FOR INVESTING IN SUSTAINABLE PRODUCTION METHODS

Since 1983, the solidarity investor SIDI (Solidarité Internationale pour le Développement et l'Investissement) has financed rural microfinance institutions and agricultural organizations in the most disadvantaged countries. Alongside commercial financing through various instruments (debt issuance, equity participation, guarantees) ranging from 200,000 to 2 million euros, SIDI also provides technical assistance to rural organizations through grants or personalized coaching.

SIDI supports cooperatives that are organic, fair trade, or both, primarily within export-oriented value chains like cocoa, by offering one-year working capital credit lines (aligned with the agricultural campaign season) and investment loans. This financial backing empowers cooperatives to reach new stages of professionalization and enhance the services they provide to their members, particularly in adopting agroecological and agroforestry practices.

Today, SIDI has established a strategic partnership with Ethiquable. Through this collaboration, SIDI supports the development of key partner cooperatives, including FECCANO in Haiti and UCLS in Madagascar, both of which produce organic, fair-trade cocoa. It's important to note that these countries are among the most disadvantaged, ranking 158th and 161st on the Human Development Index.

This partnership guarantees fair prices for cocoa while supporting sustainable agricultural practices. Thanks to SIDI, these cooperatives can access seasonal credit each year, enabling them to gather between 300 and 400 metric tons of cocoa from their members. SIDI's loans are secured by commercial contracts with Ethiquable's partner cooperatives. This win-win collaboration ensures a secure cocoa supply for Ethiquable, allowing them to transform the beans into premium fair-trade chocolate. With dual organic and SPP fair trade certification, the 2,350 small-scale farmers, who each cultivate between 0.5 and 2 hectares on average, have seen their incomes rise by 70% compared to global market prices.

Beyond supporting producers, these cooperatives play a decisive role not only in combating deforestation by adopting agroforestry practices but also in raising strong environmental awareness within their communities.

Such an impact is made possible through the steadfast and invaluable commitment of SIDI's solidarity shareholders, numbering over 2,000 individuals and institutions. They enable SIDI to take risks and continue investing in challenging contexts to support organizations with strong social and environmental commitments.

Support SIDI: enjoy fair trade chocolate!

Founded in 1983 by CCFD-Terre Solidaire, SIDI (Solidarité Internationale pour le Développement et l'Investissement) is a solidarity investor dedicated to financing and supporting economic actors in developing countries to address economic inequality and poverty while responding to climate change challenges. With around thirty partnered agricultural producer organizations, three-quarters of which are certified organic and/or fair trade, SIDI is transforming the lives of thousands of smallholder farmers across 17 developing countries.

>> **LEARN MORE**  sidi.fr



© Fair For Life

Perspective from
a fair trade label



FAIR FOR LIFE : A FAIR TRADE LABEL THAT CENTERS PRODUCERS AT THE HEART OF SUSTAINABILITY SOLUTIONS

In recent years, the cocoa supply chain has faced growing challenges in sustainability, especially with the introduction of new international regulations and the intensified consequences of climate change. Key issues include persistent poverty among producers, exacerbated by price volatility, as well as child labor, deforestation, aging farms, and climate-related risks that impact harvests.

Despite these challenges, progress in both environmental and social issues is noteworthy. Yet a critical question remains: can we consider these efforts successful without addressing the core issue of producers' income?

Fair trade provides a powerful approach by placing producers at the heart of sustainable solutions. Created in 2006, the Fair for Life label aims to improve producers' living and working conditions through rigorous standards and comprehensive on-site assessments along the value chain. These standards and evaluations include a guaranteed minimum price with fair compensation, funding for community projects, prohibitions against child labor, deforestation prevention, the promotion of agroecology, and environmental stewardship. Pioneers of this label clearly illustrate that a fair and collaborative economic model is achievable, combining social justice with environmental preservation.

Choosing Fair for Life in the cocoa sector means committing to a fair approach to sustainability that not only benefits producers but also respects the planet.

Fair for Life is a fair trade certification program for agriculture, manufacturing, and commerce sectors. Founded in 2006 by the Swiss Bio-Foundation in cooperation with the IMO Group and later acquired by the Ecocert Group in 2014, it was created to meet the unique needs of organic agricultural stakeholders. Since its inception, Fair for Life has understood that a commitment to sustainable value chains goes beyond fair pricing; it also requires a long-term vision, sincere engagement, and responsible actions throughout the supply chain.

>> **LEARN MORE**  www.fairforlife.org



DRIVING DEMAND : DATA AND PROSPECTS FOR THE FRENCH MARKET



© Max Havelaar France



Key sales figures in France

FOCUS ON 2023 FAIR TRADE CHOCOLATE SALES IN FRANCE

✦ In 2023, the -4.7% drop in overall food consumption reported by the French National Institute for Statistics and Economic Studies (INSEE) did not extend to fair trade products, which continued to grow by +1.8%. Altogether, sales of fair trade products—both French and internationally sourced—amounted to 2.118 billion euros.

250 MILLION €

in chocolate product sales in 2023
which equals approximatively to:

+ 6 %

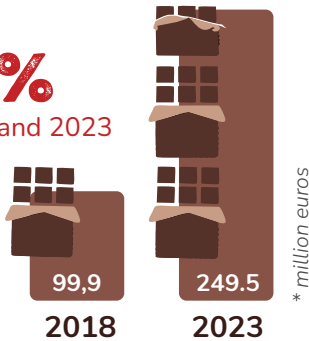
fair trade chocolate product
sales in 2023

**90 MILLION
CHOCOLATE BARS**

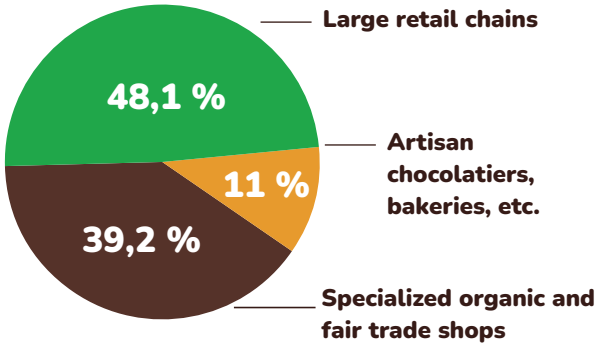
✦ Fair trade chocolate has won over consumers significantly over the last 5 years.

+ 150 %

between 2018 and 2023



✦ Sales channels:



88 %

**CERTIFIED FAIR TRADE
& ORGANIC**

While 88% of fair trade chocolate sold in France is also certified organic, only 4.4% of conventional chocolate sold in large retail chains share this organic guarantee. (Data from 2022, French Chocolate Union)

Unless stated otherwise, these figures are sourced from The French Fair Trade Observatory. Led by Commerce Équitable France, it gathers and consolidates data and key figures about fair trade consumption on the French market every year.

>>

LEARN MORE



commerceequitable.org





Perspective from
a committed distribution network



**WHEN A DISTRIBUTION NETWORK DRIVES THE ECOLOGICAL
TRANSITION THROUGHOUT ITS VALUE CHAIN:
BIOCOOP, A RETAILER SUPPORTING FAIR TRADE—NOT JUST TRADE**

© Biocoop

Distributors and retailers play a crucial role in developing more equitable commerce and trade practices. In France, Biocoop, a leader in organic specialty retail, committed years ago to stock exclusively fair trade sourced chocolate, and extended this policy to include coffee, tea, rice, bananas, sugar, and cashews. This ambitious product referencing policy has encouraged numerous brands to improve their trade practices with cocoa producers and to sign up to certified fair trade programs.

Today, the Biocoop network generates nearly 25% of its revenue from fair trade products—half of which is sourced from international value chains, while the other half come from French domestic fair trade products¹³.

Biocoop has pledged to reduce its carbon footprint by 25% by 2030, with a focus on combating deforestation. The “Décarbonons” project prompts Biocoop to assess supplier practices across its coffee and chocolate supply chains, aiming to drive agroforestry transition in the supply and value chains of all its listed product lines by 2025.

The goals of the “Décarbonons” project target the transformation of Biocoop-branded product supply chains. By 2025, all Biocoop-branded chocolate bars must come from 100% deforestation-free supply chains and demonstrate at least an initial commitment to agroforestry.

This requirement already applies to two chocolate bars sourced from the Dominican Republic (85% and 99% varieties) as well as all of Biocoop-branded coffee. By 2030, the goal is for all Biocoop chocolate and coffee suppliers to achieve 100% deforestation-free and agroforestry-compliant production.

Since June 2021, a new line of Biocoop coffee has been available on shelves. Co-developed with Solidarmonde under the Artisans du Monde brand, the Ethiopian forest coffee is cultivated using the most advanced agroforestry practices. Its unique quality and complex aromas are enriched by its high-altitude highland environment near the sources of the Nile. Biocoop intends to capitalize on this experience to support the agroforestry transition of its cocoa supply chain as well.

Biocoop was born grassroots, grounded in the land, from direct exchanges without intermediaries between producers and consumers. Its mission is to help sustain local agriculture and to advocate for organic and locally-based small-scale farming dedicated towards an economic and trade model that safeguards ecosystems, local communities, and the people whose livelihoods depend on them across all regions, both North and South alike. Though Biocoop may only account for 0.8% of France’s food market, it alone represents 17% of the fair trade market, underscoring its commitment.

>> **LEARN MORE**  biocoop.fr

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13. Translator’s notes : French domestic fair trade products are commonly referred to as products “issus du commerce équitable Origine France”.



Supporting the
public catering market



FOR YOUR CANTEEN, GO FOR FAIR TRADE CHOCOLATINES! ¹⁴

THE CHALLENGES OF TRANSFORMING PUBLIC FOOD PROCUREMENT

One of Commerce Équitable France's primary missions is to expand the presence of fair trade products in everyday spaces. To that end, the organization advocated for the inclusion of fair trade products within the scope of the EGALIM law¹⁵, which mandates that both public and private cafeterias source at least 50% of their food from sustainable, healthy sources. In 2021, the Climate & Resilience Act added fair trade products to the EGALIM's list of eligible certifications and standards. This recognition affirms fair trade products are sustainable and healthy food. It also now means that public procurement of fair trade products supports compliance with EGALIM's quota.

It is important to note that increasing the volume of fair trade products in cafeterias not only strengthens the market but also creates new value-added opportunities for fair trade producers. Moreover, cafeterias serve as impactful spaces for educating both children and adults about fair trade principles and sustainable consumption.

From snacks for young children to homemade desserts, hot chocolate for boarding school breakfasts, or festive holiday meals, fair trade chocolate in all its forms could find its place in cafeterias and canteens everywhere.

● Offering fair trade chocolate in cafeterias:

It is now both possible and straightforward to include fair trade clauses in public procurement contracts. All relevant information can be found in the French guide *"Du commerce équitable dans ma cantine."*

A range of fair trade certified products tailored to the needs of the catering sector is available at: <https://www.commerceequitable.org/fournisseurs-et-grossistes/>

Many municipalities and cafeterias have already made the shift. For example, the City of Paris has committed to its Sustainable Food Plan, aiming for all of the chocolate consumed in its 1,300 municipal collective cafeterias to be 100% fair trade certified by 2027. University cafeterias managed by the CROUS, for their part, already serve 30,000 kg of fair trade-certified cocoa powder to students annually.



**Du commerce
équitable
dans ma cantine!**



Commerce Équitable France leads the French Fair Trade Towns network of communities to share, promote and support best practices. Join the club!

>> **LEARN MORE**  commerceequitable.org/territoires

14. Translator's notes : "Chocolatine" is a pastry made with chocolate bars wrapped in a croissant-like dough. Known as "chocolatine" in the southwest of France and French-speaking regions of Canada, it is also commonly referred to as "pain au chocolat".

15. Translator's notes : The EGALIM law for the Balance of Commercial Relations in the Agricultural and Food Sector, named after "les États généraux de l'alimentation", is a French law aimed at promoting sustainable and healthy food in public and private food services. It mandates that 50% of food sourcing must meet sustainable criteria, now including fair trade options.



Supporting the
public catering market



FOR FAIR TRADE CHOCOLATE IN OUR COMMUNITIES: ARTISANS DU MONDE'S CALL TO ACTION

Through the campaign “For Fair Trade Chocolate in Our Communities”, the Artisans du Monde network urges local authorities to support sustainable and responsible cocoa consumption.

● Why mobilize local governments?

The cocoa sector faces critical challenges: poverty, child labor, deforestation... Local governments can play a decisive role by integrating fair trade criteria into public procurement, particularly within public catering services. By doing so, they not only respond to the French public's aspirations towards responsible consumption—78% of whom support this shift (as noted in ADEME's 2023 Greenflex Barometer)—but also align with the EGAlim Law and the Public Procurement Code, which target 50% sustainable products in public catering and 100% of public sourcing to meet environmental criteria.

● A campaign to raise the general public awareness about fair trade and expand fair trade public procurement for lasting changes

The Artisans du Monde campaign is structured around two main goals:

- ✦ First, **to raise public awareness** through various local initiatives, such as tasting events, school outreach activities, interactive workshops, engaging gatherings and public events.
- ✦ Second, **to encourage local governments and elected officials** to take concrete steps toward fair trade chocolate public procurement. Artisans du Monde's local branches associations support this goal by reaching out to elected officials through letters and meetings, and by inviting them to dedicated events—creating unique opportunities to meet and engage in meaningful dialogue with cocoa producers.

● A large range of educational resources to understand fair trade

Artisans du Monde is a recognized actor in community-led and non-formal education that is Qualiopi-certified and accredited as a complementary partner to formal public education. As such, the organization designs educational tools and trains facilitators, as well as the broader educational community, to engage in outreach programs and activities within schools and public spaces.

This educational approach aims to raise public awareness by helping citizens gain a clearer understanding of how international trade works, where products come from, and the conditions under which they are produced. It also addresses social, environmental, and gender issues within supply and value chains. Additionally, it provides an opportunity to promote and explain the benefits of fair trade and how it both addresses these challenges and presents a robust pathway for supporting sustainable transitions.

Artisans du Monde offers a range of educational tools designed to address the many sustainable development goals (SDGs) tailored for various audiences, such as school activities to educate young people on the challenges within the cocoa value chain, educational booklets, escape games, informational videos, and educational games.

Artisans du monde wants to give local governments and their citizens the means to understand the positive impacts of fair trade, and empower them to take action in favor of responsible consumption.



Supporting the public catering market

● Together, let's make chocolate a symbol of social justice and environmental respect

In facing the urgent need to address climate change and rising inequalities, fair trade offers a practical approach to tackle these challenges and support local governments in implementing the sustainable development goals (SDGs). Since public catering plays a vital role in making fair trade chocolate more easily accessible to all, the 2026 municipal elections will offer a crucial opportunity to encourage candidates and elected officials to prioritize fair trade initiatives.

For over 50 years, Artisans du Monde has championed fair trade through a network of over 100 associations and 2,500 volunteers across France. As the leading fair trade association, Artisans du Monde envisions a trade system that respects human rights, protects the environment, and ensures a decent income for producers.

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“For fair trade chocolate in our local communities”



Supporting the
public catering market



FAIRTILE:
DRIVING FAIR TRADE IN PUBLIC PROCUREMENT

© Commerce Équitable France

The EGALIM and Climate & Resilience laws have created favorable conditions for the integration of fair trade products into institutional catering menus. Since January 2022, these laws have classified fair trade items as part of the mandatory 50% “sustainable and healthy” food quota required in public procurement by local communities. Building on this momentum, the Max Havelaar France NGO launched a tool in September 2024 to empower citizens to raise elected local officials awareness of specific issues in school cafeterias, particularly related to cocoa and chocolate sourcing: <https://interpellation.maxhavelaarfrance.org>.




* “Want to make a difference?
Contact your elected representative!”

While France has committed to a national strategy supporting sustainable cocoa production with strict environmental and social standards, the cocoa used in school cafeterias is not always certified as sustainable. This lack of certification raises concerns that some chocolate products served to children may be linked to deforestation, child labor, and the extreme poverty faced by cocoa farming communities, where many workers earn less than two dollars a day.

So far, 260 emails have been sent through this tool, reaching 160 municipalities, and seven elected officials have responded. Fairtile, an initiative launched to support fair trade public procurement, will assist these officials.

Since its founding in 1992, Max Havelaar France has advocated for fair trade that respects human rights and the environment, promoting an ethical and responsible global economy.

Through the Fairtrade/Max Havelaar label, it mobilizes businesses, consumers, and public authorities across France to ensure that farmers and workers in developing countries receive fair pay and decent working conditions. Max Havelaar France is also a founding member of the international Fairtrade/Max Havelaar movement.

>> **LEARN MORE**  maxhavelaarfrance.org



Commerce Équitable France is a non-profit association that serves as the collective voice for French fair trade stakeholders, promoting and advocating for fair trade values within France and internationally.

The organization strives to establish fairer global economic and trade rules aligned with the Sustainable Development Goals and seeks to make sustainable consumption accessible to all.

Ensuring fair prices for producers and reforming public regulatory frameworks are the levers through which fair trade acts to achieve social justice and protect ecosystems.

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