

Combining flavours!

Working towards a sustainable tea, coffee and cocoa supply chain: an interchange of strategies to address social, environmental and economic issues.



What do you intend to do as a follow-up to the conference, please specify?
GO: I want to do an impact assessment of different certification schemes to find out if and what the effects are, especially at the producer level.



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Executive summary

Growing public concern over the social and environmental impacts of commodity production has prompted responses from mainstream traders, processors and retailers. In recent years, a range of similar initiatives, programmes and systems have been developed to deal with specific pieces of the sustainability puzzle, separately for each commodity.

These approaches vary in ambition, social and environmental impact, and political and technical feasibility. Cooperation between producers, NGOs, governments, traders, processors and manufacturers is necessary for these initiatives to realize their full potential and improve social and environmental conditions at the farming end of the commodity value chains.

Low returns and high risks experienced by tea, coffee and cocoa producers are direct consequences of the combined effect of declining terms of trade, price volatility and corporate concentration in the tropical commodities sector. The small-scale producers and workers affected by this scenario fall into the poorest segment of the population.

The Tropical Commodity Conference - 'Combining Flavours!' generated much interaction, highlighting the complementarities in the different approaches and constraints in addressing problems in tropical commodity

chains. The conference organizers succeeded in bringing together 120 stakeholders from 16 countries, from different backgrounds and commodities. They shared their views, exchanged ideas and identified challenges ahead in the near future.

Stakeholders identified areas of mutual interest, on both sides of the divide: production and demand. On the production side, it is necessary to share the costs of adopting sustainable production practices and provide incentives for sustainable production, instead of loading the costs of compliance onto producers. On the consumer side, the market for sustainable products should be expanded, without confusing consumers with an overload of different labels and 'sustainability' messages.

Best practices and strategies were shared and this inspired the stakeholders to commit themselves to work on practical solutions on the producers' side as well as the consumers' side of the value chain. Sara Lee - Douwe Egberts will push certification in tea and coffee to reach 100% sustainable sourcing. Tchibo will use a down to earth communication strategy to better inform coffee consumers and increase sustainable consumption. Max Havelaar will strive for full transparency and clear communication between the certification schemes. Cargill wants to share the costs of training and improvements with development aid agencies.

Solidaridad will improve the marginalised farmers' awareness and understanding of sustainability. FFS Foundation will link farmer field schools to sustainable tea, coffee and cocoa programmes. Conservation International will advocate speeding up and expanding the process of certification. GBCC will invest in creating long-term relationships between traders and producer groups in Ivory Coast. The Ministry of LNV will promote sustainable products in Dutch government procurement. Oxfam International will ensure that NGOs from producing countries actively participate in the development of sustainable strategies.

'Combining Flavours', the Tropical Commodity Conference succeeded in its effort to build shared understanding and approaches to sustainability in the tea, coffee and cocoa sectors. The stakeholders shared a sense of urgency to improve the commodity chains. They will formulate specific action plans to develop and effectively implement sustainable practices throughout the chains. In order to continue the multi-stakeholder discussion, an agenda of activities has been included in this conference report. All participants are invited and encouraged to share their vision, and work together for more sustainable tea, coffee and cocoa sectors.

Introduction

The cash crops coffee, tea and cocoa are facing considerable sustainability challenges on the social, economic and environmental fronts. Coffee, tea and cocoa play a crucial role in the livelihoods of millions of rural households across the developing world, and have the potential to lift many out of poverty. In reality, however, the small-scale producers of these commodities receive only a fraction of the value of global tea, coffee and chocolate retail sales.

The value chains of these commodities are different. Nonetheless, in recent years a range of similar initiatives, programmes and systems have been developed to deal with specific pieces of the sustainability puzzle, separately for each commodity. Transforming coffee, tea and cocoa industries to a high level of sustainability presents an extraordinary challenge to all the stakeholders. Cooperation between producers, NGOs, governments, traders, processors and manufacturers is necessary for these initiatives to realize their full potential and improve the working and living conditions at the farming-end of the chains.

The coffee sector is a front-runner in this field, from which tea and cocoa stakeholders can learn. Over the last few years, major companies supplying the mainstream markets have started to take an interest in production standards and certified produce. New certification >>

? What in your opinion is the single most important outcome of the conference?

POLICY/RESEARCH: All relevant parties were willing to work together and discuss while respecting the views of others.

initiatives for the tea and cocoa sectors are emerging. These initiatives are often joint projects of NGOs and companies (eg. Unilever with Rainforest Alliance, and Sara Lee with Utz Certified for tea; and Cargill with Utz Certified for cocoa). Although the overall developments are promising, growth in the demand for certified products is an essential condition to improve working and living conditions of producers, worldwide .

At the same time, it is important to ask, to what extent do codes of conduct bring about real improvements in the material wealth, social well-being and empowerment of workers and other local stakeholders. It is also necessary to determine whether codes themselves have negative or unexpected impacts, for example, exclusion of small-scale producers. At present, local stakeholders such as producer organisations, trade unions and labour related NGOs, are presented with codes of conduct on social and labour issues, which have been developed without their participation. It must be recognized that the knowledge these organizations possess, their familiarity with the local context, and their understanding of the technical, social, cultural, political and economic characteristics of the area, would be an invaluable input when designing measures to bring about positive social change.

This Tropical Commodity Conference report clearly shows the commitment of the stakeholders to overcome the challenges and difficulties and make the tea, coffee and cocoa value chains more sustainable. The comprehensive presentations of the keynote speakers from NGOs and industries in the plenary sessions and discussions show their openness to discuss the issues at stake. The results of the highly animated and dynamic group sessions reveal the shared awareness of the challenges ahead.

The executive summary presented above may be seen as a plea for further cooperation amongst the different stakeholders. While that is so, it does present an outline of the main initiatives and the extraordinary challenges ahead. The report details the plenary speeches and discussion sessions, provides the outcomes of the group sessions, in models, and outlines the ideas for the near future. In line with transparent multi-stakeholder processes, the conference evaluation and the list of participants are included.

Participants TCC
conference *and their*
favorite hotdrink

Algra Jos,
Twin Trading/
NovoTRADE;
**Coffee - the aroma,
flavour and the
richness it represents
(people, ecosystems,
etc)**
Amezah Kwame,
Extension Service Ghana;
**Cocoa - because of
health and economic
reasons**
Baidenmann Jolein,
IDH; **Coffee -
it makes me feel
anything is possible**
Beekman Bert,
Oxfam Novib;
Cappuccino
Berkelaar Esther,
Fortis Bank;
Cappuccino
Biersteker Jaap,
Biersteker Consultancy;
**Chocolate - just think
about the flavours of
chocolate!**
Boekhold Arjen,
CSN/Solidaridad;
**Coffee - as it is
healthy, energetic
and (when using
the right beans which
are processed in the
right way) a great
taste!**

Building bridges for tropical commodities

Opening statement from Marcel Vernooij, Management Team, Department of Trade and Industry, Ministry of Agriculture, Nature and Food Quality of the Netherlands

Ladies and gentlemen,

Dutch people cannot imagine a day without tea, coffee or chocolate. The day gets a head start with chocolate sprinkled on bread, the labour spirit is kept high by many cups of coffee, and a regular tea provides the necessary comfort. Chocolate is also strongly favoured in Belgium, Switzerland and Germany. The Italians have embraced coffee and the Fins are world champions in drinking it. And what would Britishness be without tea! Tropical commodities are strongly rooted in the European cultural heritage. They link farmers in the south with consumers in the north, several times a day, throughout the year. We are taking all this completely for granted. Many people are rather ignorant of the origins of their food and for tropical commodities, by default, we need to build a longer bridge to get an understanding between farmer and consumer.

The Dutch government favours international initiatives to enhance sustainable commodities. We provide support for programmes and activities and feel particularly responsible for commodities in which The Netherlands holds a pivotal position in the world economy: timber, palm oil and soy.

And of course cocoa, where this country is a world leader in imports and processing. There are many encouraging initiatives in promoting sustainable cocoa. My minister has committed 12 million Euro to 22 projects >>

Marcel Vernooij,
Ministry of Agriculture,
Nature and Food Quality;



? What in your opinion is the single most important outcome of the conference?

NGO: The 5 key sustainability issues which emerged from the producing country stakeholder discussion highlighted the homogenous issues around tea, coffee and cocoa.

INDUSTRY: Positive energy and 'we-feeling' towards the further developments of sustainable commodity chains.

in several countries, focusing on capacity building, innovations, living standards and ecologically sound practices. Despite all initiatives, a clear framework for sustainable cocoa is not yet in place. There is little information for consumers. This is why we are also supporting the Roundtable for a Sustainable Cocoa Economy. It is promising, given the participation of the majority of the stakeholders in the world cocoa economy. The first meeting in Accra, Ghana resulted in a coherent package of actions. We have again committed financial resources for the next meeting and hope that it will result in a set of overarching principles and further understanding on standards, criteria and certification.

There are many challenges ahead in putting sustainable development into practice for agricultural products. Food safety regulations demand a chain of custody approach. Consumers have a right to know how a product has been produced and where it comes from. Transparency will vice versa allow farmers to produce products, which comply with consumer demands. It will also help them to negotiate a fair price.

Transparency, furthermore, shows that a product has been developed in compliance with laws and regulations on labour conditions, food safety and phytosanitary measures, biodiversity conservation, and trade facilitation. But proper

mechanisms of compliance will have to be set in place. For legal requirements, governments will be in charge. In addition, self-regulatory mechanisms of the private sector, critically monitored by NGOs, have proven to be effective.

Sustainability has to be elaborated in a non-competitive atmosphere. Efforts should be directed towards the mainstream, and at the same time promote innovations and the development of niche markets. There is a strong tendency to focus on farming and without a sound product to start with, sustainability has little meaning at all. But all partners in the chain should take up their responsibility: those supplying resources (including finance); farmers; companies active in logistics, storage and handling; traders; processors; retailers; and the consumer.

Smallholder farmers in countries of origin are confronted with tremendous challenges and ever-increasing quality demands in the market. They get extremely competitive prices for their products, but have to pay ever-higher bills for farm inputs, such as energy, agrochemicals and fertilizers. We cannot simply have sky high demands on the side of the consumer, and pass on the burden, with the bill, over the bridge to the farmer. The solution is not for governments to increase control of the market through price stabilisation mechanisms. The global community has abolished many of such mechanisms.

Boer Foeke de, FNV Bondgenoten;
Tea - I don't like coffee
Bohne Stev, TCC;
Braun Arnoud, FFS Foundation;
Bruggeman Hedwig, Agri-ProFocus;
Coffee - I love the smell of it
Byrnes HJ, Royal Ahold;
Chattopadhyay Shatadru, Solidaridad;
Tea - because its not a beverage but a Way of Life
Danse Myrtille, LEI;
Coffee - because I love the flavour especially if it is a strictly hard bean
Dionisio Esperanza, Pangoa COOP;
Demey Elime, Oxfam Wereldwinkels;
Diender Rachel, Solidaridad;
Hot chocolate - because I love anything that is chocolate
Facco Luis, CONTAG Union;
Fountain Antonie, Stop the Traffikk;
Coffee - makes the world go round (well, mine at least)
Fredericq Alain, ADM Cocoa B.V.;
Tea - delicious taste
Ginsven Peter van, Mars Nederland B.V.;
Goris Wim,

because of their ineffectiveness, and is heading towards further trade liberalisation. We need less checkpoints on the bridge, not more.

There is a need to assist smallholders in better organising themselves. Agri-ProFocus is working together with partners in the South in chain development and capacity building of producer organisations. The ministry for Development Cooperation and my ministry will continue to support farmer organisations and producer alliances in developing countries.

Furthermore, the Dutch government is preparing the so-called Initiative for Sustainable Trade. We will support sector programmes that improve sustainability in the first part of value chains in developing countries, and to share lessons learned in promoting sustainability. Clearly, promising initiatives are underway in commodity chains like cocoa and soy. A programme for the tea sector will also be prepared.

Sustainable products have to be easily recognized by consumers. We will continue the dialogue with the retail and catering industry and envisage an understanding that they will promote the availability of high quality, sustainable and healthy products, including coffee, cocoa and tea.

The consumer is holding a key position. She/he should be willing to pay a decent price for a high quality product, and cannot demand more and expect the price to go down.

There is also a tremendous opportunity to enhance the performance in sustainability of companies and organisations. This includes consumption. Sustainable food and drink products are being served in the offices of my

ministry. The target for national government institutions is to have a fully sustainable food and drink package by 2010. We encourage others to do the same!

Well: tea, coffee and cocoa are wonderful products: produced with dedication by farmers, handled with great care in the supply chain, and highly valued by consumers. These commodities are important components of the cultural heritage in producer and consumer countries. This is why I have referred to a bridge. A bridge that we will continue to improve, jointly. A bridge that connects us all.



Agri-ProFocus;
Gribnau Carol, Hivos; **Tea**
- because of the wide
variety of flavours
Groot Michaël de,
 Rabobank Foundation;
Coffee - black, hot,
strong and seductive
Hal Jos van,
 Van Hall Larenstein;
Tea - as it is a soothing,
comforting drink
Harding Mayke, PSO;
Tea - healthy
Harmsen Jos,
 Max Havelaar;
:) Coffee - because
I am working with
the product and its
producers for many
years now
Heeren Anouk van, CREM
 BV; **TCC :-)**
Hendrickxx Harrie,
 Unilever;
Coffee
Henry Henrikus
 B, Business Watch
 Indonesia;
Tea - it is healthier than
coffee or cocoa
Hoek Kees, OLAA;
Coffee - because it is
simply the hot drink I
like most
Hupkes Hans,
 FNV Bondgenoten;
Coffee - to wake me up
Jansen Don,
 DE Foundation;
Coffee - because of the
taste and the caffeine
kick
 >>>

Three specialists from commodity producing countries share their views on building sustainability in the tea, coffee and cocoa value chains, from the perspective of producers.

Mr. Albert Tucker,

development advisor, Sierra Leone/UK

Dr. Shatadru Chattopadhyay,

director Solidaridad South East Asia, India

Mr. Edmond Konan, director of Global business consulting, Ivory Coast

Central question: **What should be done by the different stakeholders to deal with the main sustainability issues in the tropical commodities chains?**

Introduction: Albert Tucker Sierra Leone/UK on

Coffee: I would like to point out two key areas, which we should keep in mind during today's interaction in this conference:

- The issue of monitoring product and process quality along the value chain; from production to the processing industry and on to the final end consumer.
- Looking at the reality of PPP (people, planet and profit) is most important, because there is a difference between beautiful ideas on paper, and what is really happening in the field; so let us not talk about theory but focus on the daily reality.

With these key issues in mind, I see five challenges ahead, which should be addressed during today's discussions:

1. Create and expand markets for sustainable products.
2. Equitable sharing of costs of improvement towards sustainable production. In reality the majority of the costs are pushed down to the weakest part of the chain.
3. Promote sustainable production and provide incentives. For example, prices, international and local market access, decent labour standards, human rights and environmental standards.
4. Stimulate the role of governments to set up enabling frameworks across the chain for real sustainability. For example, southern governments should be stimulated in creating the environment for sustainability.
5. Highlight the need to adopt a common framework for reporting and monitoring. There are many competing schemes in coffee; we need a harmonisation of standards and monitoring protocols.

Coffee experiences

There is already so much work done in coffee that some of you might expect that coffee can be an excellent example of sustainability, while we (the coffee sector) sometimes feel that we are just starting to understand what needs to be done. We challenge producers in coffee producing countries to do 20 different impact assessments

Joosten Frank,
Advance Consulting;
Coffee - it contains
caffeine
Kabiru Louisa,
Kenyan Human Rights
Commission;
Karimi Farah,
Oxfam Novib;
Kempers Remi,
Both Ends;
Coffee
Konan Edmond, GDCC;
Kooijmans Jasper,
Douwe Egberts; **Espresso**
coffee - quality,
origin, caffeine and
craftsmanship
Krikke Kees,
Drie Mollen Holding;
Krisch Franziska, FAKT;
I survive on black
tea, cappuccino and
chocolate
Kroft Hein,
H.J. Heinz BV;
Coffee - I simply like
that product
Lass Tony, Cadbury
Schweppes;
Laven Anna, KIT;
Caffé latte - it is a need
and a treat
Linden Peter van der,
Neuteboom Koffie-
branders B.V.;
Coffee!
Lohrie Achim,
Tchibo GmbH;
Coffee - due to
its taste and
vitalising impact
»»

for each of us so we can all claim victory. We challenge them to certify ten different certification systems. This is not wise, it's not sustainable in the long run and completely inefficient.

In coffee it is really important that in a country where certification programs are in use, we coordinate our work, show leadership and exchange experiences. In coffee there are many of these channels; it is unnecessary to create new ones. A good example is a recent one from Nicaragua and Mexico; here coffee producing groups were brought together to learn from

each other and to find out how they could cooperate in making their marketing more efficient.

Dr. Shatadru Chattopadhyay (India) on Tea

The tea sector has, like in other sectors, seen sudden changes in the light of a globalising world economy. There are many critical issues: certification, low wages, low returns for producers, environmental issues, gender discrimination. Corporate Social Responsibility should address these problems. As we know, the market is not perfect. This is our common challenge: civil society can set the bar for credible products, higher. On the other hand, we should be aware that too many different certification schemes make life difficult for producers. Consumers have the right to choose



Dr. Shatadru Chattopadhyay,
director Solidaridad
South East Asia

Mr. Albert Tucker,
development advisor,
Sierra Leone/UK

Dr. Bärbel Weiligmann,
Tropical Commodity Coalition,
the Netherlands

Mr. Edmond Konan,
director of Global business
consulting, Ivory Coast

from different labels, producers should also have the right to choose. Not every standard and scheme suits every producer group. I do see an urgent need for more cooperation at the producer level. The least we can do is work together on the non-competitive issues in the certification programmes.

The CSR environment is really important before starting certification. You can't just walk into a country and start certifying. Countries differ and the same goes for their level of CSR. Important factors for measuring the CSR-climate are: Role of civil society, level of governance, kind of governance and other enabling factors.

Other critical issues are:

- Local ownership of codes; access to markets; producers have no understanding of market requirements
- Costs of improvement and costs of aggregation of smallholders particularly, role of industry to invest in the producers
- Issue of competitive advantage: standards are seen as a trick to block or protect foreign markets

“We say that securing responsible and successful business practices can be only achieved through the combined effects of those engaged in business, smart public policy and a viable civil society. And for that we need to join hands.”

Mr. Edmond Konan (Ivory Coast) on Cocoa

My colleagues already mentioned most of the problems. For me the most important issue for cocoa farmers in Ivory Coast is their need to be organised and get access to finance and market. My company, GBCC, currently works for 20 cooperatives representing 15,000 farmers.

For example, GBCC facilitates a financing deal between a pool of four social lenders: Etimos, Rabobank Foundation, Root Capital and Shared Interest and the cooperative union. These lenders provide trade finance to enable the cooperatives to export directly. In return, GBCC offers their members capacity building services at the cooperative level. Based on commonly designed action plans, GBCC helps them to strengthen their organizational and management capacities, to become certified, and links them to cocoa buyers and facilitates their access to trade finance. Without adequate markets, sharing of benefits for smallholders is impossible.

Mathot Nicole,
Oxfam Novib;
Hot chocolate (with rum) - combination of sweet and bitter
Matthijsen Damaris, GET Foundation;
Tea - because it is tasty, so many different tastes to try, no caffeine, so healthy
McAllister Peter,
International Cocoa Initiative;
Tea - because I am English
Mechielsen Frank,
Oxfam Novib;
Cappuccino - hot, creamy, energetic and sociable
Mensink Janet,
Solidaridad;
Cappuccino - in the morning the best way to wake up
Merkens Piet Hein,
Douwe Egberts;
Miltenburg Stefanie,
Sara Lee International;
Molenaar Jan Willem,
AIDEnvironment;
Montfoort Joost van,
AIDEnvironment;
Morrée Dicky de,
Cordaid;
Tea - because you can drink it at any time of the day
Motz Marjoleine, ICCO,
Espresso - a nice strong taste
>>>

1. The key is organising producers, and you say that is a role for the industry. But doesn't that need a local independence? So, how do you create something locally independent from what is still created by industry? David Rosenberg (ECOM)

Shatadru Chattopadhyay:

What I meant was not that the industry should organise the small farmers, but it is about partnerships with the local NGOs. This is a business activity of aggregating, which can be done in a collaborative mechanism of NGOs and businesses, with funding from businesses.

Arnaud Braun (Farmer Field School Foundation): We can expect some investments from the industry in organizing farmers. It could be advantageous for industries to organize farmers, since it makes access to these farmers much easier for the industry.

2. Should the monitoring of certification schemes only be done by NGOs or is there also a role to play by the government? For example, in funding. How do these NGOs get the funding for all those monitoring of business initiatives? Frank Mechielsen (Oxfam-Novib)

Shatadru Chattopadhyay:

This is again about cost-sharing. What we need is transparency on where the money is spent. Processors should see what the costs are at the beginning of the production chain and what the investment in a producers' organization is. It is also about credibility of the certification schemes. Funding by government and industry of independently operating NGOs, is possible. I acknowledge the fact that it is a very delicate issue.

3. There is a problem with working together in the producing countries on non-competitive issues. All the niche markets have a higher price because they deliver unique goods, but as soon as those niche products become mainstream, how do you prevent the prices declining? You have a competitive advantage to be in the niche market at the moment, but how do you see that for the future? Maja Slingerland (WUR)

Albert Tucker: We shouldn't be scared of the word 'niche'. Question is, how do we market it? We have the challenge to make sustainability a market that people want to be in. We make it important to politicians. After all those years in promoting coffee, there is still progress. We shouldn't be afraid that the market will take us over. But how do we make the market work for these ideas? That is the challenge for the North.

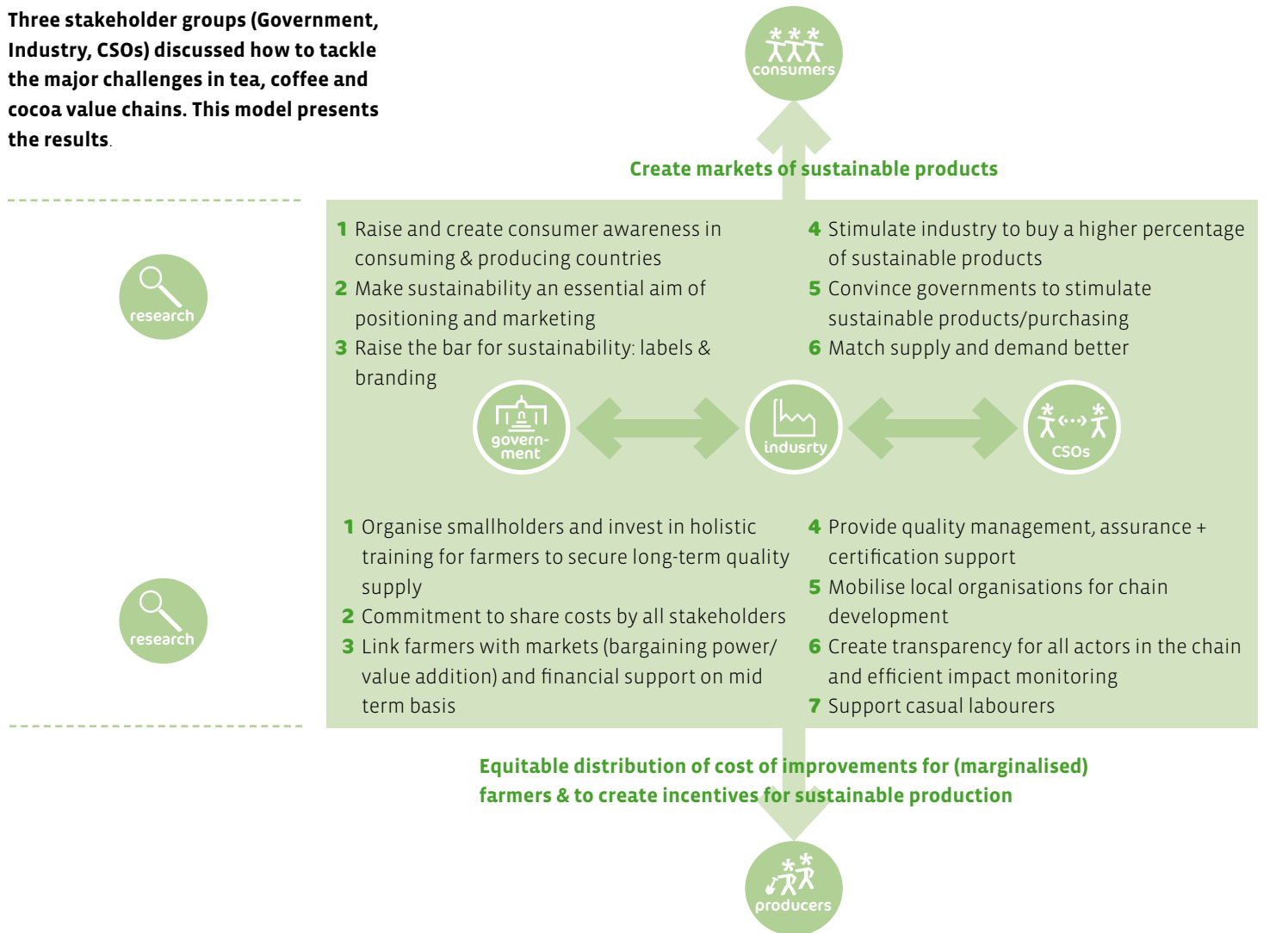
Session summary by Albert Tucker:

There is a big concern about maintaining the market of added value products, how do we expand existing markets and create new ones?

- 1.** We have to make sure we are working with the market and making the market work for us.
- 2.** We have heard that there are systems there, but we actually have to make those systems efficient and really mean something in reality.
- 3.** We have heard that we are progressing towards sustainable production and there is a key role for governments in the North and South.
- 4.** We have to be accountable, open and transparent across the chain. The equitable distribution of costs is an important issue.
- 5.** We have to have clear answers regarding investment costs, cost-sharing, added value and capacity building programmes.



Three stakeholder groups (Government, Industry, CSOs) discussed how to tackle the major challenges in tea, coffee and cocoa value chains. This model presents the results.



Muthulingam P, ISD Sri Lanka;
Ngaiza Vedastus, Kagera COOP;
Nijland Erik, Hivos;
Otten Geertje, ProFound;
Herbal tea - healthy and tasteful
Overeem Pauline, India Committee of the Netherlands;
Tea - healthy, with a wide variety of flavours
Owusu Yaw Osei, Conservation International;
Panhuysen Sjoerd, TCC; *Black tea*
Pant Boukje van der, VBZ;
Papma Adrie, Oxfam Novib;
Coffee - just because of the taste
Perk Hans, Solidaridad;
Petchers Seth, Oxfam America;
Black coffee - can't start the day without it
Poelma Harold, Cargill Cocoa;
Hot chocolate - drink of the gods
Pronk Frank, UTZ Certified;
Reenen Mieke van, TCC; *Cappuccino*
Renterghem Omer van, DGIS/DDE; *Coffee*
Roebeling Ger, MDF;
Coffee - good quality at special moments

Three key players from coffee, tea and cocoa companies will explain their strategies to achieve sustainability in the production process, along the entire value chain.

Mr. Achim Lohrie,

head CSR Tchibo, Germany

Mr. Piet Hein Merckens,

president Douwe Egberts, the Netherlands

Mr. Harold Poelma,

managing director Cargill cocoa, the Netherlands

Central question: What is your company doing to assure the sustainable production of coffee, tea and cocoa in the producing countries?

Mr. Achim Lohrie, head CSR Tchibo, Germany:

I have 17 years of experience in CSR, especially in cotton and the textile industry. Two years ago I started at Tchibo to set up the CSR department. Tchibo is a German company for the trade and retail of coffee, textiles and hardwoods. It is a family owned business, divided into two parts. The management is committed to change towards sustainable coffee production. **The company's biggest motivation for sustainable coffee is to safeguard its future business.**

Sustainable may have many different meanings. For Tchibo, it means certified coffee. The Tchibo strategy towards 100% certified coffee is using

the 4C (Common Code for the Coffee Community) as a stepping stone to jump to more demanding standards like Rainforest Alliance, Fairtrade and Organic. Tchibo has no Utz Certified coffee, for different reasons; the most important is that this standard is not very well known in Germany.

Mr. Piet Hein Merckens, president Douwe Egberts, the Netherlands:

A few years ago, we started the journey towards 100% sustainable sourcing of our coffee. The sustainability issue is addressed in a mainstream business approach, avoiding a niche market solution but matching with quality improvements. The DE approach has 3 pillars:

- the partnership with Utz Certified on coffee standards
- the DE Foundation has projects on sourcing
- the membership and dialogue in the 4C

The company is committed to work on sustainability, not only to address consumer expectations, but also to express the company culture.

In terms of tea, there is no other strategy than for coffee. Ultimately, the objectives for tea and coffee are the same. We want to grow to a total sustainable world for tea, 100% certified tea. Tea is still in the starting phase, but with the help of Utz and with earlier experiences the certifying process is expected to go faster than for coffee. But still the speed will be determined by the progress made upstream in the chain.

*of the day, after
breakfast and
sometimes after dinner*
Rosenberg David,
Ecom Agroindustrial;
Espresso
Ruijter Coen de,
Max Havelaar;
Runia Simon,
ICCO; *Coffee*
Rutten Marcel,
African Studies Centre;
*Tea (8.00 am), Coffee
(10.00 am), Tea (4.00
pm), Coffee (8.00 pm)*
Schmitz-Hoffmann
Carsten, GTZ/4C;
*Coffee - because
of the taste*
Schoon Rebecca,
Schuttelaar & partners;
Simons Lucas,
Independent profes-
sional; *Coffee*
Simons Pauline, IDH;
*Good quality coffee,
not too much -
it's hot and tasty*
Sjenitzer Titia,
Fairfood;
Slingerland Maja,
Wageningen UR;
*Hot chocolate -
nostalgic about
skating in winter*
Smits Hanneke,
CNV Bedrijvenbond;
Snelder Roel,
Agri-ProFocus;
*Double espresso -
a perfect wake up
call and to fight the
after-dinner-dip*
>>>

? What do you intend to do as a follow-up to the conference, please specify?

UNION: *Stimulate members, negotiators and managers to work on the theme of tropical commodities.*

NGO: *Advocate speeding up the process of certification in Ghana*

Biggest motivation for sustainable tea is to better distribute the money along the value chain.

Mr. Harold Poelma, managing director Cargill cocoa, the Netherlands: Some of you might not know Cargill since we are a relatively low profile company. Cargill is active in the processing, sourcing and trading of commodities. Cargill is also a family company (founded in 1865) that processes cocoa, around 500.000 ton/year. So, not really a niche player, we can't take the niche approach towards a more sustainable sector. The world production on cocoa is at the moment 3.6 million tonnes with a growing demand of around 100.000 tonnes every year. Cargill was already active in Europe, Brazil and the USA, but started 10 years ago also in Western Africa.

It is important for the producing side that the farmers feel part of this cocoa value chain and see the benefits. It is an illusion to think that you can grow a business without having the first person in the chain benefiting and understanding the value he is adding. Cargill sees the need to take its responsibility seriously and has become more active also for reasons like supply chain transparency, reliability, quality and so on.

The first step to improve quality has been bringing the cocoa processing infrastructure (finance, knowledge) closer to the farmer (shortening the chain). This is the best way to give the farmer insights of the market and price, and meanwhile get a quality message across. Although we have done a lot, we don't claim success while there are still many farmers who live on a subsistence basis. The cocoa producers in Western Africa need to build capacity on chain governance to improve farm productivity (in a sustainable way and with a high quality) and to improve cocoa quality.

Recently, Cargill started working with several partners, like Utz, Heinz, Ahold, Oxfam, Solidaridad. **The biggest motivation for sustainable cocoa is to have mainstream impact on cocoa farmers.**

Steverink Stephan, ST Nelles Bedrijf;
Tran Kim, Ministry of Agriculture, Nature and Food Quality;
Tucker Albert, Independent professional;
Unger Liesbeth, Oxfam Novib;
Tea - the more I learn about it the better it tastes
Valkhof Connie, Fair Trade Original;
Veld Aad in 't, FNV Bondgenoten;
Coffee - to wake up and to stay alert
Vernooij Marcel, Ministry of Agriculture, Nature and Food Quality;
Versteegh Gerard, Tradin;
Cup of Ethiopian espresso
Victor Majorie, Oxfam America;
Hot chocolate
Vries Daan de, UTZ Certified;
Tea - many types from strong to light, never bores me
Vries Tijmen de, VNKT;
Vrijenhoek Ton, Oxfam Novib;
Wal Sanne van der, SOMO;
 >>>



Mr. Piet Hein Merckens,
president Douwe Egberts,
the Netherlands

1. Is the main bottleneck to be found in the supply side of certified commodities?

Piet Hein Merckens explains that for the tea sector, supply is still a hampering factor, for the coffee more and more supply is available (doubling of certified coffee last year), but here the problem lies in absorbing the higher costs.

2. How do you speed up creating and expanding markets for sustainable products?

Achim Lohrie says that Tchibo is on one hand a retailer and on the other hand a producer. There is a big demand on the consumer side, but there is a communication problem with the end consumers. Tchibo shops have a down-to-earth way of communication to the end-consumers.

Piet Hein Merckens: DE communicates through booklets in their retail shops and also refrains from big promises on progress in sustainability.

Harold Poelma, Cargill is not in retail.

Mr. Achim Lohrie,
head CSR Tchibo, Germany

3. What about the idea of sharing costs of improvement along the chain?

According to **Piet Hein Merckens** DE consumers don't want to share in the costs of improvement, they expect the business to have solved the sustainability issues already. The costs for the farmers to get a fair price need to be paid by the coffee processors and the

Mr. Harold Poelma,
managing director Cargill
cocoa, the Netherlands

costs for certification need to be shared by all the parties involved. Here, DE sees a leading role for government subsidies to start up/speed up the certification of tea, while later on the companies can take over.

Achim Lohrie explains that Tchibo has found room in the margins on premium coffees to afford the learning costs of these improvements, later extending them to low priced coffees.

Harold Poelma from Cargill has shared these costs in the Utz partnership with other companies and development agencies.

? What do you intend to do as a follow-up to the conference, please specify?

POLICY/RESEARCH: Conference on sector-crossing issues in cocoa, tea and coffee in cooperation with the IDH cross-sector learning program

4. In Ivory Coast, the cocoa middle man is impeding the price for quality incentives. How do you make sure that farmers get a better/fair price? Edmond Konan (GBCC)

Harold Poelma explains that Cargill is aware of this issue. Cargill buys about half of its supplies from cooperatives, but some of these organisations are weak and not well managed. Cargill has the intention to shorten the supply chain, to make the link between the company and the farmers, as short as possible.

5. How will Tchibo communicate the 4C standard to consumers, as it is a business to business model, and how will you certify the bulk of your coffee under 4C as these volumes are not available now? David Rosenberg (ECOM)

Achim Lohrie acknowledges these shortages but thinks, of all the standards, 4C is most feasible. Although 4C is just used as a jumping base for the other,

more demanding systems, the 4C certification standards are therefore not communicated to consumers as such.

Tchibo sees the certification of the mainstream bulk as a long-term process that will start with pilots programmes and smaller roaster companies.

6. Have you as industries ever considered to pay a minimal price to coffee, tea and cocoa producers that covers at least production costs in order to make sure / to prevent that when prices fall on the stock-exchange smallholders disappear and that your supply also disappears? Esperanza Dionisio (Pangoa, Peru)

Piet Hein Merckens responds that price guarantees will eventually lead to overproduction as price fluctuation regulates supply and demand.

7. I am very happy to see that the industry is working on sustainability and I will tell my 380.000 coffee producing smallholders in Brazil the world is

really changing. Nevertheless, I would really like to know what means sustainability to you? Secondly, a specific question for Sara Lee and Tchibo, how much coffee do you buy from smallholders and what is the total percentage sourced from smallholders? Luis Facco (Contag, Brazil)

Achim Lohrie, Tchibo defines sustainable coffee as “certified or verified according to standards defined in multi-stakeholder processes.” Tchibo buys around 70% of its coffee from smallholders.

Piet Hein Merckens defines sustainability as a healthy (in social, environmental and economic terms) model in which all the stakeholders are involved, the precise content of sustainability is defined by them. DE cannot give a percentage, it is more interested in certified production as such, be it from smallholders or large-scale producers.

Wees Catherine van der, Hivos; **Coffee - to wake me up in the morning, Herbal tea - in the afternoon so I can sleep at night**

Weilgmann Bärbel, TCC; **Ethiopian Harrar Coffee - it tastes deliciously**

Wilson Derek,

CSR Netherlands;

Tea - because you

can drink loads of it

without any negative

side effects

Wunderlich Chris,

IISD

Zwart Gine,

Oxfam Novib; **Tea**

Tea

Liesbeth Unger, Oxfam Novib, Netherlands: I will convince the tea sector to work together in achieving sustainability. At this moment, there are lots of individual initiatives and therefore it's time for a sector initiative and a tea multi stakeholder initiative.

Dr. Shatadru Chattopadhyay, Solidaridad, India: We have to take the understanding of sustainability from the NGOs and from the businesses to the marginalized communities, particularly the farmers, so they can participate in a more informed manner.



Coffee

Hans Perk, Solidaridad, Netherlands: I am proposing to change the name from CSR to CS Opportunities. We are still not getting the full value of what we are doing. For example, we still communicate ineffectively with the consumers. Somebody has to pay the bill for CSR and it has to be done partly by marketing communication and also by challenging companies to create opportunities in the value chain.



Luis Facco, Contag, Brazil: We, as producers, want the industry to buy more sustainable coffee from small-holders for a fair price. For us this means social justice, economic justice and also respect for the environment.

Cocoa

Gine Zwart, Oxfam Novib, Netherlands: I take my seat in the second ICCO Round Table on a sustainable cocoa sector and ensure that there is representation of the Southern participants.



Edmond Konan, GBCC, Ivory Coast:

Coast: Building long-term relationships between the few big players and producer groups is necessary as well as sharing the benefits of sustainable cocoa production.

Ngo

Union

Industry

Certification

Government

Piet Hein Merckens, Sara Lee, Netherlands: We will try to get all the stakeholders around the table. We, at the demand side, will push NGOs, ourselves and governments to push the certification in tea and to make sure that the discussion is not about the differences in certification but far more on what unifies us.



Harold Poelma, Cargill, Netherlands: Cargill will mobilise a lot of people to participate in in the open, inclusive Utz certified code. Cargill wants to make a meaningful code with a lot of companies. Its not a project for one company on a small scale, it's meant for the mainstream cocoa market to make an impact in the producing countries.



Moving forward towards sustainable value chains

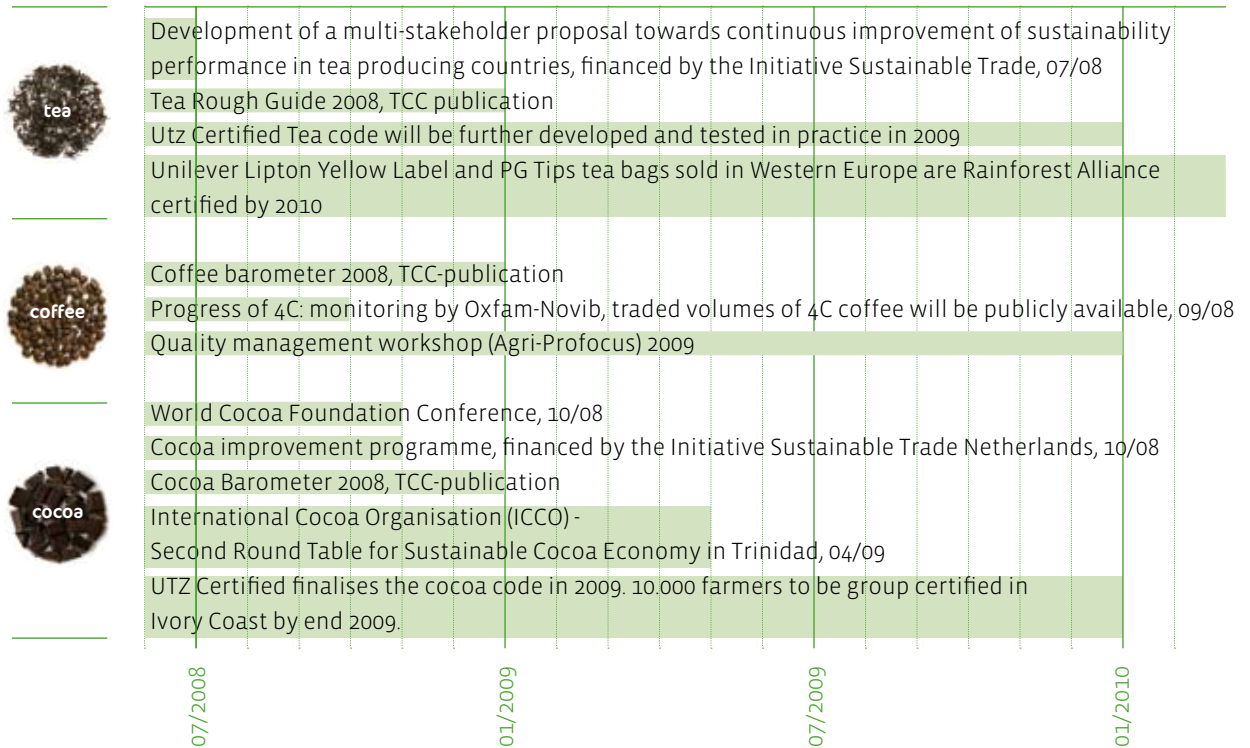
Will your commodity be sustainable in the future? What will be your contribution to ensure its sustainability? These questions were addressed to ten major stakeholders from the tea, coffee and cocoa value chains. Their responses are presented in this table.

Jos Harmsen, Max Havelaar, Netherlands: Nowadays, there is the danger of competition between certification schemes. To reach a higher level we should start with respect for every certification scheme. We can have a real competition only when consumers are well informed. That means full transparency and fair communication.



Marcel Vernooij, Ministry of Agriculture, Netherlands: By bringing stakeholders together for dialogue. And giving support on the ground.
1. LNV facilitates bringing stakeholders together for dialogue in 2008 and 2009 in the Netherlands and worldwide. **2.** LNV supports producing countries to produce sustainable cocoa. **3.** I will promote sustainable drinks in the LNV.

Next steps towards sustainable value chains



Evaluation by participants

Appreciation of the various elements of the conference

	good	satisfactory	neutral	poor
Opening speech	35.5%	45.2%	16.1%	3.2%
Session southern stakeholders	22.6%	48.4%	29.0%	0.0%
Interaction on challenges	19.4%	45.2%	29.0%	6.5%
Intervention of special guest Gerry	71.0%	12.9%	12.9%	3.2%
Session industry	25.8%	48.4%	22.6%	3.2%
Interaction on partnerships	20.7%	41.4%	34.5%	3.4%
Session on ways forward on each commodity	14.3%	21.4%	50.0%	14.3%
Closing statement	7.1%	32.1%	42.9%	17.9%

Mrs. Farah Karimi, the director general of Oxfam Novib highlighted a number of issues in closing the conference.

First of all, I would like to congratulate the organizers, for organizing an inspiring day, where many more people had wanted to be present; a day that truly combined flavours in terms of the commodities, and in terms of people, and a day that welcomed a special guest: Gerry the sustainability Guru. I think it has been a very inspiring day and I will try to make some comments and some remarks, since so many interesting subjects have been discussed.

This conference managed to get a variety of actors together, even though it is not their natural inclination to sit together in one meeting: companies, government, civil society and union representatives. Many concepts like sustainability, traceability, certification, transparency, quality standards, compliance, burden sharing, chain responsibility, purchasing practices, and chain of custody were discussed and spoken about during the day. All are extremely important, to achieve this one thing we are all aiming for: better working and living conditions for people that produce those great luxury goods that we like so much, and they have hardly ever tasted: coffee, tea and

cocoa and that we could never consume anymore, if these producers and workers would all go on strike one day.

What I found really interesting was the debate here with the representatives of the private sector. The debate showed what we have already achieved. The gentlemen of the private sector talked about sustainability and this is a big change compared to a few years ago. The second point is that the private sector is not only talking in terms of costs but also in terms of opportunities - another change.

What concerns me is that the private sector has adopted certification, as the solution of all problems we face in these tropical commodity value chains. We need to remain critical also of our solutions like certification. Certification surely is an important instrument when it comes to sustainability. However, all is not solved just by a label on the packet. We need to be sure that we do not avoid the whole burden of sustainability by ending up resting on the weakest shoulders. Besides, certification alone is not enough to solve problems in any value chain. Issues around unfair trade; trade rules and tariffs need also to be addressed for any producing country.

Very important in my opinion is having the farmers organised, and really involving them in this whole discussion, as part of our process. We are looking for an economic model, which

is profitable for the private sector, producers and consumers.

Our challenge, the challenge for civil society, is to push you not just to talk but also to make changes. And, if you take the first step we will challenge you to do the next step, again and again. The civil society organizations should not fear to show their teeth when needed, and will continue to closely monitor the real impact of companies on poverty. For example, Unilever was not represented today - if you are serious about your corporate social responsibility take the step and become part of the discussion.

The important thing is that today we started a new initiative, the Tropical Commodity Coalition. Therefore, I would like to present the members and ask them to stand up and introduce themselves - Hivos, Solidaridad, Oikos, Somo, Fairfood, India Committee of the Netherlands, BothEnds, FNV Bondgenoten, CNV Bedrijvenbond and Oxfam Novib. I am really happy that the Coffee Coalition managed to make this re-start and will use all its valuable experience, gained over the past five years in the coffee sector, for the other commodities. I would like to congratulate the TCC staff Sjoerd Panhuysen and Bärbel

Weiligmann on the work they have done and wish them all the best in the new challenges lying ahead.

Finally I would like to thank the organisers: LNV, Agri-ProFocus and the TCC for organising this challenging day, and give a special thank you to our visitors from abroad who travelled far to be able to attend and take part in the panels and discussions.

And last but not least, I would like to thank the facilitators: Bärbel and Kwame; despite the physical distance between Ghana and the Netherlands you two managed to be an excellent team.

It is now my pleasure, to invite you all for a drink and encourage you to mix flavours!



'Cruciaal moment voor duurzame cacao

Duurzame chocolade komt dichterbij. Grote chocoladeproducerende bedrijven zijn steeds vaker geïnteresseerd in zakendoen met cacao-boeren die hun waar produceren op een manier die verantwoord is voor mens en milieu. 'Voor cacao is het een cruciaal moment', zegt Bert Beekman van Oxfam Novib.

Nederland is de grootste importeur en verwerker van cacao ter wereld en het is niet verwonderlijk dat veel initiatieven voor een duurzame productie hier ontstaan. Cacao moet nu volgen in de voetsporen van koffie, waarvan de productiemethoden de afgelopen jaren zijn verbeterd. 'Na de koffie, de cacao' lijkt ook de gedachte achter de tweedaagse conferentie van de Koffiecoalitie, een samenwerkingsverband van Nederlandse maatschappelijke

en cacao. Multinationals zoals Sara Lee zitten vrijdag om de tafel met lokale organisaties en overheidsvertegenwoordigers. Cacao krijgt dan de meeste aandacht, denkt Beekman die donderdag afscheid nam bij Oxfam Novib. 'Chocolade is een impulsaankoop. Het zit niet in het pakket voedingsmiddelen dat mensen dagelijks kopen of gebruiken'. Consumenten kunnen makkelijker besluiten het product niet meer te kopen en bedrijven zijn daar gevoelig voor.

Beekman was directeur van het eerste uur van fair trade-organisatie Max Havelaar en heeft zich jarenlang sterk gemaakt voor koffie die op een maatschappelijk verantwoorde manier is geproduceerd. In Nederland heeft inmiddels 27 procent van alle verkochte koffie een keurmerk van een organisatie die producten en producenten beoordeelt op economische en sociale duurzaamheid, zoals Max Havelaar en Utz. Nederland loopt daarmee voor op andere landen in Europa. Heeft het met koffie jarenlang geduurd voordat de zogenoemde certificatie van koffie op brede schaal op gang kwam, met cacao moet dat sneller gaan. De route loopt via bedrijven, zegt Beekman. En die zijn, vooral na protesten in de Verenigde Staten tegen de situatie in de cacao-industrie, steeds meer bereid actie te ondernemen. Hun drijfver zijn simpel, denkt Beekman zijn bang aangeklaagd te worden wegens het gebruik van kinderarbeid of slaven.

Want de misstanden in de cacao-sector zijn groot. In Nederland dat op ludieke wijze aangekondigd door journalist Teun van de Keuken, die zich in 2003 aan de politie omdat hij door eten van chocolade schuldig was aan het voortbestaan van slavernij.

Van de Keuken besloot zelf aan de situatie te doen en richtte het merk Tony Chocolonely dat chocolade maakt van cacao en afkomstig van cooperatie gecontroleerd worden door trade-organisaties. Het aan cooperaties dat een duurzaamheidskeurmerk draagt is eel gering en grote cacaoverwerkers doen daar nog weinig zeker

Chocolaatje Nederland schakelt als 's werelds grootste cacao-importeur en verwerker over op duurzaam geproduceerde cacao. Overheid, bedrijfsleven en NGO's gaan intensief samenwerken om duurzame productie van cacao te stimuleren. Dit is in het belang van het milieu, maar ook een belangrijke factor in de armoedebestrijding in de wereld. Tijdens de conferenties van de Tropical Commodity Coalition (TCC) op 17 en 18 april werden verschillende initiatieven gepresenteerd. Nederland is met een aandeel van 14 procent de grootste importeur en verwerker van cacao in de wereld en de grootste exporteur van cacaomassa, -boter en -poeder. Ook de voedings- en genotmiddelenindustrie in Nederland profiteert van de import, opslag en verwerking van cacao in ons land. De Nederlandse cacaosector volgt daarmee het succes van gecertificeerde koffie in Nederland. De stap om in Nederland over

Cacao vaker duurzaam geproduceerd

DEN HAAG Duurzame chocolade lijkt bezig aan een opmars. Grote chocoladeproducerende bedrijven zijn steeds vaker geïnteresseerd in zakendoen met cacao-boeren die hun producten verantwoord produceren. 'Voor cacao is het een cruciaal moment', zegt Bert Beekman van Oxfam Novib.

Nederland is de grootste importeur en verwerker van cacao ter wereld en het is niet verwonderlijk dat veel initia-

'Goede

Producersen

Chocolade moet eindelijk het succes evenaren van verantwoord geproduceerde koffie. Misschien lukt het nu. Door Loethe Olthuis

De cacao-sector worstelt al jaren met misstanden, van kinderarbeid en zelfs slavernij tot kinderarbeid en zelfs slavernij. Hoewel er al tientallen initiatieven zijn ontwikkeld om het tij te keren, zijn er nauwelijks tastbare resultaten. Maar door recente samenwerking van een aantal grote cacaoverwerkers en chocoladeproducenten lijkt er nu zicht op grootschalige productie van 'betere' chocolade.

In het afgelopen decennium ontstonden er tientallen initiatieven om te komen tot verbetering van de cacao-industrie te verbeteren. De bekendste is het Harkin-Engel-protocol uit 2001, een initiatief van internationale cacao- en chocolade-industrie om kinder- en slavenarbeid op cacao-plantages in Ghana en Ivoorkust - de belangrijkste twee cacao-producerende landen - te elimineren met ingang van 2005 terug

ductiemethoden. In de afgelopen jaren zijn verbeteringen gemaakt. Vrijdag werd bekend dat de Tropical Commodity Coalition, een organisatie die zich richt op duurzame productie, zijn erin vertegenwoordigd zijn.

Diverse conglomeraatbedrijven zoals Mars, Nestlé, Unilever en zijn begin dit jaar een programma gestart om duurzame cacao in Nederland te produceren. Het initiatief moet

'Goede' chocolade onder handbereik

Volkskrant
17.5.2008

dous and Exploitive Child Labour Program (WACAP), de tien internationale cacao-organisaties, de regeringen van Ghana en Ivoorkust en een aantal cacaooverwerkers. Er worden trainings- en voorlichtingsprogramma's georganiseerd, resistentere cacaoassen ontwikkeld, medische faciliteiten verbeterd, immunisatieprogramma's opgezet.

Maar wie recente onderzoeksrapporten van bijvoorbeeld Milieu Centraal en Fairfood leest, zal concluderen dat het allemaal niet veel lijkt te helpen.

Het gros van de cacaoboeren leeft nog steeds onder de armoedegrens, ondanks hoge cacao Prijzen. In Ghana bijvoorbeeld bepaalt de overheid de prijs: de boer krijgt 70 procent van de wereldmarktprijs.

Er zijn nog steeds ruim 152 duizend kinderen op cacaoplantages die werken met pesticiden, zonder beschermende kleding. Daar zitten extreem giftige stoffen tussen. Zo'n 280 duizend kinderen doen zware en gevaarlijke klussen, zoals bomen hakken. Ook worden kinderen en volwassenen in andere gebieden geronseld, met de belofte van goede verdienste. Soms worden zij goed behandeld, soms lijkt het meer op slavernij. Ontbossing, verlies van biodiversiteit en uitputting van de grond zijn nog steeds een probleem. De resulta-



Bonbons Foto AFP

in Ivoorkust en Ghana. Er is chocolade die met zorg voor mens en milieu wordt geproduceerd: gecertificeerde chocolade met keurmerken als Max Havelaar/FairTrade, Rainforest Alliance of EKO. Maar deze merken bestrijken slechts 1 procent van de markt.

Er moet dus wat gebeuren: daar lijkt iedereen in de cacaoindustrie zich van bewust. Tijdens de onlangs gehouden Tropical Commodity Conference, georganiseerd door de Tropical Commodity Coalition, een platform van vakbonden en NGO's zoals Solidaridad en Oxfam Novib, leken er eindelijk spijkers met koppen geslagen te zijn. Grote cacao spelers zoals Cargill, Nestlé, Mars, Heinz, handelaar Icom en Ahold hebben zich uitgesproken voor de invoering van een onafhankelijk keurmerk. Samen controleren zij een aanzienlijk deel van de cacao- en chocolade-markt.

'De industrie moest wel iets doen', meent Gine Zwart van Ox-

nadering, die meer gericht is op de mainstreammarkt. Zo was het mogelijk een groter deel van de koffieboeren te certificeren, waardoor de bulk van de koffie nu aan de eisen van het keurmerk voldoet, zonder dat de prijs sterk gestegen is. Daarom hebben we contact gezocht met UTZ, om hetzelfde voor de cacaosector te doen.'

Maar de situatie bij de cacao teelt is anders dan bij koffie, zegt Daan de Vries, woordvoerder van UTZ-Certified. 'De organisatiegraad van de cacao boeren is veel lager; coöperaties of grote plantages zijn er bijna niet, waardoor er moeilijker afspraken te maken zijn en ook controle ingewikkelder is.'

Boeren hebben bovendien heel weinig geld om aanpassingen te doen en de individuele opleidingsmogelijkheden zijn klein. Verder is de politieke situatie in een land als Ivoorkust instabiel en werken overheden in de productielanden

hoeven te werken. Waar dat geld vandaan moet komen, daarover is men het nog niet eens.

Van de plaatselijke overheden, maar ook voor een deel van de Nederlandse overheid, vindt Marcel Vernooij. 'De cacao-industrie is heel belangrijk voor ons land. Daarom investeren we al in allerlei duurzame projecten.'

'Van de industrie en de consument', vindt Gine Zwart van Oxfam Novib. 'Uiteindelijk zal chocolade daardoor voor iedereen iets duurder worden.' Daan de Vries van UTZ ziet vooral een rol voor private en overheidsfondsen, bedrijven en fundraising.

Peter van Grinsven van Mars vindt dat de bedrijven moeten betalen die meedoen aan de certificering. 'Dus wij ook. Maar wij kunnen dit niet alleen bekostigen; daarom zijn de consumenten belangrijk. Zij kunnen de druk opvoeren op bedrijven die nu nog de kat uit de boom kijken, zodat die ook gaan investeren.'

De bereidwilligheid iets aan de situatie te doen, is groter dan ooit. Het lijkt erop dat duurzamere, sociale, milieuvriendelijker chocolade binnenkort echt in de supermarkt ligt.

'Beslist', stelt Harold Poelma van Cargill. 'Eind volgend jaar willen we een groep van 10 duizend boeren gecertificeerd hebben. Daarna moeten we het uitbreiden.'

'Dat begin 2010 de eerste UTZ-gecertificeerde chocolade in de schappen ligt, is vooralsnog reëel', zegt ook Daan de Vries van UTZ. 'Maar het is niet mogelijk in zo'n korte tijd alle cacao gecertificeerd te hebben. Daarom denken we eerst aan een overgangsmodel, bijvoorbeeld repen met minder dan 100 procent gecertificeerde cacao.'

In the newspapers:

- Volkskrant: 18-04-2008: Cacao vaker duurzaam geproduceerd.
- Volkskrant: 17-05-2008: 'Goede' chocolade onder handbereik
- Het Nederlandse Dagblad: 18-04-2008: Cruciaal moment voor duurzame cacao
- Barneveldse Krant: 18-04-2008: Cruciaal moment voor duurzame cacao
- Friesch Dagblad: 18-04-2008: Chocolaatje - Nederland schakelt als wereld grootste cacao importeur over op duurzaam geproduceerde cacao
- Het Goede Leven: 18-04-2008: Nederland schakelt als wereld grootste cacao importeur over op duurzaam geproduceerde cacao

On the Internet:

- Kassa.nl: 18-04-2008: Cruciaal moment voor duurzame cacao
- AgriHolland.nl: 17-04-2008: Nederland stimuleert duurzame cacao- en koffieproductie wereldwijd

Produceerd

den de afgelopen
poeterd.

id de Tropical
coalition opge-

anistatie die zich
op thee en cacao.

Is zoals Sara Lee
egenwoordigd,

cerns (zoals
Heinz en Ahold)

jaar in een pro-
apt voor duurna-

voorkust. Het ini-
aken als kinderar-



Dear friends!

What an incredible pleasure it was for me to meet you all in the conference 'Combining Flavours'! I poured every little flavour out of my female essence to top all your interesting sustainability flavours up. And, together we made a great blend. Didn't we?

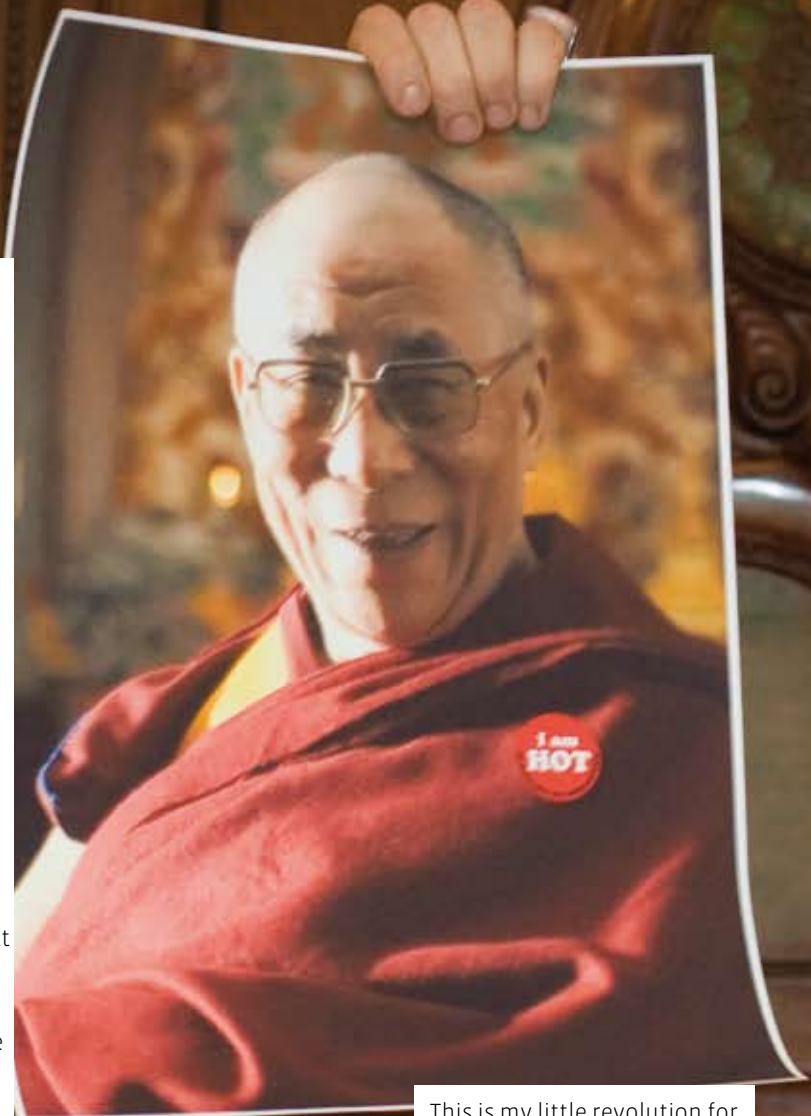
Despite all our differences, the atmosphere was so open and willing to meet and exchange. And, on a deep level, Gerry knows that this was only the beginning! As 'a natural born ambassador', my temperature is rising and rising to take my responsibility in this chain process.

It is time we unify our agendas, and we agree on at least one goal: to make our certified tea, coffee and cocoa finally

really hot! In the conference, I told you that I am hot for this international campaign. And also, a lot of my celebrity-network will be. And we all know what will happen to the consumers, restaurants, cafés and companies who are not drinking our certified hot beverages: they will be definitely not hot, anymore!

This is my little revolution for you all. We are all hot for it now, so let's not wait too long. We have to speed up. In the meantime you can already start your own little revolution by proudly wearing the 'I am hot' button. So, if you want to join in with this campaign, please let me know: info@tea-coffeecocoa.org

With love, Gerry



Ministry of Agriculture, Nature and Food Quality

‘Food production and rural areas of international standing’. Under this banner the Ministry of Agriculture, Nature and Food Quality of The Netherlands strives for safe, responsibly produced food and a living countryside. Rural areas must remain economically viable while preserving landscape and heritage. The ministry also seeks to strengthen the international competitive position of the agriculture sector based on socially responsible enterprise. We cannot achieve this alone. All stakeholders need to take up their responsibility. Transparent decision-making is a precondition. The ministry of Agriculture, Nature and Food Quality directs, creates the necessary frameworks, stimulates and provides funding.

www.minlnv.nl



Ministry of
Agriculture,
Nature and
Food Quality

Agri-ProFocus

Agri-ProFocus is a partnership of donor agencies, credit institutions, fair trade organisations, training institutes and knowledge institutions. The partnership believes that strong rural producer organisations play a crucial role in economic development, the strengthening of democracy and poverty alleviation in rural areas. However, such organisations often lack the capacity and means to realise their potential. Promoting ties between Agri-ProFocus member organisations and the business sector is an effective way to help producer organisations fulfil this important role.

Agri-ProFocus concentrates on three focal areas: chain development, (financial) services to producer organisations and capacity building. The network is supported by a bureau, which focuses on: facilitation of cooperation between Agri-ProFocus’ members and other stakeholders in so called “trajectories”, organisation of expert meetings on issues related to producer organisations and enabling the exchange of information through a service desk.

www.agri-profocust.nl



Tropical Commodity Coalition

Tropical Commodity Coalition comprises eight non-governmental organisations: Hivos, Oxfam-Novib, Solidaridad, Oikos, Somo, Fairfood, India Committee of the Netherlands, BothEnds and two trade unions, FNV Bondgenoten, CNV Bedrijvenbond. 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 the coffee, tea and cocoa value chains.

Tropical Commodity Coalition addresses the social, environmental and economic conditions in the coffee, tea and cocoa chains through organising informed debates, in both the South and the North. The TCC ensures coordination of the members’ activities where needed and compiles lessons learnt and promotes the interchange of strategies to build shared understanding and approaches to sustainability in these commodities. TCC shares its knowledge and influences policies and plans of companies, standard bodies, CSR initiatives, governments,

NGOs and unions to develop and implement sustainable practices efficiently throughout the coffee, tea and cocoa chains. TCC creates an enabling environment for civil society stakeholders from producing countries to join and take an active part in the sustainable commodity debate.

www.teacoffeecocoa.org

Abbreviations

CSO: Civil Society Organisations (NGOs + unions) **CSR:** Corporate Social Responsibility **GBCC:** Global Business Consulting Company **DE:** Douwe Egberts **NGO:** Non Governmental Organisations **SL:** Sara Lee **TCC:** Tropical Commodity Coalition **4C:** Common Code for Coffee Community **LNV:** Ministry for Agriculture, Nature and Food Quality

Colofon

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Tropical Commodity Coalition
for sustainable Tea Coffee Cocoa

Flavours from the conference

What do you intend to do as a follow-up to the conference, please specify?
INDUSTRY: Speeding up our efforts to convince customers to increase the use of certified products.

“Combining flavours!” was for me a huge success because of the personalities the organizers were able to pool together and the frankness with which the issues were discussed. I am grateful for the platform created for us to interact with other key players, particularly from industry.

The industry players realized the need to consider sharing the cost of improvement and to provide incentives for continued supply of sustainable commodities. This was made clear through our collaborative efforts. I guess industry also acknowledges the power and



What in your opinion is the single most important outcome of the conference?
UNION: It has put tea and cocoa on the agenda, and there is now a sense of urgency to improve these chains.

importance of civil society in the supply chain. Unless we continue to engage industry to commit itself to the ideals we advocated, they are likely to renege on their promise to work together for the benefit of all, particularly the producers. If we ever thought there is the need to be hot, I tell you, this is the time. Being HOT means to continue to work with PRODUCERS, INDUSTRY and CONSUMERS to achieve total SUSTAINABILITY.

**Yaw Osei-Owusu,
Conservation International,
Ghana**

“Combining flavours!” reconfirmed that sustainable development is the overarching objective for governments, business, farmers, and NGOs in tropical commodities.

There are still many challenges. Consumers have to be more aware of the impact of their food choices on producing countries. Retailers and restaurants should promote the consumption of sustainable products. Processors and traders are to improve their social and environmental business performance. Farmers need to work on top quality cocoa, coffee and tea, and have to get better-organized.

As the Dutch Government, we will continue to participate in the (inter)national dialogue and promote sustainability initiatives in tropical commodities. We are encouraged by the constructive and pragmatic atmosphere of the conference “Combining flavours!”.

**Marcel Vernooij, Ministry of
Agriculture, Nature and Food
Quality, The Netherlands**



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