

Tropical Commodity Coalition Conference Report

October 1st 2010, Amsterdam, the Netherlands

Combining results!

Transparency

Credibility

Cooperation



Tropical Commodity Coalition

for sustainable Tea Coffee Cocoa

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October 1st 2010, Amsterdam, the Netherlands

Combining results !

Increasing credibility and effectiveness

Baseline

Cindy Johnson

Data

Spreadsheets

Clear definitions

Trust

Data

Kristin Komives

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Statistics

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Gender impact

Nicole Mathot

Commitment

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Commitment

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Tropical Commodity Coalition

for sustainable Tea Coffee Cocoa

Introduction

On the first of October 2010, the Tropical Commodity Coalition launched the final conference of its trilogy on combining the drive for sustainability: The Combining Results! Conference.

At the first event, the Combining Flavours! Conference, in 2008, all stakeholders agreed and advocated eloquently, on the need to improve the efficiency and credibility of sustainable tea, coffee and cocoa production, and to address the main bottlenecks on the supply and demand sides. The second event, the Combining Efforts! Conference, held in October 2009, concentrated on walking the talk.

More and more consumers, farmers and tax payers evince interest in the results of sustainability initiatives. However, the way we now measure results lacks transparency which endangers the credibility of these initiatives. Therefore, we moved on to Combining Results!

The Combining Results! Conference was centred on two major challenges:

- 1 *Measuring results recognised by broader stakeholder groups*
- 2 *How to come to combined result measuring*

To keep the ball rolling, TCC invited **David Griswold**, *President and Founder of Sustainable Harvest Coffee Importers*, **Ruerd Ruben**, *Director, Policy and Operations Evaluation Department (IOB), at the Dutch Ministry of Foreign Affairs*, and **Ingmar Streese**, *Head of Public Affairs & Policy, Mars Inc*, to give us a holistic, inspiring and thought-provoking session on measuring results.

To gain an insight into the views and opinions of farmers and consumers on certification, two movie clips were shown; one featuring cocoa farmers and the other, Dutch consumers.

To challenge the participants to combine their efforts, each one was invited to participate in two of the following

World Cafés:

- Credible results from the producer perspective in tea, coffee, and cocoa
- How to ensure that measurements are used for learning and improvement?
- Learning from results measuring, across commodities
- Working towards results that have a great impact in tea, coffee and cocoa: Issues identified, strategies compared, efforts aligned
- Transparency in measuring results
- Child labour

The dynamic interactions underlined the need for, and value of combining knowledge. After a tough discussion process the results of the six World Cafés were presented to the audience for further debate. Every World Café moderator committed himself to the next steps required to further develop the process of measuring results.

Every participant was challenged to come up with the most important ingredient needed to achieve credible results, and to commit himself to undertake the activities required next, after the conference.

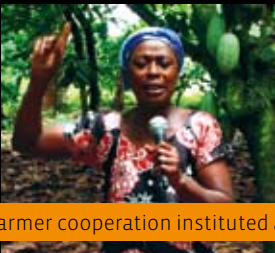
This Tropical Commodity Coalition conference report covers the keynote speakers' presentations and the discussion thereon, and the lively debates in the different World Cafés, viewed from different perspectives.

Farmer & consumer perspectives

on certification



We don't use any chemicals on the land so the land is fertile and our environment is secured.



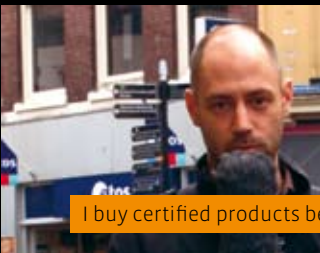
The farmer cooperation instituted a scholarship for talented children to enable them to study.

Two movie clips were screened to get an insight into the view of farmers and consumers on certification; one featuring Ghanaian cocoa farmers and the other, Dutch consumers.

Both the Ghanaian farmers and the Dutch consumers were asked why they choose to produce/buy certified cocoa, and under what conditions certified production/products are credible to them.

The movieclips showed that standards bodies must ensure that certification will lead to positive results for farmers and the environment. At the same time the certification labels have to convey a credible message to the consumers.

See website TCC for the movies:
www.teacoffecocoa.org



I buy certified products because the producers are treated better and receive a higher wage.



I assume that a label stands for an honest certified production process but how do I know for sure?

Status Quo on Measuring Results

NGO perspective on measuring results:

Combining Results! Increasing credibility and effectiveness

Frank Mechielsen (Netherlands)

Lobbyist, private sector, Oxfam-Novib & Chair of the Tropical Commodity Coalition

TCC proudly presents her third conference: Combining Results. Two years ago TCC started with our first conference: Combining Flavours. For the first time, we mixed the experience of coffee, with the sweet eagerness of cocoa and the fresh interest of the tea sector. We were all HOT. Last year we continued with Combining Efforts. The two main topics addressed were: better management and support; and matching supply and demand. Our final words were ABC: Ambition, Beyond certification, Cooperation.

Today we complete our trilogy. We are proud to present two combined results from TCC. The report of the external evaluation and the second Cocoa Barometer. I will mention two quotes from interviewees:

“TCC encourages public dialogue around the alignment of certification systems”.

“The barometers are really benchmark documents with a high level of information that no other organization worldwide is providing.”

Today, we want to share the results we have achieved. In the process of sharing these results, we also show how transparent we are. When we talk about results we also have to acknowledge that a lot more has to be done to really sustain the tea, coffee and cocoa sectors. Currently, only 10% of world tea production, 8% of the coffee production and a mere 3% of the cocoa production, is certified. Further gains require collaborative action.

We will have small group discussions to address questions like: How do we encourage trust to work together and deliver results? How do we learn across sectors? And perhaps, the most important question: What is the real impact for the farmers? We see more company concentration. This means more responsibility for the companies and a real opportunity for change and combining results!

Farmer perspective on measuring results: Sustainable Harvest Coffee Importers

David Griswold (United States)

President and Founder of Sustainable Harvest Coffee Importers

It was an honour to have David Griswold enlighten us on the manner in which his company, Sustainable Harvest Coffee Importers, conducts business.

Sustainable Harvest Coffee Importers stands for complete transparency and the creation of a level playing field for coffee farmers, importers and roasters. The company links the fair trade and organic farmers to the market via direct relationships. Sustainable Harvest Coffee Company invests heavily into the sector, for example, to improve the position of the farmer via better product quality. To be more specific, over two-thirds of its operating expenses are invested in farmers and other chain partners, in the form of training, technology, and the building of management systems. The company also helps farmers to access financial services.

David Griswold also hosted a world café table to discuss the business model used by Sustainable Harvest Coffee Importers; there was a huge interest in this discussion.

For more information on the Sustainable Harvest Coffee Importers: www.sustainableharvest.com

Status Quo on Measuring Results

Government perspective on measuring results: Impact Assessment of Fair, Responsible and Sustainable Trade: Public Policy Challenges

*Prof. Dr. Ruerd Ruben (Netherlands)
Director, Policy and Operations Evaluation Department (IOB) at the Dutch Ministry of Foreign Affairs*

Ruerd Ruben's vision on certification is that there should be more coherence between standards. Coherence does not imply that the different standards bodies should dissolve into one organization. In fact, it's his opinion that more standards can coexist with each other. It is important that these standards raise the minimum standard of production to include fair trading practices. A situation with multiple standards can be beneficial; standards are or can be tailored to meet the special needs of specific situations. Therefore, Ruerd Ruben thinks it is of great importance to compare labels on their applicability, to determine their best application (situation, country) - it is about answering the question "what works where, and for whom?".

Ruerd Ruben drew attention to the low transparency of standards and urged standards bodies to improve in this regard. The communication on labels should be honest (no false claims); the promise on a label should be clear to consumers.

He also stressed that everyone must be open and honest, and accept the fact that certification will not be applicable

to every farmer; those that cannot be included in certification should be supported via other means/tools. In his view, there should be public support for the development of standards, support that should be pre competitive and available to all parties in the sector.

Ruerd Ruben is also of the view that farmers should have more information on the costs and benefits of certification. In addition, information on how the costs and the benefits from certified production are distributed along the value chain should become available to stakeholders.

Industry perspective on measuring results: Mars' Sustainability Activities, Results and Impact

*Ingmar Streese (Germany)
Head of Public Affairs & Policy, Mars Inc.*

Mars has chosen to embrace certification in their pursuit of sustainable production. Consequently, the company made the challenging commitment to source 100% certified cocoa by 2020.

To Ingmar Streese, certification is credible only when it results in increased farmer income, higher productivity and helps to develop cocoa communities while simultaneously dealing with the environmental issues. The idea of Mars Certification Plus is to certify productivity increase, not poverty.

He holds the view that the process of certification should be monitored or

overlooked by a fully independent third party. Such monitoring should entail, an independent auditing party, transparency, payment of a premium to certificate holders and billing the extra cost to the consumer, instead of the farmer.

In monitoring and evaluation, Mars works together with public sector partners and governments. Mars strives for transparency and efficiency but according to a realistic timeline that allows the development and optimisation of its activities. As the process started just one year ago, it is not possible to present the impact of sourcing certified cocoa; Mars awaits the results of the on-going COSA and Harvard studies.

Ingmar Streese acknowledged that it is very difficult to measure progress in communities, as the measurement of social improvement is very complex. Therefore, Mars supports studies in this field and wishes to learn from other stakeholders.

He also identified the need for more standardisation, and cooperation among standards bodies.

In sustaining the sector, Mars promotes a joint approach by stakeholders, rather than working in isolation. To enhance cocoa sustainability Mars is working with a number of forums, namely: Certification Plus Program, Division for Change, Impact Program, African Communities for Tomorrow, and auditors and development organizations such as GTZ.



measuring

results

Discussion

Anthonie Fountain (Stop the Traffik)

We should not only talk about successes, but also about our failures. We should share what is not working, as yet. What is the biggest challenge that is yet unsolved?

Ingmar Streese: A lot of companies

are focusing on increasing farmer production, and rightly so. Mars does not expect cocoa prices to fall significantly when cocoa farmers raise their productivity, as there is a strong demand for chocolate.

Ingmar Streese: Talking about

challenges - Mars wants to certify 100% of its products. However, at the moment, this volume of certified cocoa is not available. As for child labor, Mars is on track but it remains a huge challenge; there is still a lot to be done.

Frank Mechielsen (Oxfam-Novib):

On the one hand, you want to be competitive, and on the other hand you need all the certified cocoa, as soon as possible. How do you deal with these conflicting interests?

David Kpelle (Africa Cocoa Coalition)

In regard to your approach, what are you planning to scale up?

Ingmar Streese: Mars acknowledges

that there is a dilemma between mutuality and taking responsibility when it comes to certification. Mars does not want to encroach into other companies' contracts for certified cocoa; they are focusing on newly certified cocoa coming into the market.

Ingmar Streese: Mars is actively cooperating with many partners to scale up sustainability. Mars does not adhere to one master plan. The company is engaged in a large number of activities to reach its goals and has a vision that involves, for example, farmers and the government.

Friedel Hütz Adams: I understand that it is very important to focus on productivity, because productivity is very low on many farms. But if the production rises more strongly than consumption, you might run the risk of farmers' income dropping dramatically.



Strategic Pillars

Results

Targets

Integrity

Transparency

World Cafés on

Measuring Results for Different Stakeholders

Credible results from the producer perspective in tea, coffee and cocoa:

moderated by David Kpelle (African Cocoa Coalition)

This group discussed possible ways to improve the position of the farmer. Farmers should receive decent prices for their products to enable them to meet their expenses. Decent prices help farmers to climb out of poverty. Access to market information is very important to enable farmers to negotiate fair prices. It allows them to know what is happening in the market.

Capacity training in good agricultural practices will help farmers to improve their situation. Hence, there is a need to build training capacity, for example, via train-the-trainer programmes in which, trainers educate other farmers to become trainers. Implementing such an approach will ensure that adequate capacity to train is built up within the local communities. To tackle the issue of capacity building NGOs and the industry must join forces to provide the necessary resources.

Another important issue to be addressed is the limited access of farmers to credit. Without access to financial services farmers are not able to invest in their farms.

Next Steps: David Kpelle: The African Cocoa Coalition will bring together available information, so that we know what various stakeholders have done. Stakeholders should agree on a common approach. To this end, African Cocoa Coalition will provide a platform for stakeholders to tackle all these issues in a collaborative manner, including access to credit.

How to ensure that measurements are used for learning and

improvement? *moderated by Kristin Komives (ISEAL Alliance)*

Learning takes place at different levels: in general, throughout the supply chain, all the way from the farmer up to the manufacturer/buyer level; and also specifically, at certain levels such as the standards level or the farmer level.

For this group, learning can best take place within a sector or across sectors. Results measuring differs between sectors although there are similarities. Some indicators such as income can be regarded as universal.

Competition within sectors can block learning, as competing companies are naturally reluctant to share information with each other. This barrier can be overcome via cross commodity learning. To address this problem:

- › Avoid competition between competitors by conducting research on impacts, at different levels - standard or industry level, or in a geographic region
- › Communicate the need to cooperate because we face common challenges and that some of these challenges are pre-competitive. (Cooperative behaviour will enable the market for certified products to expand).
- › Compile an agreed standard set of data, adopt definitions and methods that will increase comparability, efficiency and prevent competitive behaviour.

Next Steps:

Kirtsin Komives acknowledged that the group discussion was very useful to her personally, as bringing stakeholders together is ISEAL's goal. For ISEAL, the discussion on how to measure impacts was very relevant. The discussion gives input to ISEAL on how to get stakeholders together most effectively, and to continue efficient learning.



Spreadsheets

van van Beuningen

Cost-transparency

Katrien Debaet

Focus

Therese de Vries

Me

George Watens

World Cafés

Learning from results measuring across commodities:

moderated by Sandra Geisler, Dutch Sustainable Trade Initiative (IDH)

The group discussed the differences between ‘measuring’ and ‘results’. And how to distinguish one from the other, using what we measure, within commodities and across commodities.

As for benchmarking, it is only possible when stakeholders collaborate with each other. To enable benchmarking all stakeholders should be brought to the table.

Quite a number of questions arose during the world café. For example, what is measuring? or what is the way towards change? In fact, during the discussion there were more questions than answers. A lot of information is no doubt available, but how can we gather and use this information. Although a number of organizations aim for cross commodity learning, access to all the information needed is uncertain.

Next Steps: This session highlighted the critical need for a clearer understanding of the distinction between measuring and results. IDH will seek to actively develop and support cross-commodity learning. IDH recognizes that the availability of information on cross-commodity learning, is important for its partners

Working towards results that have a great impact in tea, coffee and cocoa: Issues identified, strategies compared, efforts aligned

moderated by Geert Waelkens (World Cocoa Foundation (WCF)) and Roel Vassen (European Coffee Federation (ECF))

The group discussed a long term agenda that looked beyond certification. They agreed that the southern countries or domestic markets had a large role to play. In sustaining a sector you cannot leave out domestic markets as they are becoming increasingly important. Therefore, to sustain a sector the western perspective of sustainability has to be integrated into the way of thinking in the southern countries.

The group agreed that certification is, no doubt, very important but has its limits. Certification is limited to organized farmers, and runs the risk of becoming exclusive. They concluded that certification is perhaps not the most efficient tool for promoting sustainability.

If consumption is progressively increasing in the domestic markets, these countries should buy into sustainability. Sustainability cannot be forced upon them as a neo-colonial issue. For sustainability to work the producing countries should be interested in sustainability and should integrate sustainability into their domestic policies.

Looking beyond certification,

- > Financing on the production side is difficult: high risk, lack of history and expertise in loans
- > Climate change and its impact, less predictable harvest, other requirements in terms of infrastructure

Next Steps: This topic needs more discussion; ECF and WCF will take steps to deepen awareness on this issue at the stakeholders groups. They will spread the message consistently and continuously.

Transparency in measuring results:

moderated by Geertje Otten (Solidaridad)

One of the first words that came up during the group discussions was traceability: to be transparent the ability to trace back past activities and results is essential.

Traceability is also important for

company reputations. If you are not able to report back, you are risking reputation damage for your product and/or your organization.

It is important to look at traceability in perspective. 'Traceability' can be costly. It is therefore important to balance it with the actual activities to achieve your objectives.

Transparency and traceability are key in the world of certification. Although the different sustainability programmes have different accents, in principle they have a common working field. To strengthen this common working field, we should develop a joint agreement on the problems to be tackled, indicators and criteria. Here, we see an important role for ISEAL Alliance.

Next Steps: This conference brought together companies, researchers, NGOs and standards bodies, and offered a first platform for the common agenda of impact measurement. To further stimulate transparency and thereby build trust amongst these stakeholders, more dialogue and coordination is needed. TCC and the member NGOs will shoulder this responsibility.

Child Labour: moderated by Frank Mechielsen (Oxfam Novib)

The group discussed the new Tulane University report on child labour and trafficking, in the cocoa sector in Ivory Coast and Ghana. According to the report there is enough evidence to conclude that the worst cases of child trafficking takes place in Mali and Burkina Faso. Child labour has not been eradicated despite 10 years of action by the International Cocoa Initiative that was specially founded to deal with this problem.

The group discussed ways to deal with the problem.

Child labour is difficult to tackle as it occurs in remote disorganized areas where there is no regular trading and NGOs are not active. The group discussed how the sector can reach out to such remote areas.

Next steps: First of all, the group will discuss the child labour issue in more detail at the next cocoa working group meeting in the Netherlands. and see how we can set up a joint effort in Ivory Coast, for example, a concrete protest or action plans. A coalition of European NGOs will discuss how to deal with this child labour issue, and maybe increase the industry investments, with major players in the cocoa/chocolate industries on December 7th in Brussels.

work in progress



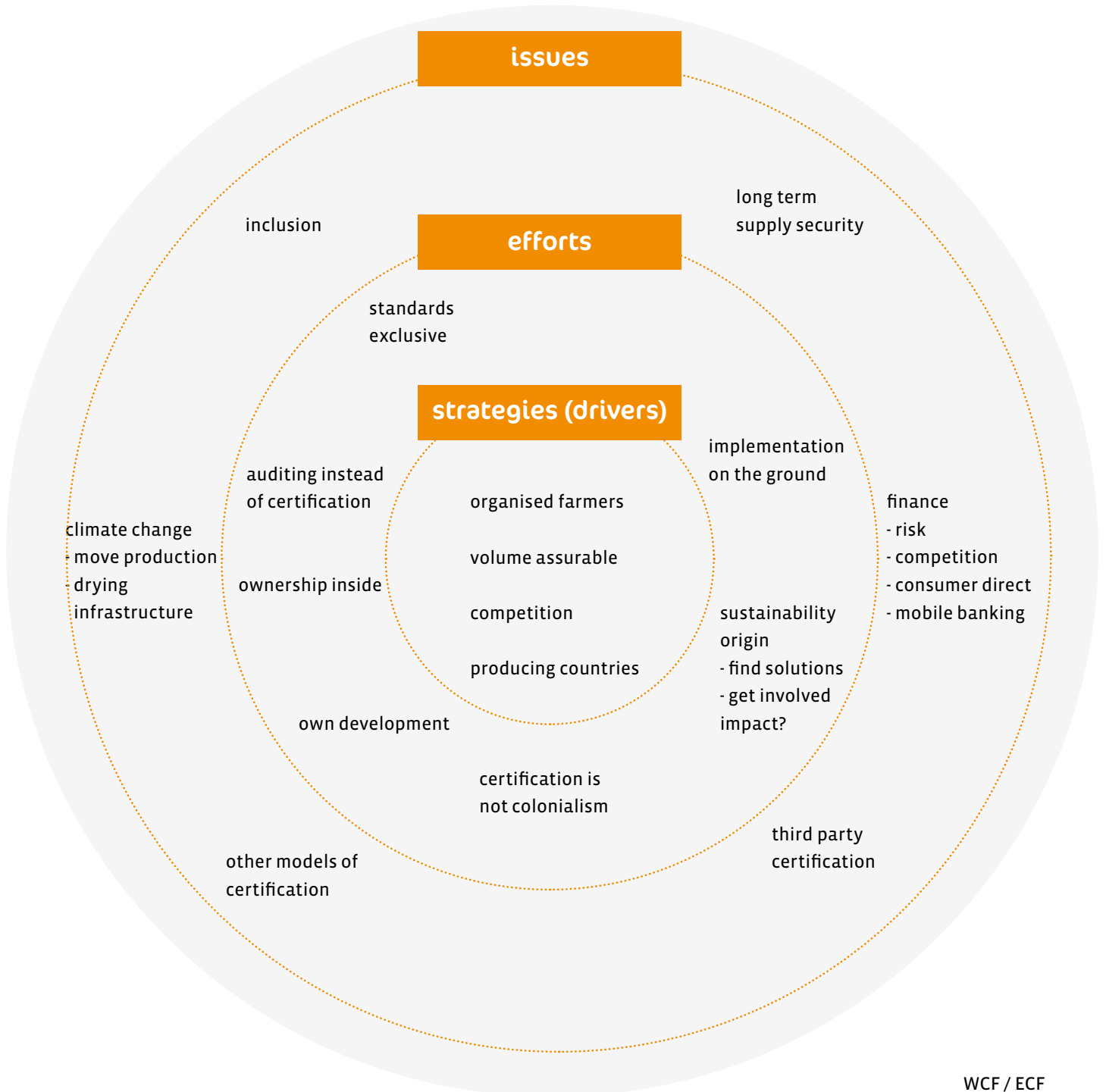
Credible results from the producer perspective in tea, coffee, and cocoa



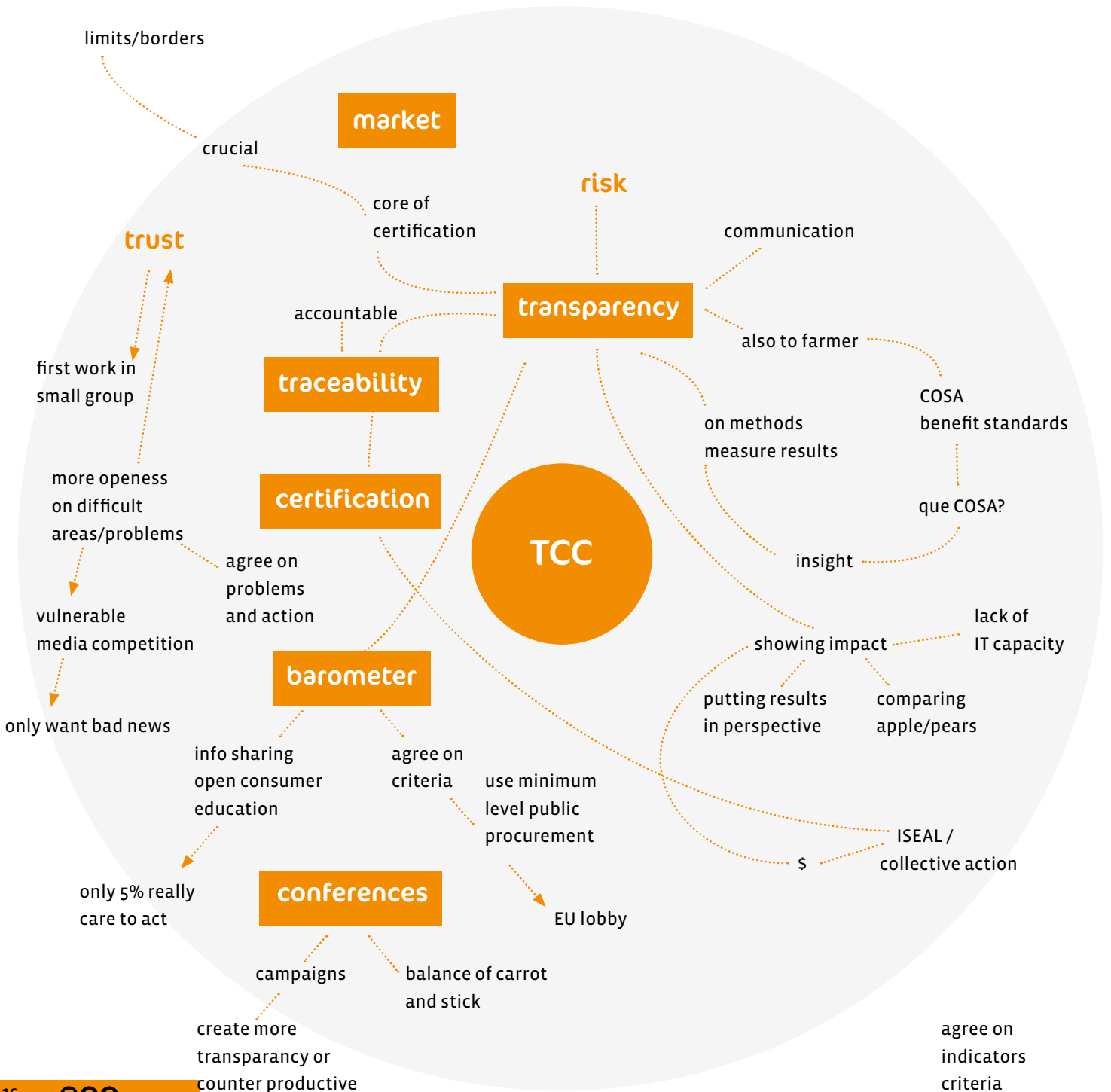
How to ensure that measurements are used for learning and improvement?

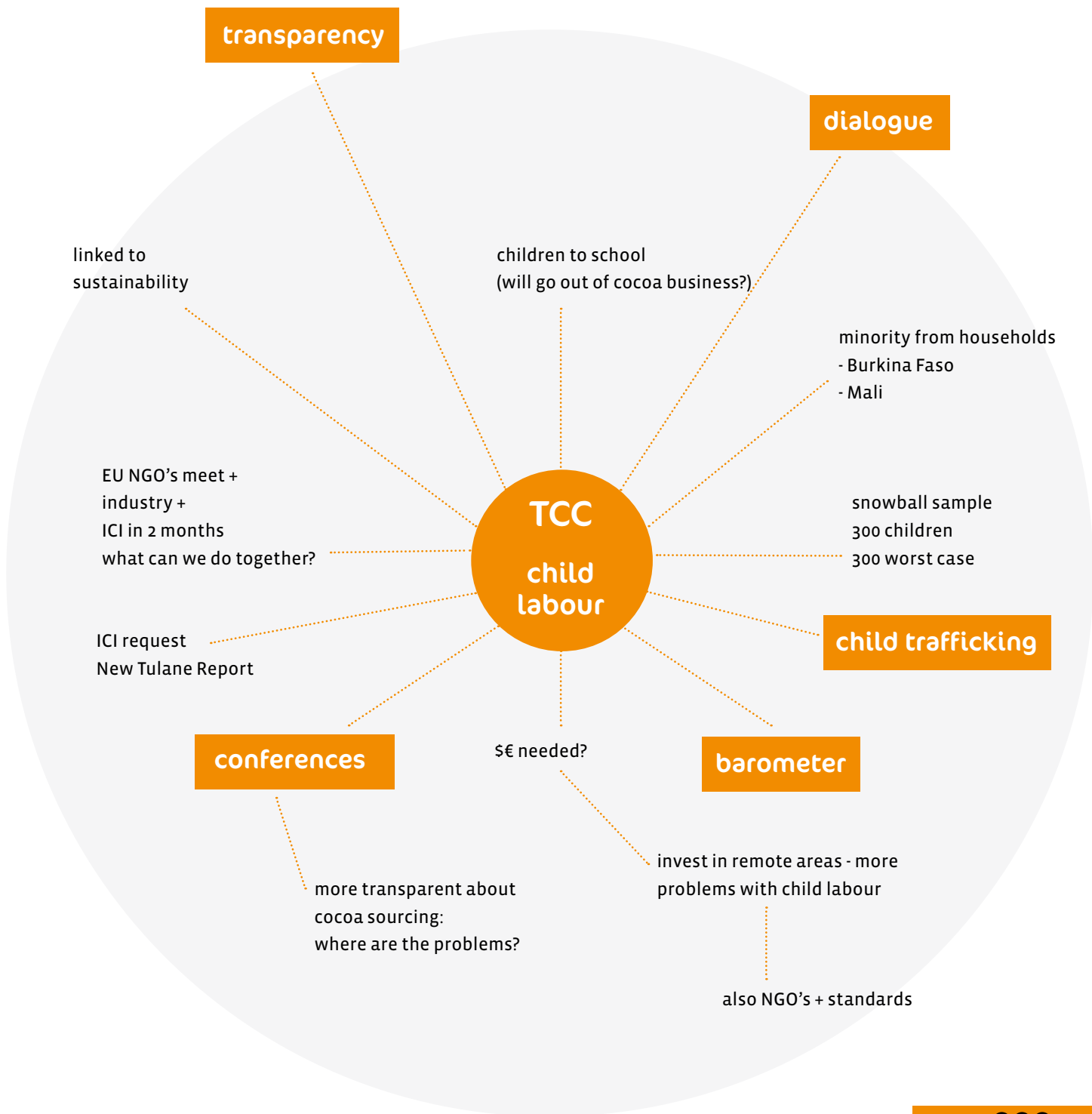


**Working towards results that have a great impact in tea, coffee and cocoa:
Issues identified, strategies compared, efforts aligned**



Transparency in measuring results





Conclusion

The Combining Results! Conference, the last of the “Combining trilogy”, challenged the participants to openly discuss and come up with innovative ways of measuring results. Of course, to be of any use, the methodology must find acceptance among a broad range of stakeholder groups. This conference succeeded in interacting and consulting with a wide variety of stakeholders: industry, government, civil society, researchers, standards bodies, and international umbrella organisations. Without consensus among stakeholder groups the evaluation will not be acceptable to the audience at large.

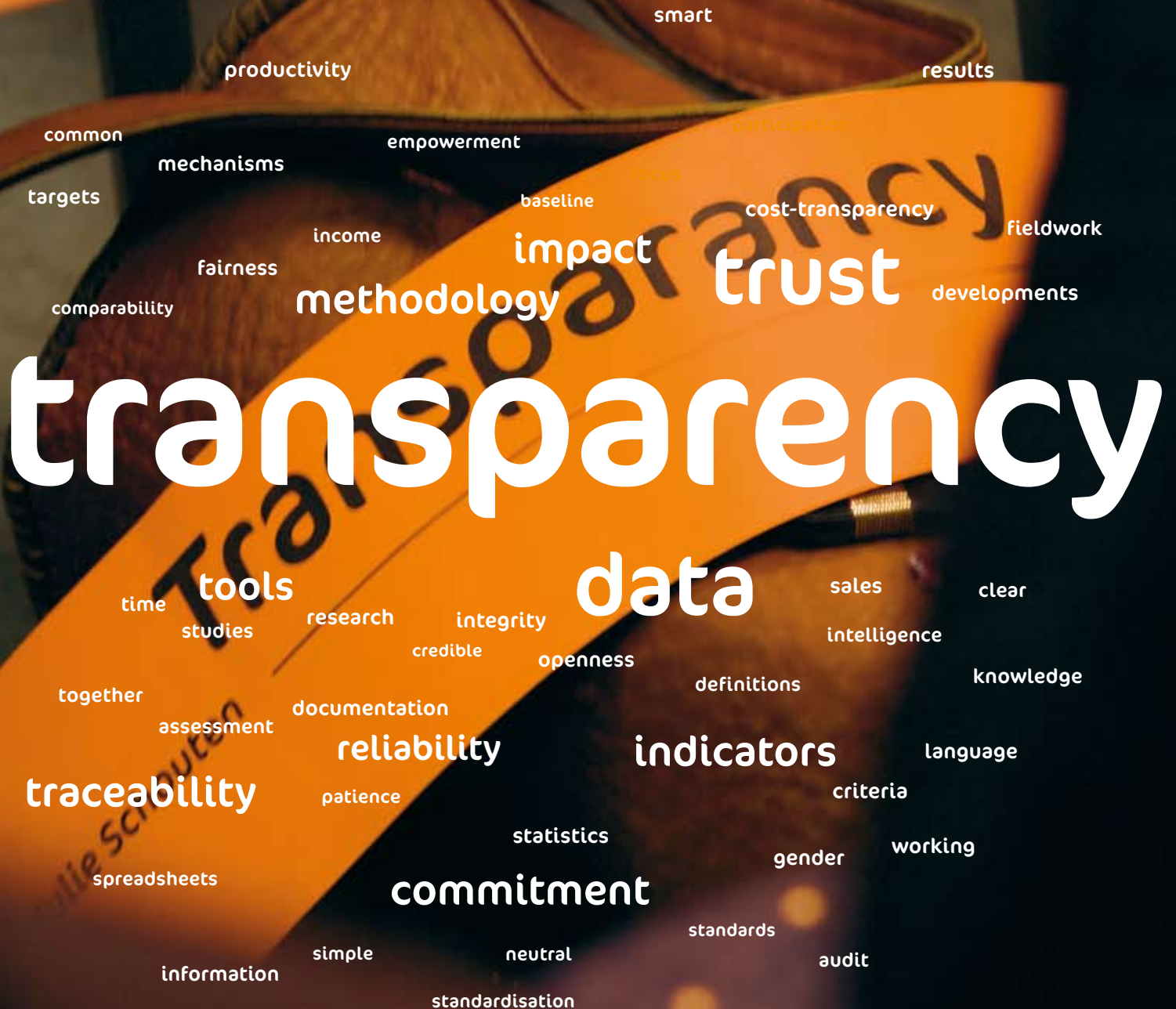
The framework was set by four speakers from different perspectives who gave us an insight to the complexity inherent in measuring credible results. Combined measuring of results is an option that is less expensive and more effective. Farmers need to be related to their buyers in a smart way and get structural support to participate on an equal basis in the supply chain. Costs and benefits of certification, for both farmers and buyers, and how the costs and benefits are distributed must be readily accessible and understandable in order to have transparency along the value chain. The challenge for the industry is how to achieve credible results in pre-competitive ways. Only if the efforts are shared, will it be possible to produce reliable data, on a significant scale.

World café sessions were organized to tap the wealth of knowledge present at the Conference. The sessions focussed on sharing experiences and views on the need and quest for practical solutions to credibly measure results. Consensus was reached on the next steps. The outcome of the different world café meetings will serve as inputs for the moderators, who are actively engaged on this issue. Armed with additional knowledge, views and opinions on the topic, from a broad cross-commodity group of people, they will take the issue and discussion to the next level.

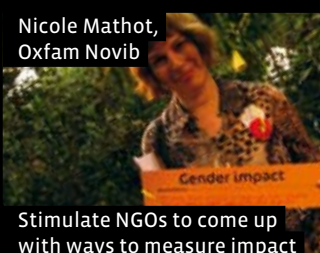
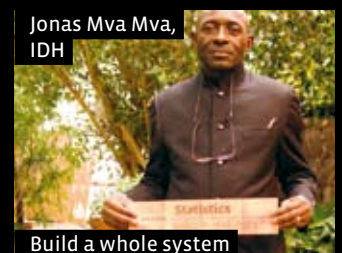
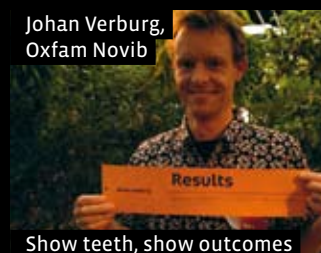
In regard to the commitments made by individual participants for their next steps, a multi-sector dialogue is needed to bring standards together, to better share results, to create transparency, and to stimulate good dialogue and communication.

The Conference provided practical insights on how to ensure dialogue, increase effectiveness, enhance cooperation and get going on innovative results measuring. Hence, the TCC is confident that the participating stakeholders gained a deeper understanding of the need, and the task ahead, to achieve credible results measuring.

What is the most important ingredient
needed to achieve credible results?



Commitment of all participants for their own



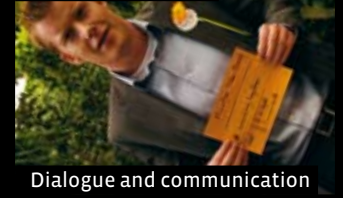
next steps

Peter d'Angremond,
Stichting Max Havelaar



More focus on impact

Maarten van den Broek,
Mars Nederland BV



Dialogue and communication

Martine Bloquiaux,
People 4 Earth



Include all stakeholders

Don Jansen,
DE Foundation



Continue our good work!

Antonie Fountain,
Stop the Traffk



Keep the pressure on

Frank Mechielsen,
Oxfam Novib



Develop joined plan for
baseline training cocoa support

Henk van Trigt,
Dutch Ministry
of Foreign Affairs



Harmonization of different
approaches

Eberhard Krain,
GTZ



Linking better with
stakeholders from
production to consumption

Alex Bruijnis,
Dutch Ministry
of Agriculture



Communicate

Marieke Kragten,
Hivos



Convince SSB to develop
SMART standards

Tijmen de Vries,
KNVKT



Collaborate on results

Roelant Meijer,
Tegenwind



More impact through creativity

Nico Broersen,
People 4 Earth



Meta standard

Simone Wick,
Volcafe



Keeping up the dialogue

Rob van Hout,
FLO International



Work together + share results

Marieke Poissonnier,
Oxfam-Wereldwinkels



Transparency

Suzanne Hoeksema,
conference-assistant TCC



No time to lose

Hilke van den Bosch,
Koffiebranderij Drie Mollen



Cooperate more with
commercial partners

Amanda Penn,
ETP



Work on transparency

David Griswold,
Sustainable
Harvest
Coffee
Importers



Better feedback loops

Leonor Zambrano,
Conservación y Desarrollo



Promote multisector dialogue,
TCC

Catherine van der Wees,
Hivos



Reliable baseline,
measure results

Speakers

Griswold, David	Sustainable Harvest Coffee Importers	United States
Ruben, Ruerd	Dutch Ministry of Foreign Affairs	Netherlands
Streese, Ingmar	Mars Incorporated	Belgium

Participants

Baas, Ton	Vereniging Bakkerij- en Zoetwarenindustrie	Netherlands
Beuningen, Coen van	Hivos	Netherlands
Bloquiaux, Martine	People 4 Earth	United States
Bouma, Ton	ADM Cocoa	Netherlands
Bosch, Hilke van den	Koffiebranderij Drie Mollen	Netherlands
Brasser, André	Solidaridad	Netherlands
Broek, Maarten van den	Mars Nederland	Netherlands
Broersen, Nico	People 4 Earth	Netherlands
Brown, Barrett	Dutch Sustainable Trade Initiative (IDH)	Netherlands
Bruijnjs, Alex	Ministry of Agriculture, Nature and Food Quality	Netherlands
Byrde, Rosemary	Oxfam GB	United Kingdom
Coninck, Nicky	India Committee of the Netherlands	Netherlands
Delaet, Katrien	Efico	Belgium
Dortmundt, Janine	Fairfood International	Netherlands
Fountain, Antonie	top The Traffick	Netherlands
Gasselt, Imke van	UTZ Certified	Netherlands
Geel, Stijn van	Solidaridad	Netherlands
Hendrarto, Harry	Business Watch Indonesia	Indonesia
Hendriks, Jos	FNV Bondgenoten	Netherlands
Hendriksz, Michiel	ADM international - Cocoa Division	Switzerland
Hernandez, Eva	UTZ Certified	Netherlands
Hout, Rob van	FLO International	Germany
Hulst, Paul van der	Koffiebranderij Peeze	Netherlands
Hüsser, Andrea	Berne Declaration	Switzerland
Hütz-Adams, Friedel	Südwind	Germany
Johnson, Cindy	Fairfood International	Netherlands
Komives, Kristin	ISEAL Alliance	Belgium
Kpelle, David Guba	Africa Cocoa Coalition	Ghana
Kragten, Marieke	Hivos	Netherlands
Krain, Eberhard	Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)	Germany
Krisch, Franziska	FAKT	Germany
Marieke, Poissonnier	Oxfam-Wereldwinkels	Belgium
Mathot, Nicole	Oxfam Novib	Netherlands
Mechielsen, Frank	Oxfam Novib	Netherlands
Miltenburg, Stefanie	Sara Lee	Netherlands
Mva Mva, Jonas Dutch	Sustainable Trade Initiative	Netherlands
Osterhaus, Christian	4C Association	Germany
Otten, Geertje	Solidaridad	Netherlands
Penn, Amanda	Ethical Tea Partnership	United Kingdom
Pereira Praia, Alvicilia	Oxfam Novib	Netherlands
Peters-Halfbrodt, Sabine	Kraft Foods Europe GmbH	Switzerland
Schouten, Julie	FNV Bondgenoten	Netherlands
Schwarzkopf, Albrecht	Christliche Initiative Romeo (CIR)	Germany
Simone, Wick	Volcafe	Switzerland
Stoots, Joop	Ecom Dutch Cocoa	Netherlands
Trigt, Henk van	Dutch Ministry of Foreign Affairs	Netherlands
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Vellema, Sietze	Wageningen University	Netherlands
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Vries, Daan de	UTZ Certified	Netherlands
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Wassink, J.C.L.	Ministry of Agriculture, Nature and Food Quality	Netherlands
Wees, Catherine van der	Hivos	Netherlands
Wunderlich, Chris	Sustainable Commodity Initiative	Spain
Zambrano, Leonor	Conservación y Desarrollo	Ecuador

Conference management

Hoeksema, Suzanne	Conference assistant	Netherlands
Reenen, Mieke van	Tropical Commodity Coalition	Netherlands
Verbraak, Gijs	Tropical Commodity Coalition	Netherlands
Weiligmann, Bärbel	Tropical Commodity Coalition	Netherlands

This conference was sponsored by the Dutch Ministry of Economic Affairs, Agriculture and Innovation



Ministerie van Economische Zaken,
Landbouw en Innovatie

TCC Participants



Oxfam Novib

Solidaridad



BedrijvenBond



Landelijke India Werkgroep
India Committee of the Netherlands

poofair
eat fair, beat hunger

Both ENDS
Environment and Development Service

STOP THE TRAFFIK.
MENSEN MOGEN NIET VERHANDELD WORDEN





Tropical Commodity Coalition

for sustainable Tea Coffee Cocoa

Tropical Commodity Coalition (TCC) comprises ten non-governmental organizations: Hivos, Oxfam Novib, Solidaridad, Oikos, Somo, Fairfood, India Committee of the Netherlands, Both Ends, Goede Waar & Co, and Stop the Traffik; and two trade unions, FNV Bondgenoten and CNV BedrijvenBond. TCC 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.

TCC addresses the social, environmental and economic conditions in the coffee, tea and cocoa chains through organizing informed discussions, in both the South and the North. The TCC ensures coordination of the members' activities where needed, 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, standards 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.

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