MEET ALBERT
WITHOUT COCOA FARMS LIKE HIM, THERE IS NO CHOCOLATE

Without successful farmers and thriving cocoa-growing communities we cannot bring consumers the chocolate they love.

LAUNCHED IN 2012, COCOA LIFE WILL INVEST $400 MILLION TO ENSURE A SUSTAINABLE FUTURE FOR CHOCOLATE, REACHING 200,000 COCOA FARMERS AND 1 MILLION COMMUNITY MEMBERS BY 2022 IN GHANA, CÔTE D’IVOIRE, INDONESIA, INDIA, THE DOMINICAN REPUBLIC, AND BRAZIL.
WHY COCOA LIFE?

Empowered, thriving Cocoa Life farmers and their communities are the foundation of sustainable cocoa. Partnerships between Cocoa Life farmers, communities and NGOs are key to finding real solutions and measurable change. Cocoa Life is independently verified and sources Cocoa Life beans from farmer organizations, as part of our commitment to lasting positive change for cocoa communities.

OUR APPROACH

Cocoa Life is built on the vision that empowered thriving cocoa farming communities are the essential foundation for sustainable cocoa farming. Cocoa Life holds at its core 3 non-negotiable principles.

1. HOLISTIC AND FARMER-CENTRIC
   Listening to farmers and their communities allows us to design interventions that lift people out of poverty and establish cocoa communities as desirable places to live.

2. COMMITTED TO PARTNERSHIPS
   Joining together with farmer organizations, governments, NGOs, supply chain partners and communities helps us find real solutions that can lead to measurable transformations.

3. ALIGNED WITH OUR SOURCING
   Striving to ensure all our partners, along all of our cocoa supply chains, support our approach and principles of integrity and accountability. By sourcing Cocoa Life beans from the farmer organizations, Cocoa Life farmers become active members of the supply chain.

IMPLEMENTING PARTNERS

On the ground, Cocoa Life partners with NGOs like CARE International, World Vision, Voluntary Services Overseas (VSO), Solidaridad, Swisscontact and Save the Children among others, who have a long experience of working with cocoa communities to assess their needs and devise the action plans against which Mondelēz International invests through Cocoa Life.

Cocoa Life also works closely with cocoa suppliers who have valuable on-the-ground expertise and existing relationships with farmer communities.

EXTERNAL ADVISORS

• Aidan McQuade from Anti-Slavery International – the world’s leading anti-slavery charity.
• Mil Niepold – expert in finding solutions to social and human rights issues through dialogue.
• Andrew Bovarnick from the United Nations Development Programme – leader of UNDP’s green commodities program.
• David McLaughlin from WWF – VP agriculture and specialist in sustainable supply chain transformation.
• Jane Nyambura from the Ethical Tea Partnership – expert on improving smallholders’ livelihoods.
Cocoa life has embedded women’s empowerment and the elimination of child labor as cross-cutting themes to support each of these five areas.

We believe our holistic approach centered on cocoa communities helps to address the root causes of child labor, like poverty and lack of community development.

We believe women are a catalyst for change and amplify the impact of our program. Increasing women’s involvement leads to improved financial management by farmers, better education of youth and more sustainable, thriving communities.

“ I have a leadership role in developing our community’s action plan.”

“ We receive training in good agricultural practices so our trees are stronger, we can grow more cocoa and make more money.”

“ We’re planting shade trees and learning how that helps reduce the impact of climate change.”

“ I’m working in the community nursery and I hope to be a cocoa farmer someday.”

“ I borrowed money from my savings group and turned my sewing skills into a business as a seamstress in my village.”

“ I’m a cocoa farmer and I hope to have a successful farm someday.”

“ I have a leadership role in our community’s action plan.”

“ We’re planting shade trees and learning how that helps reduce the impact of climate change.”

“ I’m working in the community nursery and I hope to be a cocoa farmer someday.”

“ I borrowed money from my savings group and turned my sewing skills into a business as a seamstress in my village.”
Cocoa Life is an industry leading, independently verified program.

To understand the impact and continuously improve the quality of our interventions on the ground, we commission annual outcome assessments and three-yearly evaluations of our impact on cocoa farming communities by IPSOS, an independent research agency on ten key performance indicators (KPIs), as shown in the chart below.

In Ghana, a Harvard impact survey has shown that farmer income has tripled since 2009 which is 49% more than the control communities. Cocoa yield has increased with 37% more than the control communities.

Further, as part of this independent verification process, FLOCERT is on an ongoing basis verifying the flow of cocoa from Cocoa Life communities into Mondelēz International’s supply chain and the benefits received by farmers.

**MEASURING & EVALUATING OUR KPIs**

- Net income from cocoa (men & women)
- Cocoa productivity (men & women)
- An increase in women’s participation in decision making processes
- Increase of capacity in the community to plan and advocate for their own social development
- Net income from sources other than cocoa (men & women)
- Cocoa farmers reduced vulnerability to external shocks
- Reduction in child labor and forced child labor
- Increase career opportunities for youth in cocoa sector (men & women)
- Helping future farming generations through sustainable natural resources use on the farm
- Increase conservation of forests and maintenance of ecosystems

**OUR PROGRESS**

By the end of 2016 we have worked with 92,000 farmers in 861 communities.
In 2016, 21% of our cocoa was sourced sustainably.

Our aim is to build on all these results and reach 200,000 farmers and impact 1 million members of cocoa farming communities by 2022.

To follow our progress visit [www.cocoalife.org](http://www.cocoalife.org)