

# Why are we here??

- Conference on Africa - chocolate?
- Well loved consumer product?
- However very important cash crop of Africa
- Produced by 2 million small holder farmers
- Discussed today as a positive example of what can happen through useful collaboration, research and farmer training.

# Mars and Cocoa Sustainability

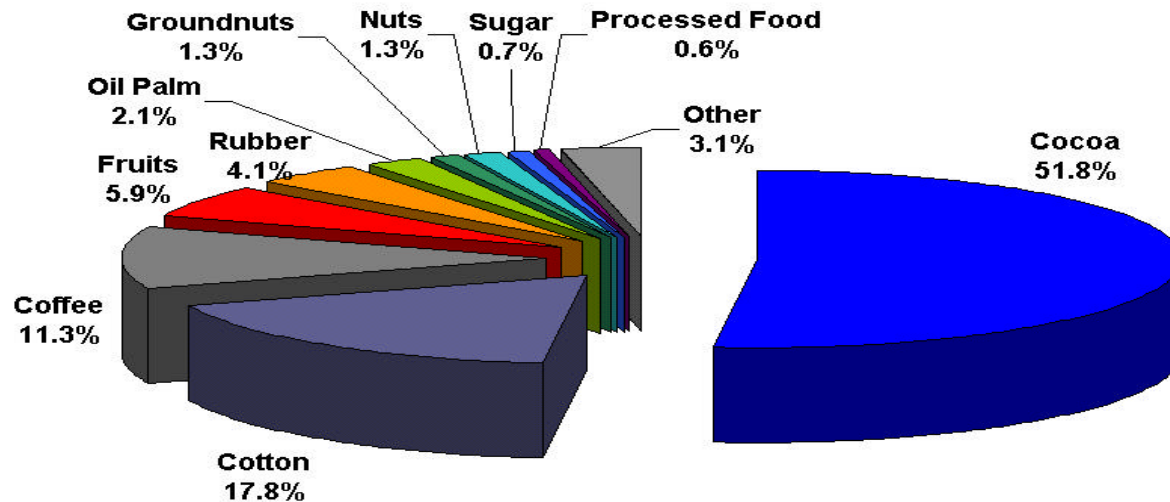
- Mars privately held - deep commitment to the environment and sustainability
- Began working on cocoa sustainability in 1990's
- Sponsored Smithsonian Panama Conference on Cocoa Sustainability 1998 - led to new insights on cocoa agroforestry's potential positive economic and environmental role.

# Mars and cocoa Sustainability

- Major contribution to sustainability by sponsoring critical scientific cocoa research - today you will get a snapshot on agroforestry and cocoa genomics.
- Work sponsored in International collaboration and public/private partnerships USDA, USAID, Smithsonian, CGIAR and all cocoa research institutions.
- Close cooperation with broader chocolate industry, World Cocoa Foundation, CAOBISCO, ICCO and Norwegian Industry

# Value Share of Cocoa Exports in West Africa

Value shares of top ten agriculture export commodities in West Africa\* (1997)



\* excludes Nigeria. *Source* : IFPRI (2000) rankings from FAOSTAT data.

# Sustainable Cocoa

## Supply

Global Cocoa  
Market

Farmer's  
income -  
challenges

Diseases/Pests

Research

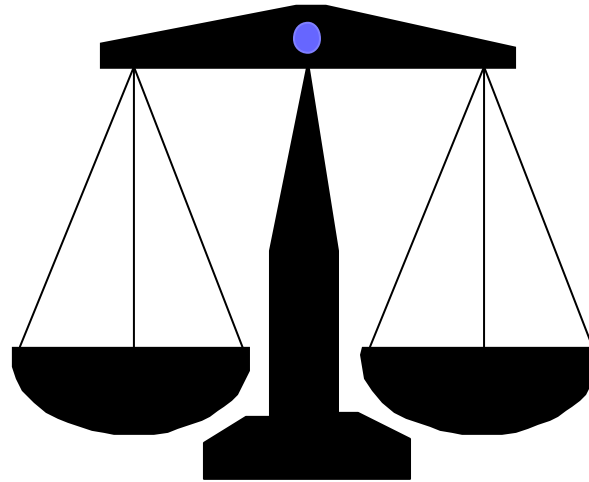
Agroforestry

Genetics

Training, Education

Public Private Partnerships

Sustainable Tree Crops Program (STCP)



## Demand

Marketing  
Historic Growth  
of Industry

Adding Consumer  
Value - through  
Cocoa health  
research

Sustainability and  
Product Image

# This Morning

- Peter Van Grinsven - Overview of the Global Cocoa Market and cocoa farming systems.
- Juan Carlos Motamayor - Cocoa Genetics  
Research underway to produce new generation of cocoa trees.
- Howard Shapiro - Exciting potential of Cocoa Agroforestry - How non-cocoa products can make a big difference in farmer income and environmental impact.

# This Morning

- Harold Schmitz - Adding value to the cocoa crop  
- emerging science, cocoa flavanols and human health.
- Dag Kjetil Øyna - Secretary General, Norwegian Association for Chocolate Manufacturers.  
Introducing - Role of public/private partnerships -  
Work with current generation of farmers via the Sustainable Tree Crops Program and Work to support the next generation of farmers via Classe.

This Morning

Robert Yapo - How it all comes together in the field  
Sustainable Tree Crops Program (STCP)

