

CLINTON GLOBAL INITIATIVE

— TAKING ACTION TOGETHER —

Session | Scaling What Works: How to Advance Sustainable and Regenerative Agriculture in the Food and Fashion Sectors

Commitment | Empowering Cocoa Farmers to Access Sustainable Markets

Allow me to use this chocolate bar as an analogy. First, let's unwrap it! In Fairtrade's view, a pre-requisite to ensure a farmer's market success is to increase their climate resilience, and for that, reverse deforestation and a healthy environment are a must.

Now, let's divide the tablet into delicious pieces. The same way tactical pieces and steps are necessary to drive a more sustainable cocoa industry. The same way we share a chocolate bar, the same way we share responsibilities.

Since 2019, Fairtrade standards have explicit criteria to protect biodiversity and combat climate change. Since launching our Commitment to Action, we amended our cocoa standard to create assurance, identify hotspots of deforestation, and support partners along the supply chain to mitigate the risk associated with forest degradation. We are supporting farmers to collect and communicate relevant data. Such data is analysed using remote sensing technologies and satellite images to create an alert system to rapidly respond to farmers when deforestation is affecting their production.

Finally, with our partners ITC and the Swiss government, Fairtrade is facilitating the adoption of agroecology practices, like cocoa agroforestry systems, to increase climate adaptation and absorb GHG contributing to reduce global emissions. Our reach last year was 25 producer groups in West Africa, representing around 2500 households and we are scaling up to all fairtrade cocoa farmers as well as coffee worldwide.

Lastly, let's eat it and end on a sweet note. We are thankful for CGI for providing a platform to communicate this message. I want to emphasize that, although many of our daily products are tainted by degradation, a significant portion of the products we see on the shelf are coming from committed people who protect fragile ecosystems. I see it in West Africa, and I see it in the 2 million smallholder farmers and workers who are part of the Fairtrade System, and for them we say, let's join forces to advance with the how.