

7th July 2021

Bitter Sweet – A Global Chocolate campaign for Fairtrade.

As shoppers increasingly make ethical choices, they provide ‘vital lifeline’ for cocoa farmers, says Fairtrade movement as World Chocolate Day approaches.

New Consumer Research

GlobeScan research released to mark the start of a new global Fairtrade campaign for World Chocolate Day, on 7th July, reveals that more people than ever before want to take personal action to live sustainably and buy more responsibly. The study was conducted in 15 markets around the world.

The data shows that Fairtrade chocolate is one of the most recognized Fairtrade products. Fairtrade is the preferred ethical label in all markets and Fairtrade labelled chocolate is especially well received in Ireland, followed by the Netherlands, Germany, Sweden, Belgium, New Zealand, Switzerland and Australia. In Ireland there has been an increase in those saying they purchase Fairtrade products regularly – up from 43 percent in 2015 to 49 percent.

This preference is reflected in growth of about 10% in cocoa sales in Ireland in 2020. *(More information about the Globescan survey is available on request)*

New Research on Impact for Cocoa farmers in Ivory Coast.

Also released as part of Fairtrade’s Bitter Sweet cocoa campaign for World Chocolate Day, 7th July 2021, a new study, [‘Effects of Fairtrade on farm household food security and living standards: Insights from Côte d’Ivoire’](#) analysed data from 500 randomly selected Ivorian cocoa farming households.

Côte d’Ivoire is the largest global producer and trader of cocoa, and despite the world’s love of chocolate, it remains a very precarious way to make a living. The results showed that cocoa is clearly the most important source of income for most of the households surveyed, accounting for 76% of total household income on average.

Anne-Marie Yao, Regional Cocoa Manager at Fairtrade Africa said: “This study confirms that Fairtrade means more money in the pockets of the poorest certified cocoa farmers to spend on essentials beyond the daily need for food. Earning enough money to afford education and healthcare are things we all take for granted but are crucial to be able to live with dignity.”

Thanks to higher incomes, Fairtrade certified farmers spend significantly more (18%) on non-food household essentials than those who are not Fairtrade certified. They invest in education for their children (33% more), transportation (28% more) and leisure/socializing (12% more) than their non-Fairtrade counterparts, indicating a higher quality of life[2]. This is attributed to higher prices and yields through better access to inputs, technologies and agricultural training through Fairtrade certification.

New Cocoa Campaign Stop Motion Animation

“Unwrap a Fairer Future” is a specially commissioned animation designed to show how choosing Fairtrade chocolate can change the lives of cocoa farmers. Produced by Fairtrade in collaboration with Niels Hoebbers, the stop motion animation tells the story of two bespoke bars of chocolate. At

first glance, both look good enough to eat, but once unwrapped, the bars tell two vastly different stories.

The bitter bar shows the cocoa lands of West Africa, where uncertified cocoa farmers who are unable to grow their crop on Fairtrade terms face injustice and low prices, leading to poverty and deforestation that holds farming communities back. The film also depicts a sweeter side: Fairtrade-certified cocoa farmers benefit from rigorous independent standards receive support to adapt their farming practices to meet those standards, earning fair prices for their cocoa. See the animation here <https://www.fairtrade.ie/wcd2021/>

New Opportunities to make a difference

There are lots of opportunities for people to show their support for cocoa farmers by buying the increasing range of Fairtrade products available in Ireland. Increasingly there are also many companies going further and contributing to living income projects as a way of trying to ensure cocoa farmers' incomes improve.

Jon Walker, Fairtrade's Senior Global Cocoa Advisor says: "People are paying more attention than ever before to the conditions behind the products they buy as a way to make a difference in the world. They don't want their chocolate to leave a bitter taste. Choosing Fairtrade chocolate unwraps a fairer future for farmers and is a clear way to use their buying power at the shelf."

In Ireland there was growth of about 10% in cocoa sales in 2020:

- Lidl's 4 Way To Go! bars, which pay a further premium of US\$300 a ton of cocoa, continue to sell in Lidl stores in Ireland
- Ben & Jerry's committed to extra payments for their 6,000 cocoa farmers to help increase farmers' livelihoods.
- Tony Chocolonely who pay a living income supplement have recently extended their distribution in Ireland to Tesco stores.
- ALDI stores continue to increase the range of Fairtrade chocolate products available to customers.
- Clonakilty based Bean to Bar chocolate company, Exploding Tree, recently decided to include organic certification for their chocolate products alongside Fairtrade.
- Well-known brand 'Chocolate and Love' increased range with 5 new dispenser chocolate boxes as well as up and coming couverture launch and Vegan bar.

However Fairtrade and shoppers can't deal with the scale of the problems in the cocoa industry on their own. Legislation that requires companies to ensure respect for human rights and the environment in their supply chains is moving forward, including for EU countries like Ireland. Fairtrade fully supports this push. Legislation could level the playing field – getting purchasing practices considered as part of company due diligence for the very first time and allowing economic sustainability for cocoa farmers to help deal with social issues like child labour and environmental issues like deforestation in cocoa growing countries.

Supporting Fairtrade is a very strong signal to Governments and companies that collectively we can deliver real change for all cocoa farmers.

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Fairtrade Ireland is the Irish Member of Fairtrade International.

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