CocoaAction Brasil
World Cocoa Foundation

COCOA CHAIN ADVANCES IN BRAZIL WITH COLLECTIVE EFFORTS

Over the past five years, **CocoaAction Brasil** – an initiative of the World Cocoa Foundation (WCF) – has structured and developed a series of actions in order to foster sustainability in the cocoa sector, with a focus on the grower. The governance of the initiative was established in 2018, based on a collaborative process, and its priorities defined. From then on, much work has been developed together with members and partners of the public and private sectors and civil society, generating positive impact for the entire cocoa sector.

Integration of priorities with public sector, entities & civil society

ENGAGEMENT AND UNION OF THE CHAIN

Work based in dialogue, advocacy and creation of an environment of trust with governments, sectoral entities, associations and third sector organizations, in order to structure an “enabling environment” for the cocoa chain, and to collectively find solutions to the sector challenges.

Alignment of agendas with relevant Ministries (federal government) and state governments of Bahia, Pará, Espírito Santo, Rondônia and Mato Grosso.

Building of sinergies and engagement with CEPLAC, OCB, SENAR, Embrapa, SSKE, Transamazônica Platform, TFA, Rota do Cacau, Fundo Vale, Environmental Prosecution Office of Bahia, among others.

Advocacy with federal and state governments to increase investments and influence strategic discussions.

Alignment of agendas with Cocoa & Agroforestry Systems Sectoral Chamber (national) and with Cocoa Sectoral Chamber of Bahia state.

> "CocoaAction efforts, together with other stakeholders, contributed for cocoa to become a priority for CNA (Brazil's Agriculture and Livestock Confederation)"
> *Guilherme Moura (FAEB)*

In
2018
there were
300
cocoa growers supported by SENAR's technical assistance

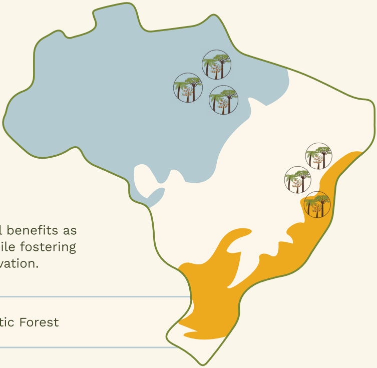
In
2022
there are
3.800
cocoa growers reached by SENAR's technical assistance (Pará, Bahia, Rondônia and Espírito Santo)

Support the creation of

PUBLIC POLICIES

CocoaAction Brasil facilitated the publication process of 2 Normative Instructions (IN) that offer legal support for growers to conduct restoration of Legal Reserve areas using cocoa planted in agroforestry systems in Pará and Rondônia states. In Bahia, CocoaAction Brasil participated in the revision of the Sema/Inema Decree, which legalizes cabruca management, allowing the suppression of exotic trees without the need for an authorization, and brings legal security to growers, while stimulating the preservation of the Atlantic Forest.

These actions generate social and environmental benefits as they contribute for better income of families, while fostering maintenance of agricultural systems and conservation.



🟦 Amazon 🟧 Atlantic Forest

Higher access to

RURAL CREDIT

Engagement with different chain stakeholders and institutions, participation in strategic discussions and support to studies in order to search for solutions and expand access to credit for cocoa growers. Highlights:

Coordination of the Credit Working Group (“GT Crédito”), linked to the Cocoa Sectoral Chamber.

Contribution to improvement of the 2021-2022 Crop Plan (“Plano Safra”) based on demands from the cocoa chain and advocacy efforts within the Ministry of Economy.

- Inclusion of rural settlers in Pronaf Floresta.
- Inclusion of cocoa in agroforestry systems in Pronaf Bioeconomia line.

Economic Viability of Productive Systems with Cocoa, a study coordinated by Arapyaú Institute and WRI Brasil, including economic modelling for different productive systems in Bahia and Pará, concluded that cocoa production is viable provided that it presents good productivity.

FIND OUT MORE

In
2017
cocoa growers accessed
R$19,7M
under Pronaf*

→

In
2021
that figure surpassed
R$67M

Increase of

240%

in credit accessed by cocoa growers between

2017 e 2021

(under Pronaf)**

*National Program for the Strengthening of Family Agriculture, initiative of the federal government, in place for more than 25 years, that offers credit with low interest rates, to foment family agriculture in Brazil.

**Considering values hired (R$) in rural credit operations under Pronaf by cocoa growers in the states of BA, PA, ES, RO and others.

Dissemination of
KNOWLEDGE

Knowledge dissemination, generation of content, support for studies, and capacity building for technicians contribute to higher organization and development of the chain, sustainable progress and the creation of an “enabling environment” for cocoa in Brazil.

CocoaAction Brasil Webinars:
10 events addressing topics such as crop handling, productivity, processing, quality, market trends, social and environmental management. Panels with renowned specialists and consultants; over 22.200 views on Youtube (until May 2022).

Training on Monilia (Frosty Pod) prevention for technical teams of CocoaAction Brasil member companies, ministered by ADAB* and CEPLAC**.

* Bahia’s State Agency of Agricultural and Livestock Protection
** Executive Comission of the Cocoa Crop Plan

Creation of GTec Cacau:

High-level group gathering cocoa consultants and experts with the purpose of technical knowledge exchange, identification of opportunities and promotion of sinergies for projects and innovation.

Created by the initiative, the

Annual Cocoa Forum - CocoaAction Brasil

gathers stakeholders of the entire chain, promotes discussions and shares knowledge on relevant topics for the sustainable development of the cocoa sector. Approaching its 5th edition in 2022, the Forum is one of the largest Brazilian events on cocoa sustainability and has stablished itself as an important space for dialogue and collective construction.

Panorama of Cocoa Production in the Southern Coast of Bahia Territory: 2015-2019:

Study by Floresta Viva Institute, brings data on the economic, social and environmental aspects of cocoa production, involving 2.443 small farmers in 26 municipalities of Bahia. One of the most comprehensive studies about cocoa production in recent years in Brazil.

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The sustainable expansion of cocoa in Pará state, and its contribution to the recovery of degraded areas and the reduction of fires:

Study by Embrapa published in the Journal of Geographic Information System in June 2022, which mapped and monitored 70.000 hectares of cocoa (2004 to 2019), shows that cocoa expansion in the Amazonic regions of Pará led to the recovery of pasture land, less deforestation and reduction of forest fires.

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Promotion of

DECENT LABOR

Partnership with the International Labour Organization (ILO) since 2018 to discuss and align agendas related to the promotion of decent labor in cocoa production.

Cacau 2030 Workshop: two-day event that took place in November 2020, gathering relevant actors of the Brazilian cocoa chain and organized in partnership with ILO, generated an initial document with actions toward the improvement of living and working conditions in the cocoa supply chain.

Cacau 2030 Strategic Guidelines: launched in 2021 and developed with the participation of over 50 sector entities under the coordination of CocoaAction Brasil and ILO, the material suggests strategic lines for the promotion of decent labor and the improvement of living conditions in the Brazilian cocoa chain.

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Establishing the foundations for a

SUSTAINABLE PRODUCTION

The initiative coordinated the development of the **Cocoa Sustainability Curriculum,** document launched in 2021 and created with participation of the entire chain, which is a reference of baseline sustainability for cocoa growers, technicians and institutions, including good practices related to crop management, environmental and social management.

Currículo
de Sustentabilidade
do Cacau
2021

Cocoa Sustainability Curriculum adopted as selection criteria by the **National Cocoa Quality Competition,** and by the Cocoa Quality and Sustainabillity Competitions of Rondônia and Espírito Santo.

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CocoaAction Brasil:

A COLLECTIVE CONSTRUCTION

This material illustrates some of the achievements and advances of **CocoaAction Brasil** and of the cocoa sector, in general, over the past five years. Progress has been made thanks to the collective efforts of a wide network of partners that we would like to thank for having contributed in this journey with knowledge, dedication and action towards more sustainability. There is still much work to be done, but we believe that through dialogue and collaboration we can overcome more challenges, take advantage of the opportunities and transform the Brazilian cocoa supply chain.

CocoaAction Brasil only exists due to collective construction and the combined efforts of stakeholders from the entire cocoa chain. We hereby thank all of the initiative's members and partners.

TECHNICAL COMMITTEE

ABICAB, AIPC, Bahiater, Barry Callebaut, Cargill, CEPLAC, CIC, Dengo, EMATER-PA, EMATER-RO, Embrapa, EMPAER-MT, Harald, IDAM-AM, Incaper, Instituto Arapyaú, Mars, Mondelez, Nestlé, Ofi, Rainforest Alliance, SENAR Nacional, SENAR BA, SENAR PA, SENAR ES, SENAR RO.

NATIONAL COMMITTEE

Associação Brasileira da Indústria de Chocolates, Amendoim e Balas – ABICAB, Associação Nacional das Indústrias Processadoras de Cacau - AIPC, Barry Callebaut, Câmara Setorial da Cadeia Produtiva do Cacau e Sistemas Agroflorestais, Cargill, Confederação da Agricultura e Pecuária do Brasil – CNA, Dengo, Harald, Mars, Ministério da Economia – ME, Ministério da Agricultura, Pecuária e Abastecimento – MAPA, Ministério do Meio Ambiente – MMA, Ministério do Desenvolvimento Regional – MDR, Mondelez, Nestlé, Ofi, Secretaria de Agricultura, Pecuária, Irrigação, Pesca e Aquicultura da Bahia - SEAGRI-BA, Secretaria de Estado de Desenvolvimento Agropecuário e da Pesca do Pará - SEDAP-PA, Secretaria de Estado da Agricultura de Rondônia - SEAGRI-RO, Secretaria de Estado de Agricultura Familiar do Mato Grosso - SEAF-MT, Secretaria de Estado da Agricultura, Abastecimento, Aquicultura e Pesca do Espírito Santo - SEAG-ES, Secretaria de Estado de Produção Rural do Amazonas - SEPROR-AM.

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