



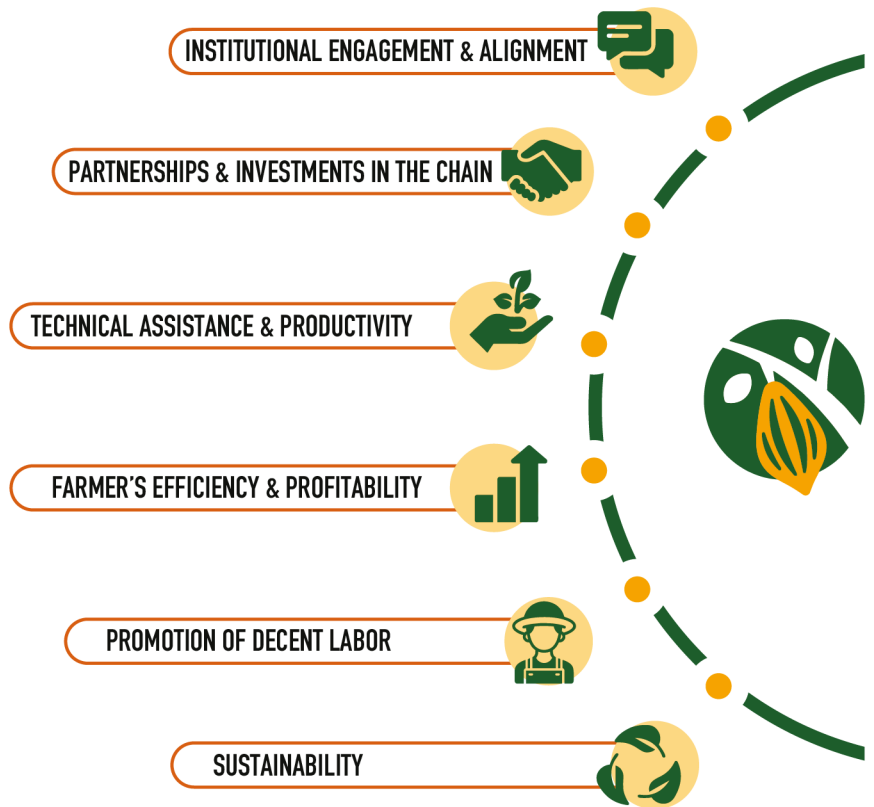
CocoaAction Brasil at a glance

2018-2025

An initiative of the *World Cocoa Foundation (WCF)*, established in 2018, bringing together companies, government and civil society to advance the sustainable development of Brazil's cocoa sector.

CocoaAction Brasil directs its actions to structuring agendas, promoting synergies across the chain, efficiency gains and positive impact on the ground.

The initiative serves as a collaborative platform that aligns key stakeholders around common priorities, to accelerate sustainable advancement and foster an enabling and business environment in cocoa.



Funding Members:



A transformation platform

CocoaAction Brasil integrates institutional engagement, technical knowledge and farmer-centered efforts on the ground. Its performance is based on convening the cocoa chain, fostering partnerships and coordinating collective efforts on strategic agendas.



1 ARTICULATION & MOBILIZATION



US\$ **7.6** MILLION

Direct investment in the chain: pre-competitive investments made by member companies through CocoaAction Brasil (2018-2026)



+US\$ **30** MILLION

Mobilized through strategic partnerships for the cocoa sector (2018-2026)



+US\$ **116** MILLION

Competitive investment by member companies in sustainability programs and farmer support (2017-2026)



Support for the creation of the Kawá impact fund, designed to mobilize R\$ 1 billion (US\$ 200 million) for the cocoa chain



CocoaAction Governance

Comprised of 44 organizations from the public sector, private sector, and civil society.

Convening the sector & fostering partnerships



CocoaAction Brasil promotes collaboration, partnerships and knowledge exchange across the sector by organizing and supporting events that connect farmers, specialists, companies and institutions, creating opportunities to increase farmer's efficiency and profitability.

EPO CACAU



The largest agricultural and business fair in the Brazilian cocoa sector, aimed at generating business, fostering technology & innovation, and sharing knowledge for cocoa farmers.



3

DAY EVENT



> **6,000**

VISITORS

primarily cocoa farmers from 24 Brazilian states



R\$ **240**

MILLION

in business generated during the 2025 edition



60

EXHIBITORS



68

SPEAKERS



53

HOURS OF CONTENT

Annual Cocoa Forum

Space for technical dialogue, strategic discussion on key issues affecting the sector, and institutional engagement.

- HELD ANNUALLY SINCE 2018
- 7 EDITIONS
- EVENTS IN BAHIA, PARÁ AND FEDERAL DISTRICT
- +6,000 PARTICIPANTS

Other initiatives



BRAZIL SESSION: showcasing Brazilian cocoa and attracting international investment, organized alongside global events such as WCF's Partnership Meeting and Chocoa. **Over 50 international entities engaged and US\$ 12 million mobilized for investments in Brazil (Livelihoods Fund and Kawá Fund).**



NATIONAL MEETING OF COCOA NURSERYMEN: focus on training, seedling production and genetic innovation. More than 1,300 participants across 4 editions.



COCOA TECHNOLOGICAL CHALLENGE: promotion of innovation and solutions for smallholder farmers, in partnership with Sebrae, FAEB, CIC and other institutions. Development of new pod breaking machines.

2 CACAU 2030 PROJECT



Field-level project, focused on improving farmers' profitability and sustainability through interventions in Brazil's main cocoa producing regions.

540,000

Cocoa seedlings distributed in ES and BA

+4.000

Soil analyses conducted

2.000

SETS OF PPE distributed to cocoa farmers

+1.000

Water potability kits delivered to farming families

2 COURSES

SENAR'S E- LEARNING

- Agroforestry systems with cocoa
- Control of moniliasis in cocoa

1 COURSE

UESC EXTENSION COURSE

- Technologies for Cocoa Production
- 200 hours - theoretical and practical

Producer-focused approach

Actions aimed at increasing productivity, technical assistance, access to credit, strengthening cooperatives and promoting decent work, directed at producers and field technicians.

CAPACITY BUILDING

98 trainings conducted

3 states, BA, PA and ES

+5,800 farmers and technicians trained

TECHNICAL ASSISTANCE

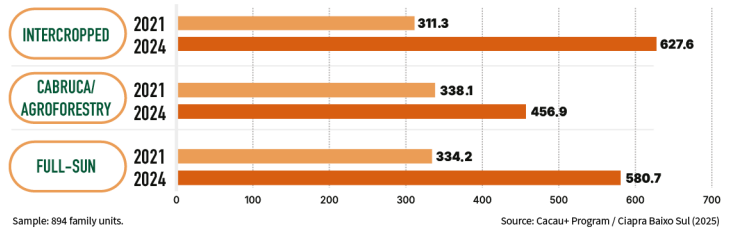
Direct support for cocoa farmers, focused on efficiency at field-level.

Partnership with CIAPRA's Cacau+ Program and SENAR-BA, with significant results in productivity and income improvement among small producers in Southern Bahia:

5,500 farmers receiving technical assistance

Productivity gains between **35% and 200%** within 3 years

Evolution of average PRODUCTIVITY IN KG/HECTARE



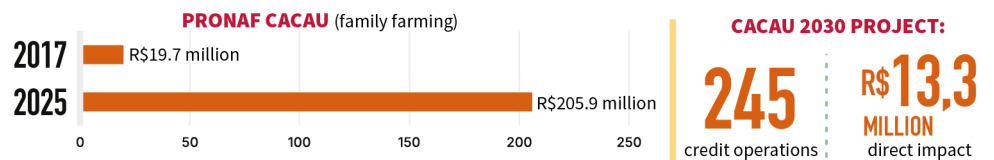
COOPERATIVES

Strengthening of producers' organization and local governance structures

13 cooperatives assisted in BA and PA

EXPANDING ACCESS TO RURAL CREDIT – SECTORAL EFFORTS

Expansion of rural financing as a development tool



DECENT WORK AND WELL-BEING

Working in partnership with the International Labour Organization (ILO), the Secretariat of Labor Inspection at the Ministry of Labour (MTE) and public institutions to promote better working conditions in the cocoa chain.

- **Sustainable Work Program** – social dialogue, awareness raising and training for technicians, farmers and rural workers.
- **Cacau 2030 Strategic Guidelines**, built in partnership with ILO and validated by sector stakeholders.

Main Partners of Cacau 2030 Project



Knowledge, research and innovation hub

A platform dedicated to generating and disseminating knowledge to strengthen Brazil's cocoa sector.

+10 publications, notably:

Cocoa Sustainability Curriculum

Officially recognized by Brazil's Ministry of Agriculture, the Curriculum establishes minimum sustainability standards for cocoa production and defines 32 recommended practices covering agricultural, environmental and social dimensions. The Curriculum also serves as the foundation for the National Cocoa Quality & Sustainability Competition protocol.



Other publications



ECONOMIC VIABILITY OF AGROFORESTRY SYSTEMS WITH COCOA

instituto arapyau WRI BRASIL

MAPBIOMAS CACAU - MAPPING OF SHADED COCOA CULTIVATION IN SOUTHERN BAHIA

instituto arapyau MINISTÉRIO PÚBLICO DO ESTADO DA BAHIA

THE SUSTAINABLE EXPANSION OF COCOA CULTIVATION IN THE STATE OF PARÁ AND ITS CONTRIBUTION TO THE RECOVERY OF ALTERED AREAS AND REDUCTION OF FIRES.

Embrapa

Inova Cacau 2030 Plan

Sector-wide strategic roadmap with a 2030 vision that establishes shared goals and a common agenda for the sustainable development of Brazil's cocoa sector. The Plan was collectively developed by more than 50 organizations from the public, private and third sectors and formalized through Ordinance No. 909.

Convening leadership by CocoaAction

Through a cooperation agreement with CEPLAC/MAPA, CocoaAction Brasil plays a central role in stakeholder mobilization, agenda setting and support for implementation alongside public and private partners.



Strategic pillars: • Economic Development and Productivity • Social • Environmental • Governance

Main goals:

400 THOUSAND TONS of cocoa production by 2030

Technical assistance reaching **30%** OF FARMERS

R\$250 MILLION/YEAR in rural credit

Brazilian Cocoa - "People, Forest and Culture"



Sector-wide movement created to promote Brazilian cocoa in international markets while highlighting its origin and sustainability attributes. Launched in 2024, the initiative brings together multiple partners, including Instituto Arapyau, AIPC, CIC, FAEB, Cocoa Sectoral Chamber and CocoaAction Brasil.

LEARN MORE

