

## The Corné Port-Royal chocolate-maker commits to quality cocoa and a better life for the farmers



Whether individual chocolates or chocolate bars, it is always a delight to savour Corné Port-Royal chocolate! Your personal preference may be for dark, dairy or white, but there is one fact you should never forget: cocoa production is falling. The Ivory Coast is struggling to produce the quantities needed as plantations are abandoned in favour of more profitable crops. The working and living conditions of the farmers are difficult, and their children suffer the consequences...

The Belgian chocolate-maker Corné Port-Royal has therefore decided to join the 'Quality Cocoa for a Better Life' programme that helps growers and enables them to supply cocoa that is not only of excellent quality but also produced in an ethical and sustainable manner. This programme offers farmers interest-free loans with which to purchase the right equipment and provides them with a range of training designed to increase productivity. By producing better and more, the cooperative farmers increase their revenue and can therefore improve their living standards. The programme also promotes awareness of schooling among parents, finances vaccination campaigns and offers assistance with health care and in combating malaria.

"Corné Port-Royal wants to continue to invest more than ever to offer its customers chocolate of the highest quality. We are very pleased to join the 'Quality Cocoa for a Better Life' programme because we are aware of the need to ensure the continuity of cocoa production while at the same time seeking to bring real improvements to the quality of life of cocoa farmers." comments Nicolas Bouvé, Managing Director of Corné Port-Royal:



By opting for ethical and sustainable cocoa beans, Corné Port-Royal is helping improve the lives of cocoa farmers... which also means that its chocolate products are now more than ever the best possible choice.

### For further information:

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## Beans in peril

The world demand in cocoa is increasing by the year, in particular due to the increasing trends in the emerging countries. In this context, the Ivory Coast is struggling to supply the quantities needed, facing increasingly poor soils and old plantations that are often abandoned in favour of more profitable crops such as rubber or palm oil. Meanwhile the living and working conditions of the cocoa farmers are difficult, and their children suffer the consequences...

35 % of the world's cocoa comes from the Ivory Coast and Cameroon. It is there that the chocolate-maker Barry Callebaut decided to act, in 2005, by launching an initial partnership with a number of cooperatives. The aim was to improve the production and everyday lives of the farmers and their families. Today some 53 cooperatives (representing around 40,000 farmers) participate in this programme that has already produced results. In 2010, 60,000 tons of cocoa were harvested and the past six years has seen the use of superior quality beans increase from 11% to 45%!



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## A win-win situation that benefits chocolate and lives...



Every year the 'Quality Cocoa for a Better Life' programme offers interest-free loans to farmers to enable them to purchase equipment. Training is also provided on how to obtain better quality beans, protect plantations and improve productivity. Teams of biotechnicians help farmers to understand the two key processes that influence the colour, aroma and flavour of the chocolate: the fermenting and drying of the beans.

By producing more and better, the farmers from the cooperatives are able to increase their earnings and improve their living standards.

The Barry Callebaut programme also helps encourage a more varied crop farming so as to restore the biodiversity and avoid families being dependent on a single activity. Education is essential and several rural primary schools have opened in recent years as well as a secondary school near Abidjan. The programme increases awareness among parents of the importance of schooling and provides the children with textbooks, schoolbags and exercise books. Every year the partnership finances vaccination campaigns. The cooperatives receive assistance for basic health care, access to clean water and in combating malaria. A medical centre was opened in 2008.



For more information on the 'Quality Cocoa for a Better Life' programme, go to [www.qualitycocoaforabetterlife.com](http://www.qualitycocoaforabetterlife.com).

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