



## **INTERNATIONAL COCOA ORGANIZATION**

**FAO  
Committee on  
Commodity Problems**

**69<sup>th</sup> Session**

**Rome, 28-30 May  
2012**

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& Statistics Division**

### **The Future of the World Cocoa Economy: Boom or Bust?**





## *Nature and Membership of the ICCO*

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- Inter-governmental organization
- 47 Member countries, 18 Exporting and 29 Importing countries, plus the European Union.
- 73% of world imports and 95% of world exports
- ***Exporting members:*** Brazil, Cameroon, Côte d'Ivoire, Dominican Republic, Ecuador, Gabon, Ghana, Malaysia, Nigeria, Nicaragua, Papua New Guinea, Sierra Leone, Togo, Trinidad & Tobago, Venezuela  
New from October 2012: DR Congo, Costa Rica & Indonesia,
- ***Importing members:*** all European Union members (27 countries), Russian Federation, Switzerland
- ***Consultative Board on the World Cocoa Economy:*** represents the private sector; discusses all issues of strategic interest to the cocoa sector and makes recommendations to the ICCO Council.



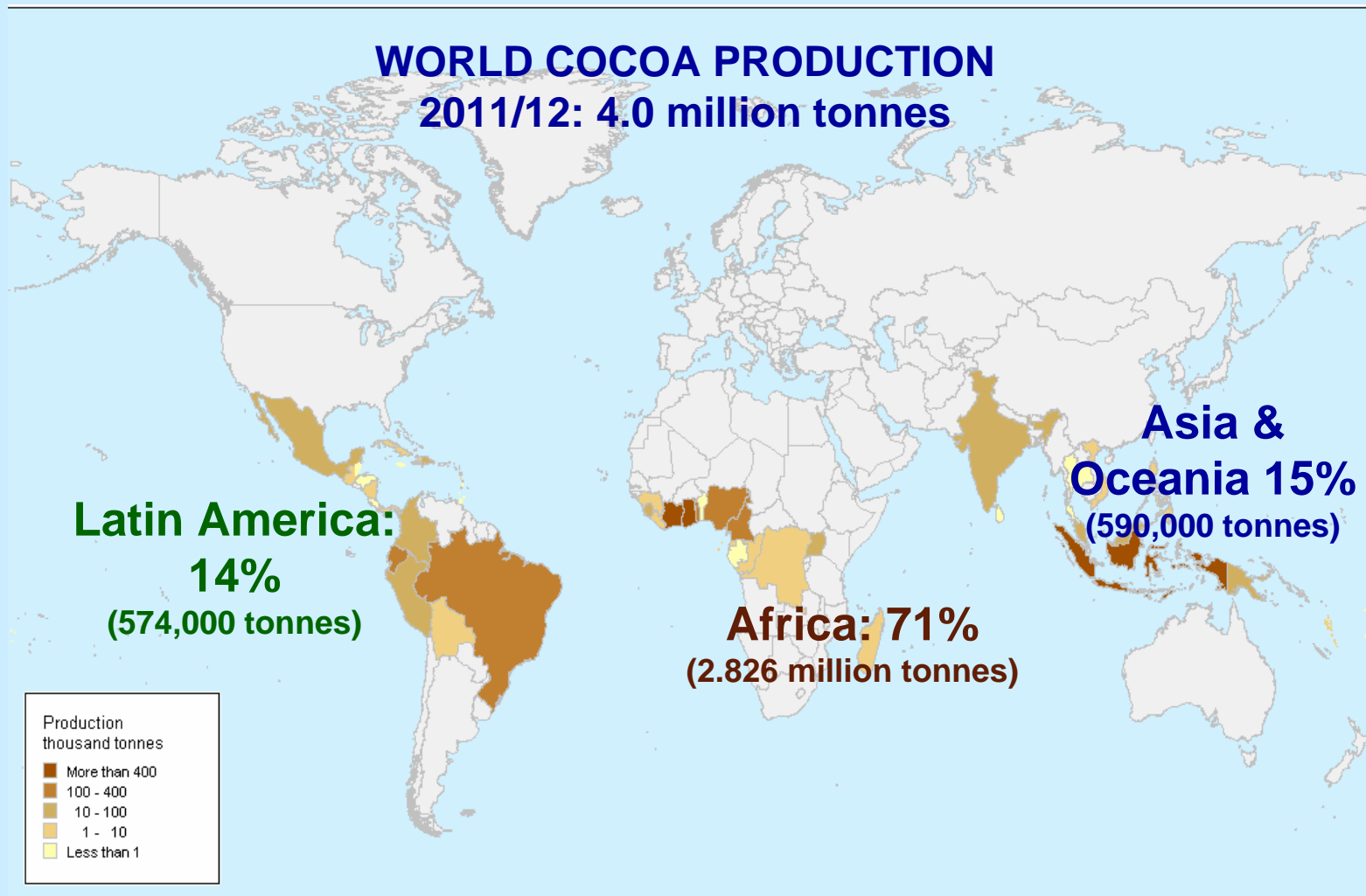
## *Core Activities of the ICCO*

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1. Main *forum for discussions on policy/strategic* issues affecting the global cocoa economy, including cocoa producing countries, cocoa consuming countries and the cocoa and chocolate industry;
2. Contributing to *market transparency*: collection and dissemination of statistics and information on the cocoa market, regular analysis of cocoa market, market information systems (MIS) for farmers, etc. (publication of the ICCO *Quarterly Bulletin of Cocoa Statistics* and the *World Cocoa Directory*);
3. Development and supervision of *projects* aimed at solving specific problems and improving the functioning of the cocoa economy.



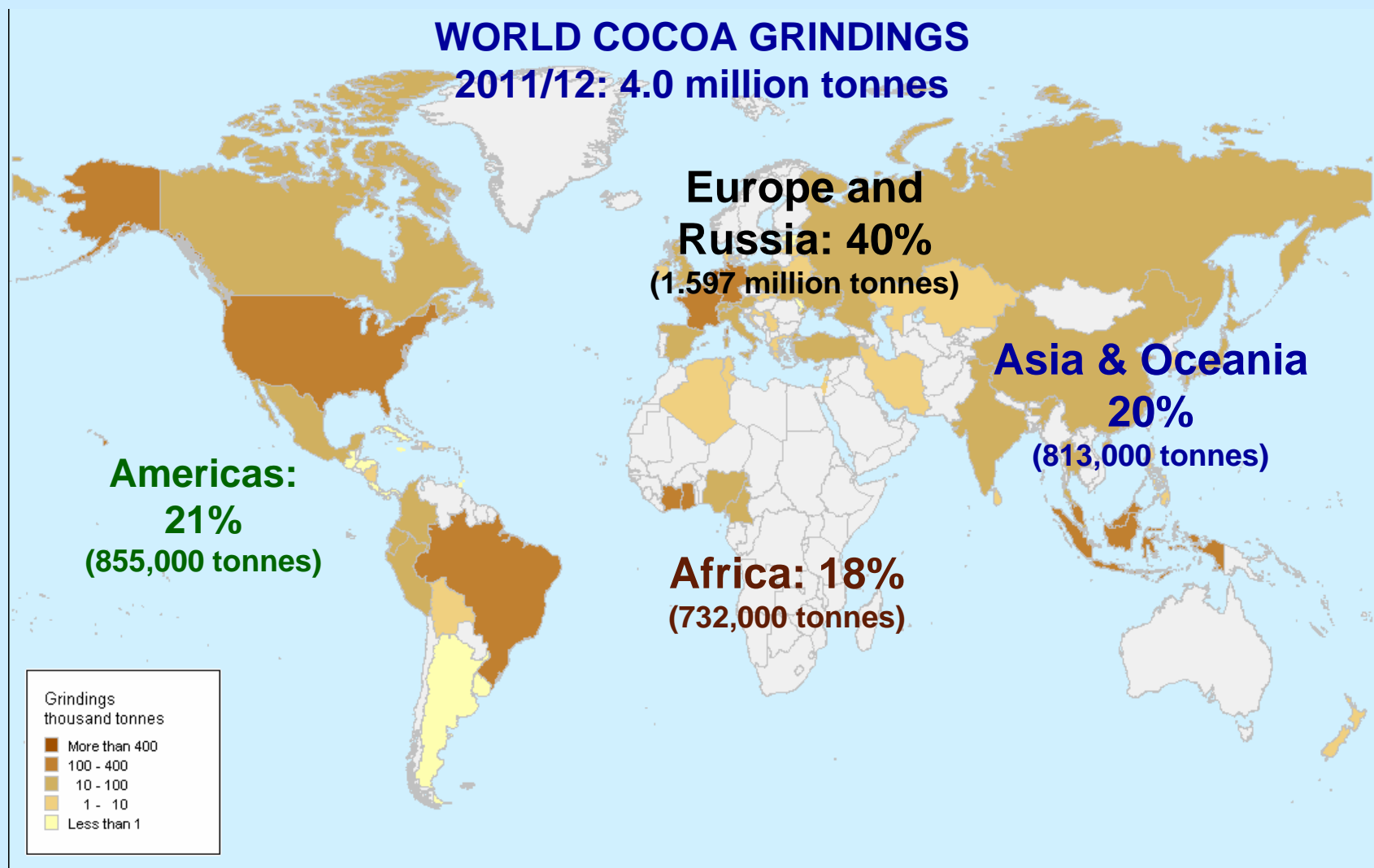
## Cocoa production (supply)



Source: ICCO, Quarterly Bulletin of Cocoa Statistics



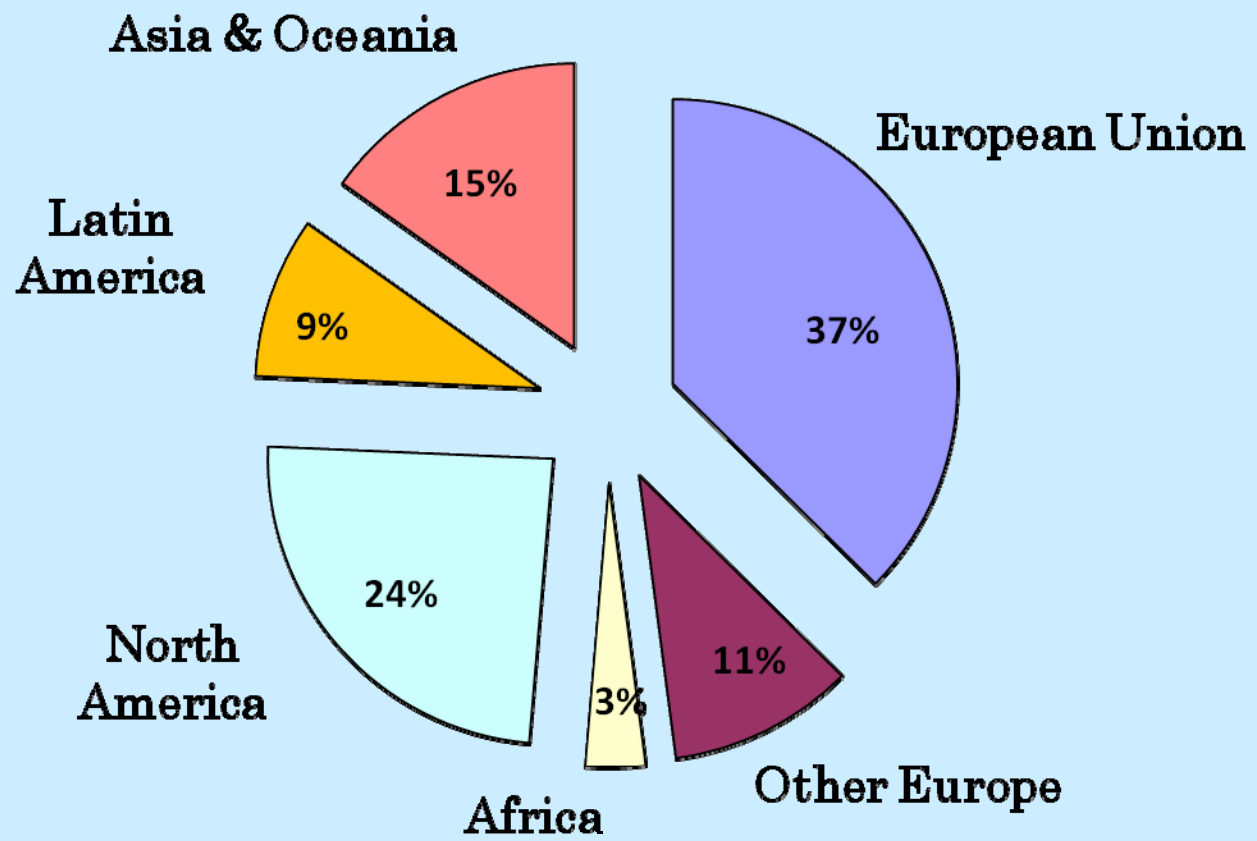
## Cocoa grindings (demand)





## Consumption of cocoa

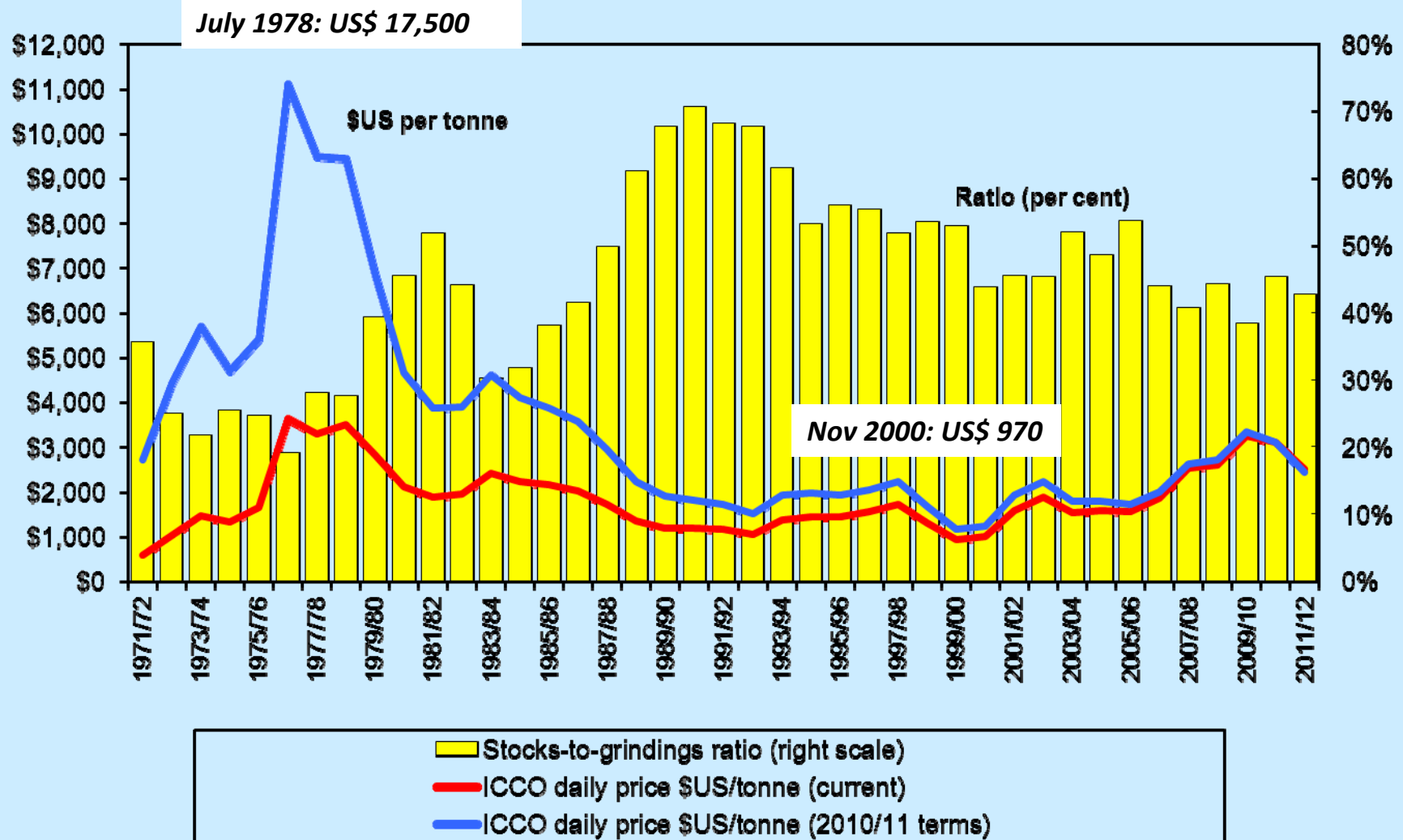
Apparent consumption of cocoa beans (in 2010/11)



Source: ICCO, Quarterly Bulletin of Cocoa Statistics



## Cocoa price development

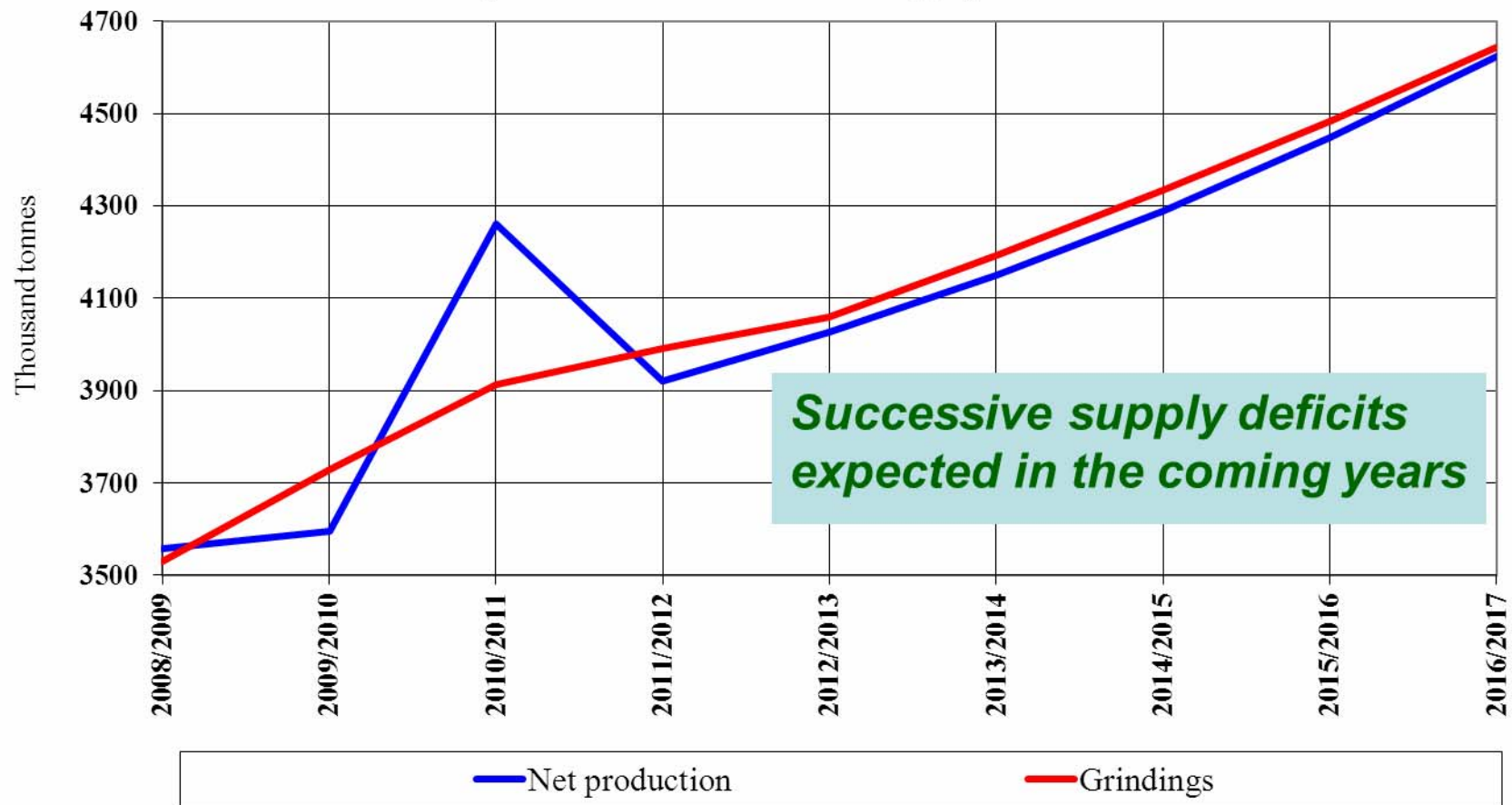


Source: ICCO, Quarterly Bulletin of Cocoa Statistics



## Strategic challenges (Supply and demand)

Projections of world cocoa supply & demand







## *Lack of synergy or strategic approach*

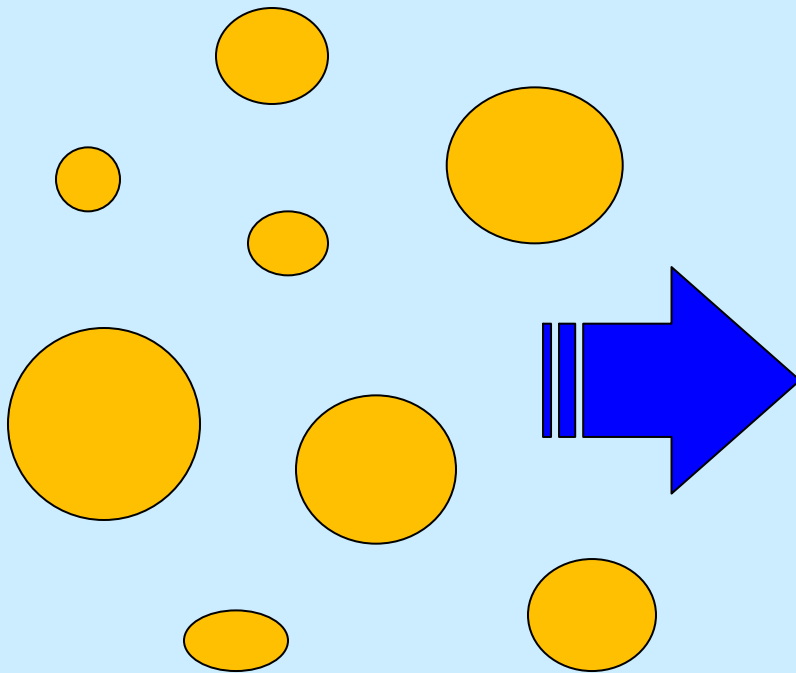
*A survey by the ICCO Secretariat revealed about 64 initiatives worldwide on cocoa sustainability involving by 60 agencies / companies*

- Proliferation of mostly uncoordinated, at times competing initiatives in cocoa producing countries
- Weak approach, not leveraging collective assets and principles of cooperation
- Outcomes are disjointed, often without any involvement with existing structures in the countries, producing adverse consequences...

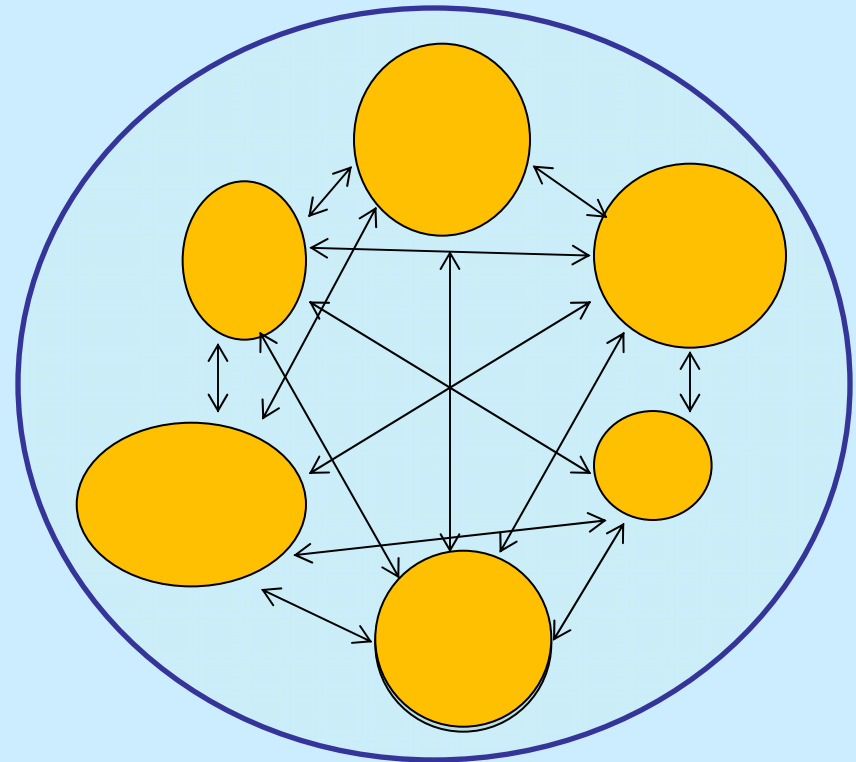
*Despite the proliferation of initiatives, not much, if anything, has changed in the producing countries*



## *The Cocoa Sector—A New Approach*



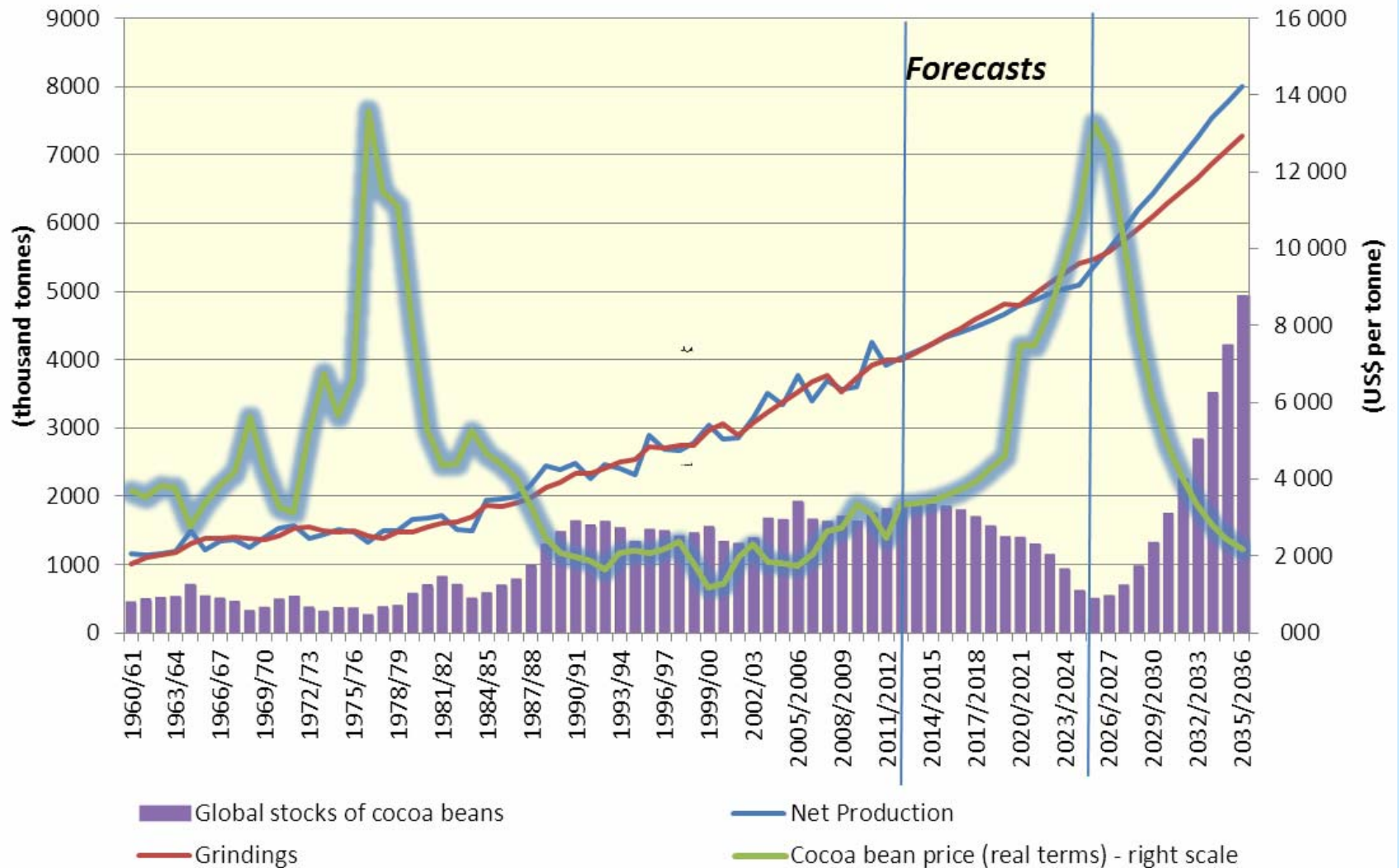
**Scatter Gun Approach:** Disjointed efforts result in underleveraged resources and unintended consequences on other issues or stakeholders



**Systems Approach:** Stakeholders, issues, initiatives are integrated around common vision, outcomes and values



## Boom and Bust: a possible scenario...





*The World Cocoa Conference*

*19-23 November 2012, Abidjan, Côte d'Ivoire*

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**WORLD  
COCOA  
CONFERENCE 2012**



**19-23 NOVEMBER 2012**

**HOTEL IVOIRE, ABIDJAN, CÔTE D'IVOIRE**

Ensuring a sustainable cocoa value chain to  
guarantee quality supply and enable further growth  
in new chocolate products and emerging markets

**WWW.WORLDCOCOACONFERENCE.ORG**

[www.worldcocoaconference.org](http://www.worldcocoaconference.org)



## *The World Cocoa Conference 2012*

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- **Objective:** to critically review the strategic challenges facing the world cocoa economy and to agree on coordinated actions to be implemented
- **Outputs:** Conference expected to adopt a Global Agenda for a Sustainable World Cocoa Economy, outlining the key issues facing the world cocoa sector and the best approach, strategy and players to tackle them
- Emphasis should be on the National Sustainable Cocoa Development Plan supported by National Cocoa Platforms (PPP approach)
- Key stakeholders (governments from Producing countries and key industry representatives expected to sign a Commitment of Stakeholders at the closing ceremony of the WCC, to implement the agreed Global Cocoa Agenda containing a timeline and indicators to monitor implementation.



*Thank you*



**Laurent Pipitone:  
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