Building the movement

Forever Chocolate is Barry Callebaut's plan to make sustainable chocolate the norm. This has been at the heart of our business from the beginning and it is the only way in which we can continue to thrive.

If we fail to tackle the structural challenges in the cocoa and chocolate supply chain, such as cocoa farmer poverty, child labor and deforestation, they will impact the availability and quality of chocolate. We need to take action now, in order to continue to enjoy chocolate in the future.

Forever Chocolate requires a new approach to cocoa farming which generates social and environmental benefits to cocoa farming communities. Lifting cocoa farmers out of poverty by increasing their productivity is our starting point. Cocoa farmer poverty directly impacts child labor and deforestation. For Forever Chocolate we will be starting shortly with pilots in five key cocoa sourcing countries: Côte d'Ivoire, Ghana, Cameroon, Indonesia and Brazil. In these countries we will be testing our new approach to sustainable cocoa farming before we scale our efforts – essentially, learning to walk before we start to run. We will use all the resources and expertise we have at our disposal in the pilot countries to understand how we can bring the four pillars of Forever Chocolate to life.

Our first Forever Chocolate progress report reflects our progress and our learnings as we start on this journey. We want to inspire the building of a movement to make Forever Chocolate a reality, because we know the destination, but do not necessarily have a clear map on how to get there in the smartest way possible. We require industry partners, NGOs, governments, and academia to join us on our journey. Since we launched Forever Chocolate, we have seen numerous partners jump on the bandwagon, bringing new and fresh ideas to implement and scale-up sustainable chocolate. Take for example the Cocoa and Forest Initiative. Through this initiative we have for the first time, industry, governments and NGOs at the table and the chance to define a structural solution to deforestation in the cocoa supply chain in West Africa. A great example of what is within reach when partners are moving together. For each of our targets we are identifying the corresponding United Nations Sustainable Development Goals (SDGs), to ensure that Forever Chocolate is a part of the global agenda to transform our world.

Through our Forever Chocolate progress report 2016/17 we extend an invitation to any stakeholder to join us on the journey to making sustainable chocolate the norm. If you have ideas or solutions how we can achieve our targets quicker or better, or if you want to join the movement to make sustainable chocolate the norm, I look forward to you being in touch.

Antoine de Saint-Affrique