



**FAIR TRADE  
CAMPAIGNS**

# Fair Trade Cocoa 101

Use these facts to educate about the need for Fair Trade in the Cocoa Industry

## General Fast Facts

- **Less than 5%** of the world's cocoa is purchased according to Fair Trade standards
- By 2020 demand for cocoa is expected to increase 30% - that's an additional **million tons per year**

## The need for Fair Trade cocoa

- Cocoa is a **\$16 billion** a year industry
- The average annual income farmers earn from cocoa is between **\$30 and \$110 per household**
- Growers in West Africa often receive only **3.5-6.4%** of the final value of a chocolate bar containing their cocoa

## Conventional Cocoa

- An estimated **1,817,278 children** work in cocoa farms
  - Approximately working 10-20 hours a week
  - 10-40% of these children are not enrolled in school
- Children working on cocoa plantations are exposed to numerous hazards, including dangerous tools, dust, flames or smoke, hazardous chemicals, and/or physically demanding labor such as carrying heavy loads
- Farmers suffer from unstable global market prices for cocoa
- Tropical regions such as the Ivory Coast often have to fight insect infestations with large amounts of industrial, and dangerous agricultural chemicals

## Fair Trade Cocoa

- Fair Trade cocoa producers are regularly audited against strict child labor standards
- **Fair Trade premiums** help groups invest in the future of their farms and communities
- Fair Trade standards provide a framework for environmental sustainability
- Fair Trade cocoa certification and minimum pricing has ensured over **42,000** cocoa farmers in West Africa, the Caribbean, and the Americas receive decent prices for their crops.

