



**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 percent** of the world's cocoa is certified Fair Trade.
- By 2020, demand for cocoa is expected to increase 30 percent - 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 percent** of the final value of a chocolate bar containing their cocoa.

Conventional Cocoa

- An estimated **1,817,278 children** work on cocoa farms.
 - Approximately working 10-20 hours a week.
 - 10-40 percent of these children are not enrolled in school.
- Children working on cocoa farms 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.

