



Fair Trade Cocoa 101

Use these facts to educate yourself and others about the need for Fair Trade cocoa

General Fast Facts

- **70 percent** of cocoa is produced by small holder farmers in West Africa, primarily Cote d'Ivoire and Ghana. Indonesia, Brazil, and Ecuador are also major cocoa-producing countries.
- Cocoa trees take about **five years** to reach peak production and can continue producing at that level for about **ten years**.
- Chocolate is made from the seeds of cocoa pods, a tree-grown fruit. After harvesting, the seeds are removed from the pods and processed (fermented, dried, then roasted).
- It takes about **500 cocoa beans** to make one pound of chocolate. In an average year, a cocoa tree produces enough fruit to make about two pounds of chocolate.

The Need for Fair Trade Cocoa

- While global demand for cocoa is on the rise, the number of cocoa farmers is falling as younger generations seeks more profitable work. The average age of a cocoa farmer is 50.
- Less than five percent of the world's cocoa is produced according to Fair Trade standards.
- Many farmers lack the funds necessary to invest in new cocoa trees, a problem which is exacerbated by low yields from ageing trees.

Conventional Cocoa

- An estimated two million children work on cocoa farms. Up to 40 percent of these children are not enrolled in school.
- Cocoa farmers are exposed to numerous hazards, including dangerous tools, dust, flames or smoke, hazardous chemicals, and physically demanding labor.
- Farmers suffer from unstable global market prices for cocoa.
- An estimated 30 to 40 percent of cocoa crops are lost to pests and diseases. To combat this challenge, farmers resort to using large quantities of pesticides and other agrochemicals

Fair Trade Cocoa

- Fair Trade standards prohibit child labor, and community development premiums are often used to improve access to education.
- Fair Trade standards prohibit certain harmful chemicals and provide a framework for environmental sustainability.
- Premiums help farmers invest in the future of their farms and communities.
- The Fair Trade minimum price protects farmers against market volatility by ensuring a minimum sale price for their crops.

