



1411 K Street, NW • Suite 1300 • Washington, DC 20005 • Telephone: +1-202-737-7870 • Fax: +1-202-737-7832
wcf@worldcocoa.org

FREQUENTLY ASKED QUESTIONS

Q: What is the World Cocoa Foundation?

A: The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. These efforts help increase the supply of cocoa and help guarantee chocolate lovers access to their favorite products.

Q: Why was the World Cocoa Foundation created?

A: The World Cocoa Foundation was created in 2000 by a group of chocolate companies who recognized the need to provide cocoa farmers with support to maintain their crop, including techniques to control diseases and pests that attack their cocoa trees. At the time, such diseases were spreading to major cocoa-producing countries at an unusually fast pace, threatening the well-being of independent farm families. Over the years, WCF's work was expanded to also address other issues affecting cocoa farmers and their families. Today, promoting a sustainable cocoa economy remains as important as ever. WCF is proud to work with its more than 70 members to improve the lives of cocoa-farming families worldwide.

Q: What does the World Cocoa Foundation do?

A: The World Cocoa Foundation implements, manages, and participates in programs at the grassroots level to help independent family farmers in 15 cocoa-producing nations around the world. The programs teach farmers to grow cocoa more productively and profitably, help farmers establish effective cooperatives and associations to market the cocoa, provide the research to reduce crop loss and improve productivity, promote the inclusion of other crops on cocoa farms to provide alternative sources of income, and expand access to education for youth in cocoa-growing communities.

WCF plays an important role as a convener of stakeholders and facilitates important partnerships for cocoa sustainability. The Foundation works in partnership with companies, governments, private foundations, international institutions, non-governmental organizations (NGOs), academia, and research institutes globally. WCF believes that operating in partnership with these entities optimizes the knowledge and commitment of the partners and maximizes the benefit to farmers and their families.

WCF supports research that fuels innovations and contributes to cocoa sustainability. WCF brings researchers together to collaboratively address critical issues, conserves unique varieties of cocoa, and supports fellowships and exchange programs in cocoa research.

World Cocoa Foundation Frequently Asked Questions

Q: What types of programs does WCF support?

A: WCF supports a range of programs in cocoa-growing communities of Africa, Southeast Asia and the Americas, as well as research contributing to cocoa sustainability. All WCF programs help cocoa farm families raise their incomes while also supporting education and community development and contributing to a more sustainable supply of cocoa.

Q: Does WCF get involved in research?

A: Yes. WCF funds research that fuels innovations and contributes to cocoa sustainability. WCF brings researchers together to collaboratively address critical issues, conserves unique varieties of cocoa, and supports fellowships and exchange programs in cocoa research.

Q: Who are WCF's members?

A: WCF's membership includes more than 70 cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide. Member companies range in size from small and medium size firms to large international corporations, and are based in the Americas, Europe, Asia, Australia and Africa. WCF members represent over 80% of the global cocoa market. All members play an important role in WCF's governance. WCF is proud of its membership and of its role in convening all of these stakeholders in support of cocoa farmers and a sustainable cocoa economy worldwide.

Q: How do I contact WCF and participate in their programs?

A: WCF is headquartered in Washington, D.C. with representation in Brussels, Belgium and a regional office in Accra, Ghana. You can contact WCF staff by phone at: +1-202-737-7870 or by email at wcf@worldcocoa.org. Companies can become members of WCF and participate in the Board and Partnership Meetings which are held twice a year. Development organizations and NGOs can partner with WCF in cocoa-producing countries. Individuals can get involved by following the suggestions on the "Get Involved" section of the WCF website: www.worldcocoa.org.

Q: How does WCF measure the impact of its programs?

A: The World Cocoa Foundation's programs are guided by three principles – **people**: healthy and thriving cocoa-farming households and communities; **planet**: responsible, sound environmental stewardship; and **profit**: improved and more equitable economic returns to farmers.

WCF can document that more than 420,000 farmers around the world have been directly involved in its programs over the last decade, and some have increased their incomes by as much as 50 percent. But the impact of programs is far greater, thanks to farm cooperatives, models and demonstration projects established based on WCF-supported efforts.

For example, Nigeria has officially adopted farmer training methods promoted through WCF-supported programs. All major programs supported by WCF have a system for measuring their impact against project-specific goals. Impact assessments generally focus on the wellbeing of farmers, their families and their communities. As it enters its second decade of work, WCF is developing a broader assessment framework for measuring the impact of its programs based on the guiding principles noted above.

World Cocoa Foundation Frequently Asked Questions

Q: Isn't WCF really just helping a small percentage of the 5 million independent cocoa farmers in order to make the industry feel good about modest attempts to help them?

A: Farmers are the first point in the cocoa value chain. The industry and partners have spent tens of millions of dollars in WCF programs that benefit cocoa farmers and their families. WCF and its partners have seen the results for individual farmers and their families in communities worldwide. There is also a viral effect to WCF work. Farmers who participate in the programs and see higher yields and higher incomes attract the attention of other farmers who then begin to replicate the techniques and practices. WCF's goal is not to enroll every cocoa farmer in one of its programs, but rather, to help improve the quality of life for farmers and their communities while ensuring a sustainable supply of cocoa.

Q: What is WCF's relationship with governments in the countries of Africa, Asia and the Americas where it has programs?

A: WCF reaches out to government officials and enlists them as partners in its programs. Government institutions are involved in the strategic direction and design of the programs. In addition, national and local institutions play an active role in program implementation. WCF welcomes the support and expertise of host governments everywhere it operates programs.

Q: What is WCF's relationship with The Bill & Melinda Gates Foundation?

A: The Bill & Melinda Gates Foundation joined with WCF and 15 of its member companies in a \$40 million effort to increase cocoa farm family incomes in West and Central Africa, where approximately 70% of the world's cocoa supply currently originates. The World Cocoa Foundation's Cocoa Livelihoods Program is reaching 200,000 cocoa farm families over a five year period. The program will increase farm families' incomes by training farmers on production technologies, encouraging farmers to diversify crop production, and strengthening farmer organizations.

Q: What is the WCF position on child labor?

A: WCF is strongly committed to elimination of the worst child labor abuses. WCF is a signatory to the 2001 Harkin-Engel Protocol, which commits the cocoa and chocolate industry to working with the governments of Côte d'Ivoire and Ghana to eradicate the worst child labor abuses. WCF believes that child labor is usually a symptom of wider problems, including poverty. WCF programs expand educational opportunities for youth, provide basic literacy training, agricultural knowledge, leadership skills, and vocational education. WCF believes helping the entire farm family will improve conditions for the children, and works with its partners to increase educational opportunity for all family members.

World Cocoa Foundation Frequently Asked Questions

Q: What is the WCF position on product certification?

A: WCF acknowledges growing interest in product certification for cocoa and other commodities and has been following these developments closely. WCF recognizes that product certification (such as Fair Trade, Rainforest Alliance, UTZ Certified, organic) can play a role in sustainability efforts at the farm level. It is important that any product certification system focus on increasing productivity and farmer incomes as much as possible. These systems should also coordinate with country-level sustainability programs that address a broader range of issues such as research and policy issues.

WCF's sustainability principles and goals have much in common with the goals of product certification systems. Though WCF does not play a direct role in product certification, farmers participating in WCF programs are often able to obtain certification with minimal training.

Q: Will product certification eradicate child labor and adult forced labor?

A: WCF's position is that product certification (Fair Trade, Rainforest Alliance, UTZ Certified, organic) can be a positive way to work towards compliance with international labor standards. To date, there is no certification system that can guarantee no child labor. WCF believes that the long-term solution to child labor issues requires increasing farmer incomes, improving children's access to education, and engaging with local and national governments.

**For more information, contact the World Cocoa Foundation at +1-202-737-7870
or visit www.worldcocoa.org**