

# Investing in livelihoods

## *Chocolate*

*Version number: 1*

*Date updated: 19.08.20*



# Key learning objectives

**Aim:** to introduce the concept of investing in livelihoods

**Learning objectives:**

1. Understand the chocolate route and the issues associated with chocolate farming
2. Evaluate the properties of chocolate using the five senses
3. Assess the aroma of chocolate and pair with a flavouring



# Practical task [from the lesson plan & recipes]

**Concept:** Responsibly sourced chocolate and spices, coffee, tea, exotic fruits

**Dish:** Chocolate Tart & Truffles

**Quick description:**

- Activity 1: Chocolate tasting ritual
- Activity 2: Flavour chocolate
- Activity 3: A cocoa route video
- Activity 4: Finish tartlets & truffles, and taste



*Key things you need to know...*



# Cocoa farming – what does it involve?

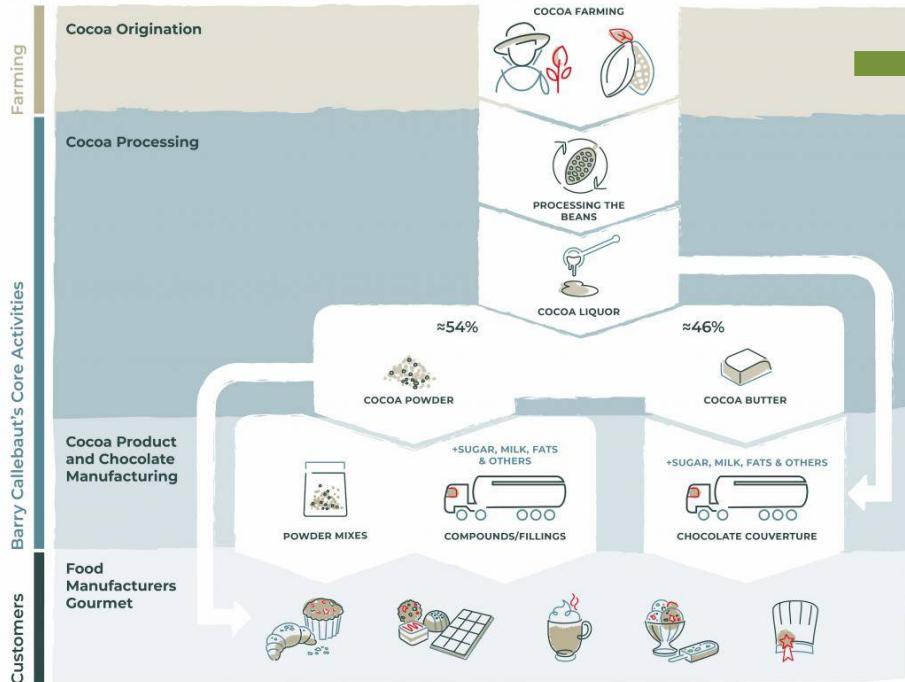


Images: Rodrigo Flores, Ly Le Minh on Unsplash



# The chocolate value chain

## *An example from Barry Callebaut*



70% of the world's cocoa is produced in West Africa by small farms.

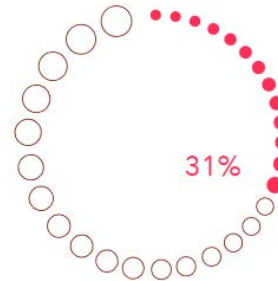
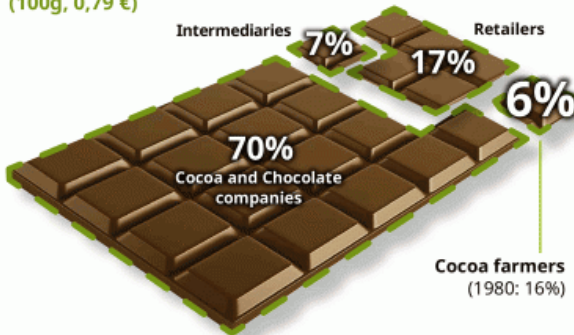
Watch this video to see the life of a cocoa farmer in Brazil:

<https://www.callebaut.com/en-GB/chocolate-video/story/brazil#group-items-wrapper>



# The real cost of a chocolate bar

Share in the sales of an average chocolate bar  
(100g, 0,79 €)



Current farmer income:  
**\$0.78**

Living income:

**\$2.51**

(Source Fairtrade)

- Cocoa farmers' share of the value of chocolate has decreased over time from 16% in the 1980s and prices remain very variable which mean that many live in poverty (unable to afford basic food or medicine) and often fall into debt.
- An estimated 2.1 million children work on cocoa farms in West Africa alone, despite global commitments to try and reduce child labour.

*This situation is not unique to cocoa – many farmers producing crops like bananas, coffee and sugar are unable to make a decent livelihood*



# Fair Trade principles



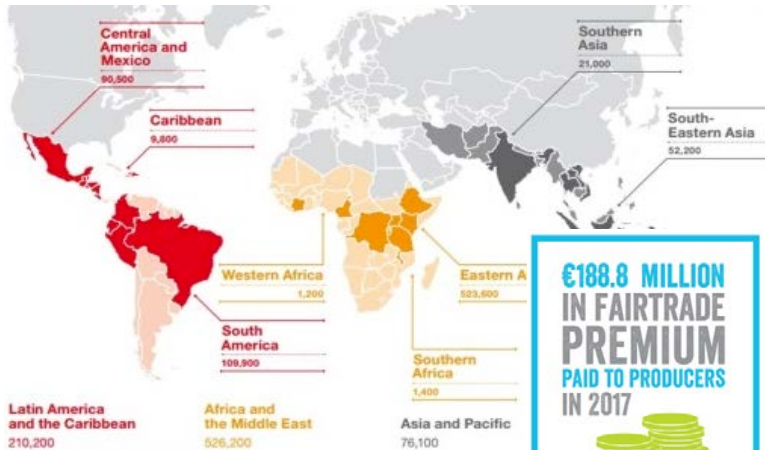
## Vision of the Fair Trade movement:

A world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a **decent and dignified livelihood** and develop their **full human potential**.





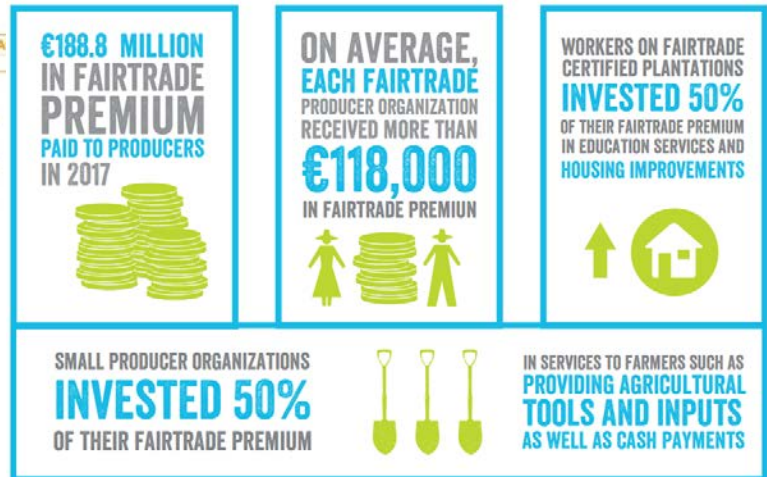
# “Fairtrade” is one of the only standards to set minimum prices



*Fairtrade coffee, number of farmers by region*

The producers decide democratically how to spend the Fairtrade Premium in their own community – for example on healthcare or schools.

The standards include protection of workers’ rights and the environment and companies have to pay the **Fairtrade Minimum Price**, as well as a **Fairtrade Premium**.



# *Tips for chefs...*



# Buy certified products that support farmer livelihoods



## **Fairtrade**

Minimum price & set premium paid to producers



## **UTZ**

No minimum price, mandatory to pay a premium but no set value.

Other certification schemes aim to improve livelihoods through improved farming practices but do not require any specific pricing:



## **Rainforest Alliance**

Focussed on environmental protection with some social criteria. No minimum price, often attracts a premium (but not required).

## **Various organic standards**

Focussed on soil health and ecological processes. No minimum price, often attracts a premium (but not required).

Source: <https://www.befair.be/en/publication/articles/ethical-and-sustainable-certifications-cocoa-sector>

NOTE: UTZ has now merged with the Rainforest Alliance but the programs continue to run in parallel.



# Pay fair prices to your suppliers



Even in the UK it can be difficult for farmers to make a livelihood and there are still many farm workers across Europe that are exploited and work in terrible conditions.

**If the products you are buying are very cheap, you have to ask yourself why.**

# Summary: key takeaways

## Key things you need to know:

- Small cocoa farm in West Africa produce most of the chocolate we eat
- Many cocoa farmers can't make a decent livelihood and have to rely on child labour
- These issues aren't limited to chocolate
- The Fair Trade movement tries to address these problems – and Fairtrade is one of the only standards to set minimum prices

## Tips for chefs:

- Buy certified products that support farmer livelihoods
- Pay fair prices to your suppliers

