Preserve Forests: Our actions in Côte d'Ivoire & Ghana

Cocoa and Forests Initiative 2021 Progress Update

PHOTO: FATOU NDIAYE

MARS WRIGLEY

Cocoa for Generations MARS

Cocoa & Forests Initiative

World Cocoa Foundation

Preservin forests

At Mars Wri ley, we are commi ed to creatin a more modern, inclusive, and sustainable cocoa supply chain for future enerations. Since the launch of our Cocoa for Generations strate y in 2018, and as part of our Responsible Cocoa pro ram, which sets out for suppliers our expectations for the cocoa we source, we have been acceleratin our efforts aimed at protectin children, preservin forests and improvin farmer income.

Our oal is to achieve a deforestation-free supply chain for 100% of the cocoa we source by 2025.

Our approach to preservin forests in the countries we source cocoa from is set out in our Cocoa and Forests Action Plan, which includes our commitment to the World Cocoa Foundation's Cocoa and Forests Initiative (CFI).

We have developed country-level action plans for Côte d'Ivoire and Ghana that are ali ned with the CFI framework for action. These plans describe our actual and planned activities and investments, ali ned to the three CFI pillars of Forest Protection and Restoration, Sustainable Production and Farmer Livelihoods, and Community En a ement and Social Inclusion. We are workin with our suppliers and technical expert or anizations to implement these action plans.

This update ives an overview of our pro ress durin the 2020-2021 cocoa season. More details of our overall approach and actions in other cocoa-sourcin countries can be found here .

"While the fi ures are representative of our pro ress, we can only truly understand the real impact of our efforts by hearin first-hand from the cocoa farmin communities. Their testimonials tell us how important it is that we take our responsibility as an industry leader seriously and that public private partnerships such as CFI are critical to achieve meanin ful impact at scale."

AMBER JOHNSON
GLOBAL VICE PRESIDENT COCOA

Preservin Forests throu h Cocoa for Generations

Our ambition is to achieve a deforestation-free supply chain for all the cocoa we source by 2025

Combined Hi hli hts from Côte d'Ivoire & Ghana in 2021 *

Preserve Forests

>272,600
hectares
included in deforestation risk assessment
(>530k ha since 2018)

>1,118,300
multi-purpose trees
distributed for on-farm plantin
(>2.5 million since 2018)

Promote A roforestry

>28,700
farmers
applied a roforestry techniques

>90,700
farmers
reached by Good A ricultural Practices trainin activities

In Ghana, distributed another
>976,500
cocoa seedlin s
brin in the total to almost 3.5 million since 2018

Increase Transparency

>130,900
plots
from which we source cocoa mapped
(94% of tar et reached)

Tier-1 suppliers and tier-2 farmer roups disclosed on mars.com in an interactive map

Respect Human Ri hts

>38,000
members
in Villa e Savin s and Loans Associations (VSLA) as part of CFI
(more then tripled since 2018)

Collaborate

Member of CFI's technical commi ees for both Ghana and Côte d'Ivoire

Suppliers

Technical experts from CARE, KIT Royal Tropical Institute, PUR Projet, Proforest, Verité and WRI

* Based on information from suppliers. Numbers are rounded for clarity.

Voices from the field

“I have chan ed the way I produce cocoa”

Understandin there is no ‘avera e’ cocoa farmer, person-centric development journeys that reco nise the vastly different startin points and ambitions of each cocoa farmer are needed to accelerate impact.

Mars and cocoa supplier Sucden work with several implementin partners, includin PUR Projet and the Société Foncier-Foresterie-A riculture (or FOA), an Ivorian a roforestry solutions expert or anization to help address deforestation and restore ecosystems. Throu h the use of tar eted low, medium and hi h-density a roforestry models, these initiatives aim to improve soil fertility, biodiversity and microclimates outcomes, foster sustainable farmin practices with the ultimate oal of stabilizin cocoa yields and improvin the livelihoods of smallholder cocoa farmers.

Kouakou, a cocoa farmer, proudly shares his involvement in a medium-density a roforestry project which “chan ed the way [he] produces cocoa”. Implemented by the Société Foncier-Foresterie-A riculture, or FOA, an Ivorian a roforestry solutions expert or anization, and match-funded by the development finance or anization DEG, throu h public funds from develoPPP, a fundin pro ram of the German federal Ministry for Economic Cooperation and Development (BMZ), the project seeks to support farmers like Kouakou to plant shade and multi-purpose trees via a “medium-density” cocoa a roforestry model where a mixture of 20 to 25 tree types are planted per hectare.

Why medium-density a roforestry? Because it is more accessible to farmers and is a first step towards more complex hi h-density systems involvin 100 trees or more per hectare, for example. Moreover, medium-density a roforestry can build on the solid foundation provided by the lower-density a roforestry requirements of Rainforest Alliance certification. By increasin the number of trees per hectare, medium-density a roforestry can accelerate the impact.

By the end of the 2020/2021 season, 1,593 cocoa farmers were participatin in the project and a total of nearly 22,500 tree seedlin s were planted on more than 1,100 farms.

The project also seeks to reduce the risk of deforestation by providin farmers with land certificates and financial incentives in the form of Payments for Environmental Services (PES). This can help motivate farmers such as Kouakou to look a er the trees and achieve hi h tree survival rates. The first round of PES payments took place in February 2022, helpin farmin families diversify their incomes. As part of the project, farmers are informed of the benefits of a roforestry over the lon -term with trainin sessions held on demonstration plots to show ood practices and encoura e hands-on learnin .

“I will practice what I’ve learned lon a er this project is over,” concluded Kouakou.

KOUAKOU
COCOA FARMER
CÔTE D’IVOIRE

S&D SUCDEN

FOA
Foncier Foresterie Agriculture

Voices from the field

“I have discovered the principles of a roforestry”

“Thanks to the workshops, I have discovered the principles of a roforestry and have learned new techniques on plantin , monitorin and reportin .” Says Kouame, a cocoa farmer in Côte d’Ivoire, when asked about his participation in a project led by the a roforestry expert or anization PUR Projet and the cooperative, he is member of.

Since 2021, SUCDEN, partnerin with PUR and Mars amon st others, is on a three-year mission to plant 60,000 forest trees with 600 farmers. As part of this collaboration, Kouame’s cooperative implements hi h-density a roforestry (around 100 trees a hectare) and raises awareness on deforestation.

PUR Projet or anized workshops led by technicians to educate the community on the benefits of forest conservation and to foster local expertise. In Kouame’s community, technicians, in collaboration with community members, selected areas to be re-forested and allocated appropriate tree species. They then assisted 129 farmers with the plantin phase, helpin them put their newly learned skills into action. 20,918 trees were planted in total, with hi h plant diversification. “We planted seven different tree species,” explains Kouame. PUR also monitors tree survival and mortality a er plantin .

Alon side the trainin , farmers have been offered Payments for Environmental Services (PES) to achieve hi h tree survival rates. This has helped to en a e farmers in plant monitorin and sustainable cocoa cultivation. Last year, 212 farmers who participated in PUR Projet’s 2019-2020 plantin season received their first PES.

Kouame also benefited and said: “This project has been very important to me, it has allowed me to serve my environment, and to pass on everythin I have learned to my family”.

KOUAME
COCOA FARMER
CÔTE D’IVOIRE

S&D SUCDEN

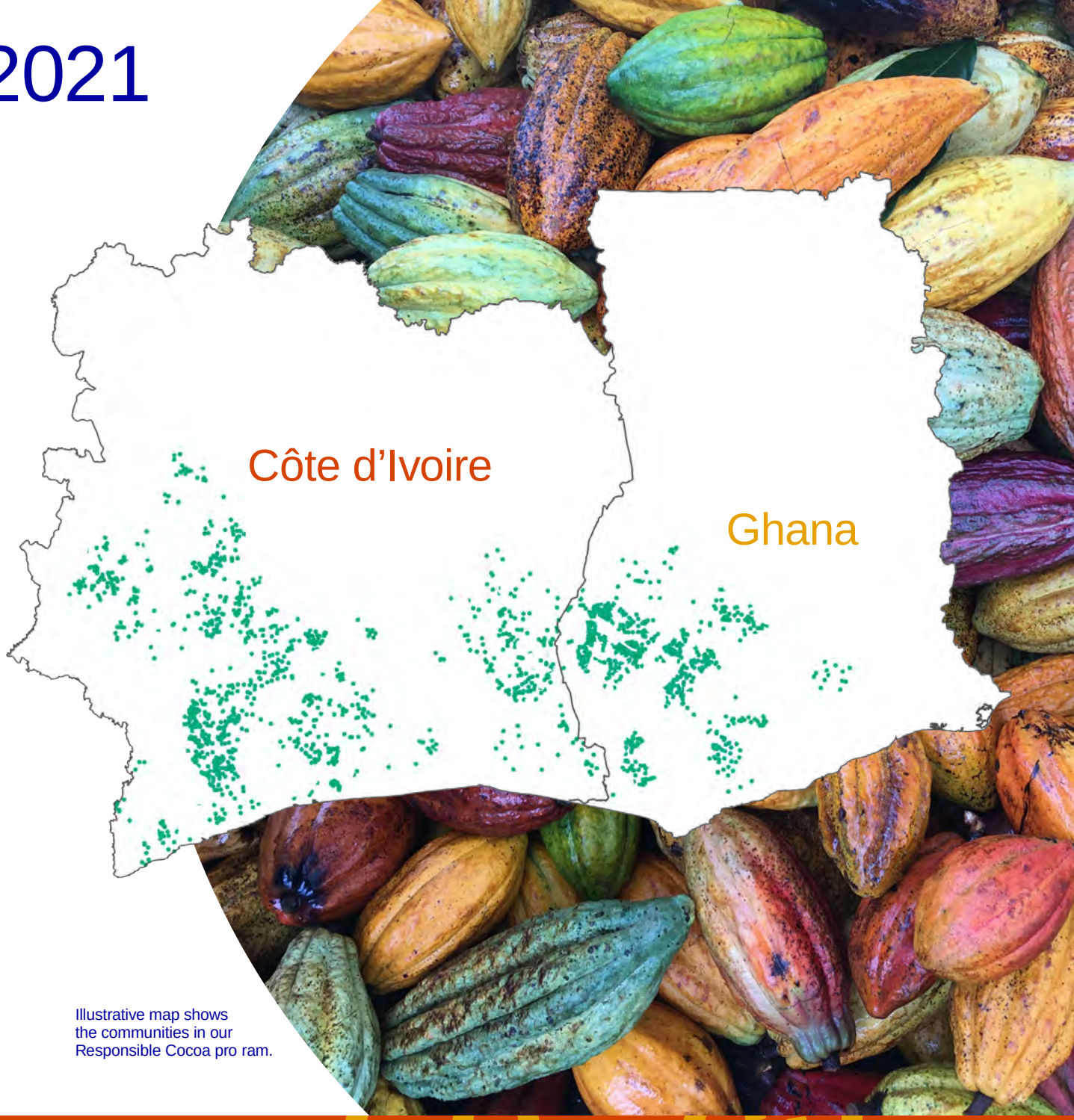
PUR PROJET

Our pro ress in 2021

We are seekin to build an efficient and transparent supply chain that preserves forests. In line with our commitment to transparency, since 2019 we have been reportin how much of the cocoa we source is traceable to a country of ori in, to a farmer roup within that country, and to the individual farms supplyin that farmer roup. We also published a list of the tier-1 suppliers we source cocoa from. Download our Mars Cocoa Supply Chain Disclosure – Tier 1 2021 Update here.

In 2020, we went a step further by publicly sharin an interactive map showin the names, locations and total number of farmers in each farmer roup from which we sourced cocoa as part of our Responsible Cocoa pro ram. Since our supply chain chan es throu hout the year, we are commi ed to update this map annually as we advance toward our oal of a 100% deforestation-free supply chain for cocoa we source by 2025.

Since 2021, our interactive map also includes Farmer Voices, an opportunity to discover the individual stories of men and women in the cocoa rowin villa es and communities that we depend on, like Lucas in Côte d'Ivoire, Evy in Indonesia and Nadia in Ecuador.



Illustrative map shows the communities in our Responsible Cocoa pro ram.

Forest protection and restoration

Ille ally sourced cocoa has no place in the Mars Wri ley supply chain. Based on data provided by our cocoa suppliers, 70% of the cocoa we sourced was estimated to be traceable to farm level from the first point of purchase, and more than 123,500 total farm boundaries were poly on mapped by the end of 2021 in Côte d'Ivoire and Ghana, and around 272,000 hectares in our cocoa supply chain were included in a deforestation risk assessment. In addition, more than 28,500 farmers in our supply chain apply a roforestry techniques, an increase of nearly 50% since 2020. Throu h our suppliers and pro rams we distributed over 1,100,000 multi-purpose trees, brin in the total to more than 2 million since 2018 exceedin our CFI tar et, and throu h our partnerships more than 73,500 farmers were trained on forest protection.

	Côte d'Ivoire	Ghana
Multi-purpose trees distributed for on-farm plantin	2022 TARGET: 1,743,262	2022 TARGET: 262,087
	80 %	TARGET EXCEEDED
	ACTUAL SINCE 2018 : 1,386,882	ACTUAL SINCE 2018: 1,122,737
Hectares cocoa a roforestry in development	2022 TARGET: 31,892	2022 TARGET: 2,534
	TARGET EXCEEDED	TARGET EXCEEDED
	ACTUAL SINCE 2018: 59,543	ACTUAL SINCE 2018: 16,697

Sustainable a ricultural production and increased farmer resilience

As part of CFI Mars has invested in key actions includin the provision of improved plantin materials, trainin in ood a ricultural practices and restorin soil fertility, land tenure reform, and capacity buildin of farmers' or anizations. The journey toward sustainable livelihoods and income diversification for cocoa farmers is bein accelerated throu h food crop diversification, a ricultural inter-croppin , and the development of mixed a roforestry systems and shade- rown cocoa.

In 2021 our suppliers trained over 90,700 farmers on Good A ricultural Practices (GAP), keepin us on track to achieve our CFI tar et in Côte d'Ivoire, and exceedin our tar et in Ghana due to the increased number of farmers in our Responsible Cocoa pro ram. Our suppliers tailor the GAP trainin they deliver so that it meets real-world farmer needs. In Ghana almost a million improved cocoa seedlin s were distributed to farmers throu h our suppliers.

Over the past year, our pro rams have supported women, their families, and hundreds of cocoa rowin communities throu h more than 1700 villa e savin s and loan associations (VSLAs) in Côte d'Ivoire and Ghana in collaboration with poverty-fi htin or anization CARE. To ether, we almost tripled the number of VSLA members to over 38.000 providin them with access to savin s and loans pro rammes, as well as other income eneratin activities and financial literacy trainin s.

The above interventions, to ether with joint industry and overnment efforts to accelerate investments in the lon -term productivity of cocoa, are aimed at helpin farmers row more cocoa on existin farmland without encroachin on forests, helpin us know where the cocoa we source comes from and stren thenin the resilience of cocoa farmers to climate chan e.

	Côte d'Ivoire	Ghana
Farmers reached by GAP trainin pro rams	2022 TARGET: 60,863	2022 TARGET: 24,254
	77%	TARGET EXCEEDED
	ACTUAL IN 2020 21: 46,829	ACTUAL IN 2020 21: 43,915
Individuals enrolled in formal financial products and services	2022 TARGET: 0	2022 TARGET: 22,122
		94 %
	ACTUAL IN 2020 21: 10,524	ACTUAL IN 2020 21: 20,730
Members of VSLA roups in the current year	2022 TARGET: 12,711	2022 TARGET: 2,500
	TARGET EXCEEDED	TARGET EXCEEDED
	ACTUAL: 28,950	ACTUAL: 9,066

Stron community en a ement and social inclusion, with a particular focus on women and youth

PHOTO: PABLA VAN HECK

Includin women to preserve forest

Women and irls' empowerment is a dynamic and transformative process of chan e, which requires addressin ender inequalities and disempowerment across multiple dimensions. To address these challen es, we have partnered with the Royal Tropical Institute (KIT) to conduct qualitative research to understand and explain behaviors, experiences, and a itudes in relation to the inequality and disempowerment that women face in their daily lives in cocoa rowin communities in Côte d'Ivoire, Ghana, and Indonesia.

The Resilience Journey research findin s tell us that forestry initiatives could benefit from takin a ender-sensitive household approach. To preserve forests the whole community needs to be consulted, sensitized and represented, with emphasis on more vulnerable roups, includin women and female youth. Women are involved in cocoa farmin and are key users of the forests. As such they should also be considered to benefit from forestry related opportunities, such as Payment for Environmental Services (PES) and/or insurances for example and not only, even if impactful, be tar eted separately with alternative income eneratin opportunities and as participants of VSLAs.

Likewise, land tenure interventions should pay explicit a ention to women's land ri hts (e. . joint titlin and joint land certification). Too o en women are excluded from land ownership and the benefits it brin s, as inheritance norms and practices o en dictate that land be iven to male family members.

The complete results of this first phase of research are bundled in the Empathy Report, which can be accessed here.

Côte d'Ivoire	Ghana
Develop forest protection & restoration and a riculture intensification action plans that are ender and youth sensitive.	
REVISED INDICATOR: TARGETS WILL BE RE ASSESSED IN 2022.	
ACTUAL IN 2020 21: 10,720	ACTUAL IN 2020 21: 3,120

Voices from the field

A role model in her community!

Denise is a member of a villa e savin s and loan association (VSLA) set up in collaboration with our supplier Touton and our technical expert partners at CARE. VSLAs help improve the livelihoods of cocoa farmin families throu h increased access to savin s, loans and other income- eneratin support. They also support interventions to promote ender-equality at individual, household and community levels, includin financial literacy.

A lot has chan ed since we last met with Denise last year, both on a personal level as well as in her VSLA roup, which was set up with the support of Cocoa and Forests Initiative implementin partners and has 30 members.

“All of us are women, and I am proud to be one of the ‘key keepers’ of the safe deposit box. Our VSLA roup has doubled its savin s as I did with my weekly contributions! I am very proud of my roup because nobody le it, and everybody continues to et alon .”

Denise continues to support her family, and her husband who works on a cocoa farm, by sellin palm oil and throu h her activities at the Villa e Savin s and Loans Association.

“Thanks to the loans from the VSLA I was able to increase my business. It chan ed me and I am happy to share I have a ood life. I have the means to do what I want to do today.”

DENISE
CÔTE D’IVOIRE