ANUGA 2015

Event of the
German Initiative on Sustainable Cocoa

PHOTO DOCUMENTATION

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Paneldiscussion of the German Initiative on Sustainable Cocoa

Sustainable Consumption – How to whet the consumers’ appetite for Sustainable Cocoa?

In numerous surveys consumers have confirmed that they consider sustainability aspects such as environmental protection and decent working conditions to be of great importance, in particular regarding food imported from the countries of the South. However, the gap between declared consumer claims and actual purchasing behavior often lies far apart. Nevertheless, there are promising approaches to inspire consumers for sustainable consumption.

The panel event „Sustainable Consumption – How to whet the consumers‘ appetite for Sustainable Cocoa?“ organized by the German Initiative on Sustainable Cocoa (GISCO) on October 12th 2015 in the framework of the international food fair ANUGA in Cologne aimed to identify ways how consumers awareness on sustainable consumption can be strengthened.
„Today, consumers want to know how and under what ecological, economic and social circumstances, raw materials are created” said **Peter Bleser**, Parliamentary State Secretary to the Federal Ministry of Food and Agriculture - BMEL (left), who opened the event. It must be more transparent for the consumer, what sustainable business actually means and how it would be implemented by the companies, Bleser demanded before the more than 70 participants of the event.

**Wolf Kropp-Büttner**, Chairman of the German Initiative on Sustainable Cocoa (right), welcomed the guests with the words: "Our goal in the medium term is to achieve a sustainable supply of cocoa. To this aim all stakeholders have to contribute. Despite all efforts, a lot is still to be done. However, we are well on our way.”, Kropp-Büttner added. Already 27 percent of all the cocoa confectionery sold in Germany originate from sustainable sources. By the year 2020, the 50-percent mark should be exceeded, Kropp- Büttner said.
Opening of GISCO’s Paneldiscussion
Sustainable Consumption – How to whet the consumers’ appetite for Sustainable Cocoa?

From left to right: Klaus Reingen (BDSI), Christian Mieles (BVLH), Ingmar Streese (Federation of German Consumer Organizations), Peter Bleser (BMEL), Franz-Martin Rausch (BVLH), Beate Weiskopf (GISCO), Dr. Ludger Breloh (REWE Group)
Presentations

More sustainability in the cocoa sector: The diversity of the economy’s commitments

During the event, trading companies and industrial enterprises presented their sustainability strategies.

Andreas Ronken, CEO of Ritter GmbH (left), explained, among other things how the company aims to secure the long term supply of sustainable cocoa with its own plantation in Nicaragua, thereby creating more than 300 jobs locally. Florian Schütze, LIDL Foundation (center), representative of the trade sector, pointed out the company’s involvement in the Côte d’Ivoire. By building an agricultural school, about 2500 trainers have already been trained in sustainable cocoa farming, to carry on their knowledge to the farmers. From the perspective of Claudia Ramrath from the Rheingold Institute it is important for consumers to be able to enjoy their chocolate products free of negative connotations.
At the subsequent panel discussion participated the following representatives:

**Dr. Ludger Breloh** (REWE Group), **Friedel Hütz-Adams** (SÜDWIND–Institute for Economics and Ecumism), **Achim Lohrie** (Tchibo GmbH), **Sabine Peters-Halfbrodt** (Mondelez Germany), **Claudia Ramrath** (Rheingold Institute) as well as **Ingmar Streese** (Federation of German Consumer Organizations).

**Albert Eckert** (denkmodell) was the moderator for the event.
Friedel Hütz-Adams, Deputy Chairman of GISCO, urged: "We must achieve that chocolate stands for sustainability."

Ingmar Streese of the Federation of German Consumer Organizations referred to a study according to which 56 percent of all consumers want to buy ethical products, but still only 8 percent pay attention to sustainability when buying chocolate. "For consumers, companies should credibly make their supply chains sustainable, and sustainable products easy to find and clearly marked as sustainably produced."

Dr. Ludger Breloh, REWE Group, stressed that the in-house brands are now completely sustainable. "A huge challenge, and we succeeded," said Dr. Breloh.

The event also served to learn from other sectors.
Achim Lohrie from Tchibo explained that the customer’s interest can most successfully be peaked by simple, understandable and emotional information that are product related to sustainability. From the industry’s side, Sabine Peters-Halfbrodt from Mondelez complemented that the companies’ commitment was not confined to sustainable cocoa: "For many cocoa-processing companies, acting responsibly begins in the producing countries. With elaborate programs we support small-scale cocoa farmers to grow sustainable cocoa and help emerging cocoa farming communities in the countries of origin to develop further.” It is important to make these approaches more visible and understandable for consumers, Peters-Halfbrodt explained further.

Claudia Ramrath from the Rheingold Institute underlined how important it was to be able to enjoy chocolate without negative aftertaste.
Around 56 percent of consumers want to buy ethical products, but still only 8 percent of consumers pay attention to sustainability when buying chocolate. Politics, Industry and Civil society have to contribute to make it easier for consumers to choose sustainable products, concluded the event.

**Gunther Beger**, Head of Directorate at the Federal Ministry of Economic Cooperation and Development, pointed out to the social and environmental challenges in the cocoa sector in his closing remarks. The aim must be to achieve decent living conditions for some 40 million cocoa farmers. Sustainability in global supply is no longer a niche topic, but a focus point of the German G7 presidency. He praised GISCOs’ commitment as a prime example of just how successful a multi-stakeholder partnership for sustainability could be.

**Wolf Kropp-Büttner**, Chairman of the German Initiative on Sustainable Cocoa, closed the event and invited participants and guests to the subsequent reception at GISCOs’ information stand.
Forum Nachhaltiger Kakao
German Initiative on Sustainable Cocoa

Reception at GISCOs‘ information stand following the Panel Event
GISCOs‘ Information Stand
From 10 to 14 October, GISCO was consistently represented with an information booth during the ANUGA 2015, attracting many interested visitors.
Visitors at GISCOs‘ Information Stand

On October 10th 2015, the Federal Minister for Food and Agriculture officially opened the ANUGA 2015 and subsequently paid GISCOs‘ information stand a visit during his tour of the fair. From left to right: Friedhelm Dornseifer (BVLH), Maria Matthess (GISCO), Federal Minister Christian Schmidt, Franz-Martin Rausch (BVLH), Christian Mieles (BVLH).
BVLH Retail Forum
GISCOs information stand was incorporated with various other organizations in the BVLH Retail Forum.
Forum Nachhaltiger Kakao e.V.

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