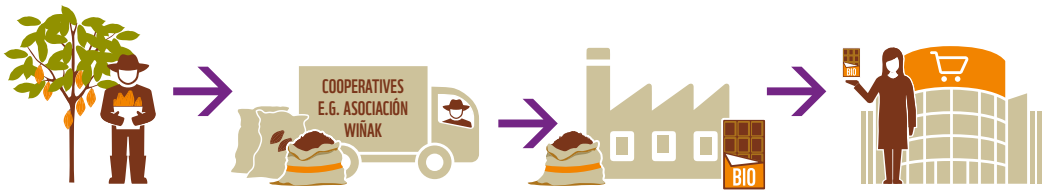




# FROM BEAN TO CHOCOLATE BAR

CREATING A SUSTAINABLE SUPPLY CHAIN

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## FROM ECUADOR TO EUROPE

As our chocolate consumption increases, more and more rainforest is cleared to make room for new cocoa plantations. Joining forces with local indigenous cooperatives and with companies from Ecuador and Europe that advocate for forest conservation, WWF is working to protect the Amazon region and to preserve the cocoa farmers' traditional farming practices and livelihoods.

## SUSTAINABLE PRODUCTION

Fair, sustainable and deforestation-free cocoa production is not only possible, it has been successfully practised by indigenous communities in the Amazon region for a long time.

Their traditional cultivation systems produce fine flavour cocoa of the highest quality—with benefits for local communities and the region's biodiversity.

As part of a project funded by GIZ on behalf of the German federal government, WWF Germany aims to assist companies in building up a supply chain from Ecuador to Germany in order to demonstrate that:

### SUSTAINABLY PROCURING COCOA AND CHOCOLATE IS POSSIBLE!

## PRESERVING TRADITIONS

Cocoa originally comes from the Amazon, one of the most biodiverse rainforests in the world.

Today, most of the cocoa consumed in Europe is grown in Africa. However, cocoa still plays a key role in Ecuador, where indigenous communities often grow it together with other fruits and medicinal plants in *chakra* agroforestry systems.

The advantages: no rainforest needs to be cleared for new plantations, the cocoa trees grow in the shade and are more resilient due to crop diversification. The farmers also diversify their income by growing other products.

# JOIN US!

Do you value quality, transparency, and sustainability in your company's supply chain? Do you want to communicate directly with the local cooperatives and know exactly where your cocoa comes from? This project offers your company the opportunity to work with WWF to create a sustainable and transparent supply chain.

We enable direct, long-term contact with the producers' cooperatives, thereby providing access to deforestation-free, high-quality fine

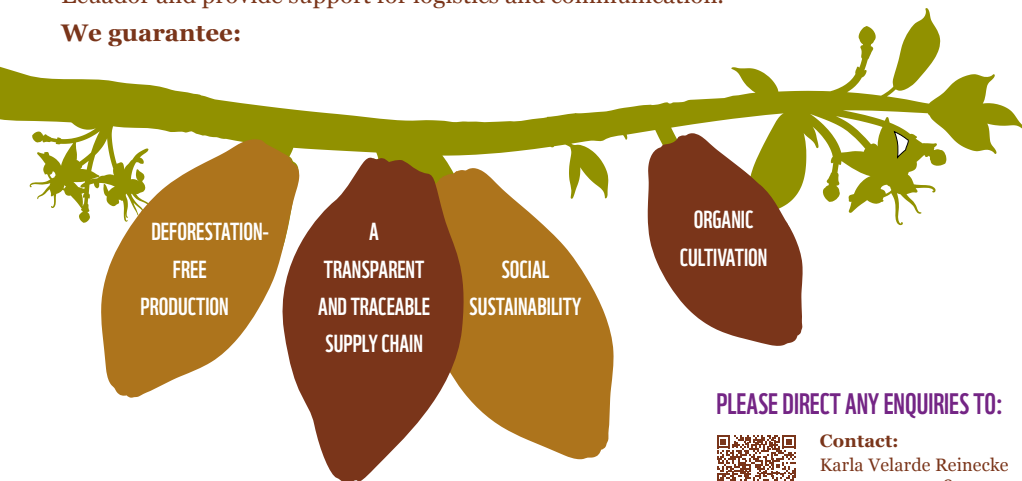
flavour cocoa or fine chocolate from Ecuador. The Arriba Nacional beans are not only certified organic and, in some cases, grown in compliance with the FairTrade standard, they can be used to produce the finest quality chocolate.

**BY WORKING TOGETHER, WE CAN PROVE THAT EATING CHOCOLATE DOES NOT HAVE TO COME AT THE EXPENSE OF PEOPLE AND THE ENVIRONMENT!**

## FOR INTERESTED COMPANIES

We work with pioneering companies to develop a supply chain for fine flavour cocoa from Ecuador and provide support for logistics and communication.

**We guarantee:**



**PLEASE DIRECT ANY ENQUIRIES TO:**



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