



# Cocoa Statistics Report 2016



# Introduction



The main goal of this report is to present the scope and scale of the UTZ cocoa program in 2016. The statistics report is written in order to inform our stakeholders and is part of our commitment to transparency.

The statistics report focuses on the key indicators related to:

- **Market uptake:** sales of UTZ certified cocoa
- **Program reach:** UTZ certified cocoa production, premiums being paid and multi-certification of this production

This report is part of the UTZ monitoring and evaluation system. Most of the data in this report is collected via our online traceability system, the Good Inside Portal.

We recognize that there may be shortcomings with the reliability of the data. We look forward to receiving your feedback. For more information, please contact the Monitoring & Evaluation Department at [ME@utz.org](mailto:ME@utz.org)

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# Content

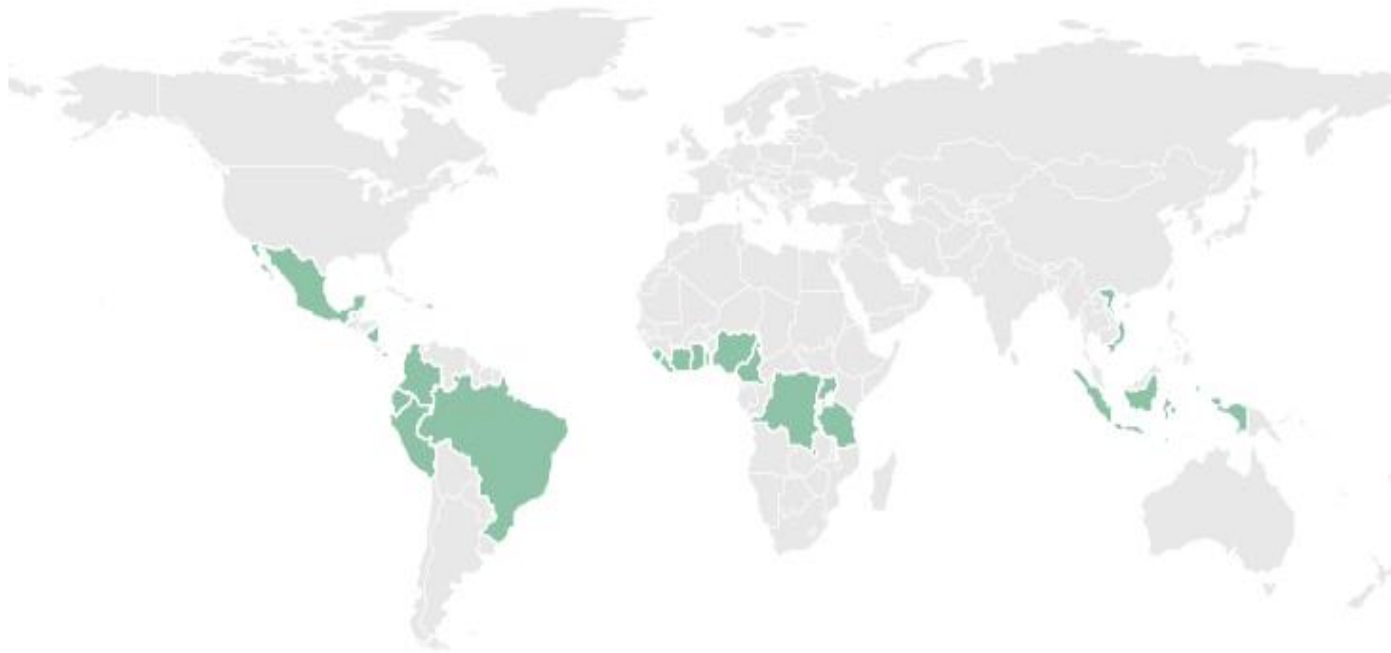


1. Reach
2. First buyer sales
3. Premium
4. Estimated production
5. Supply-demand trend
6. Multi-certification
7. Conclusions



## 1. Reach

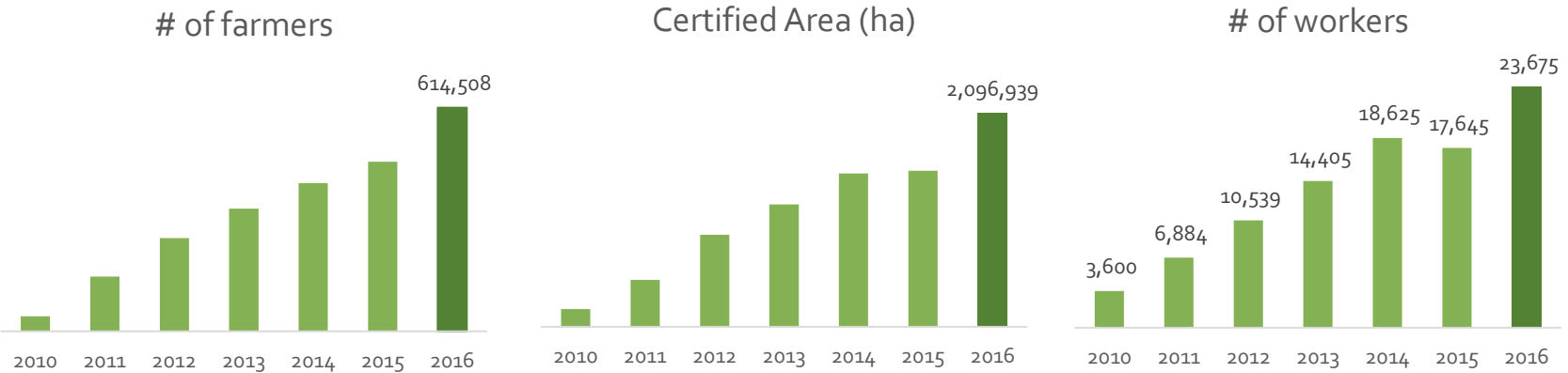
The UTZ Cocoa program increased its reach to 20 countries and more than half a million farmers



- Farmers in 20 different countries are part of the UTZ Cocoa Program
  - Côte d'Ivoire, Ecuador and Ghana have the most UTZ members
  - In 2016 we expanded our reach to Liberia

# 1. Reach

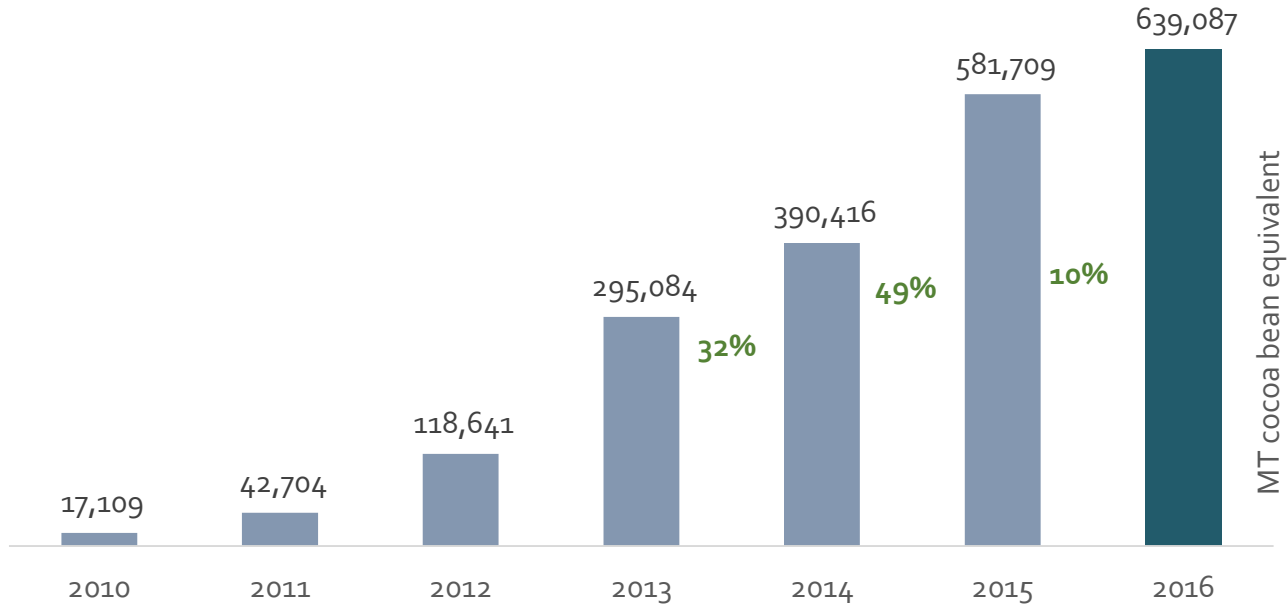
The UTZ Cocoa program reached more than half a million farmers



- The number of farmers increased by 32 percent, the Certified Area increased by 37 percent
  - Largest absolute increase is seen in Côte d'Ivoire
  - Largest growth in % is seen in Cameroon
  - Estimated 11% of the cocoa farmers worldwide are UTZ Certified

## 2.1 Global sales of UTZ certified cocoa

UTZ cocoa sales increased by 10% over 2016. Lion's share of this is coming from West Africa, largest relative growth in Asia (+46%)

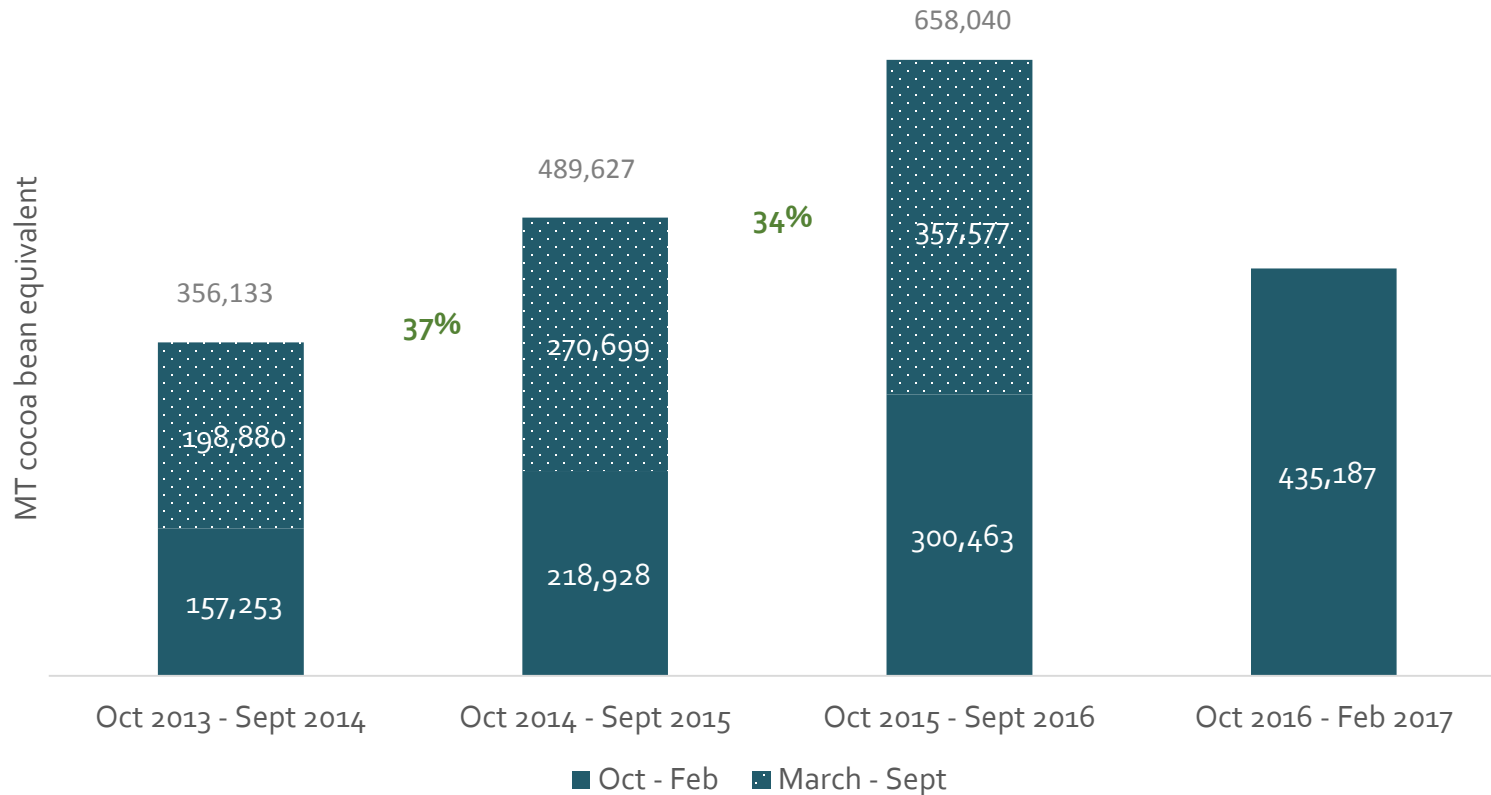


- Largest absolute growth (+ 32,796 MT) is accounted for by Africa
- Largest relative growth (46%) is seen in Asia
- Calendar year and crop year are not in parallel. If we compare per crop year, the growth is stable around 35%

*'First Buyer Sales' are sales from the producer to the first buyer.  
Years are calendar years.*

## 2.1 First buyer sales

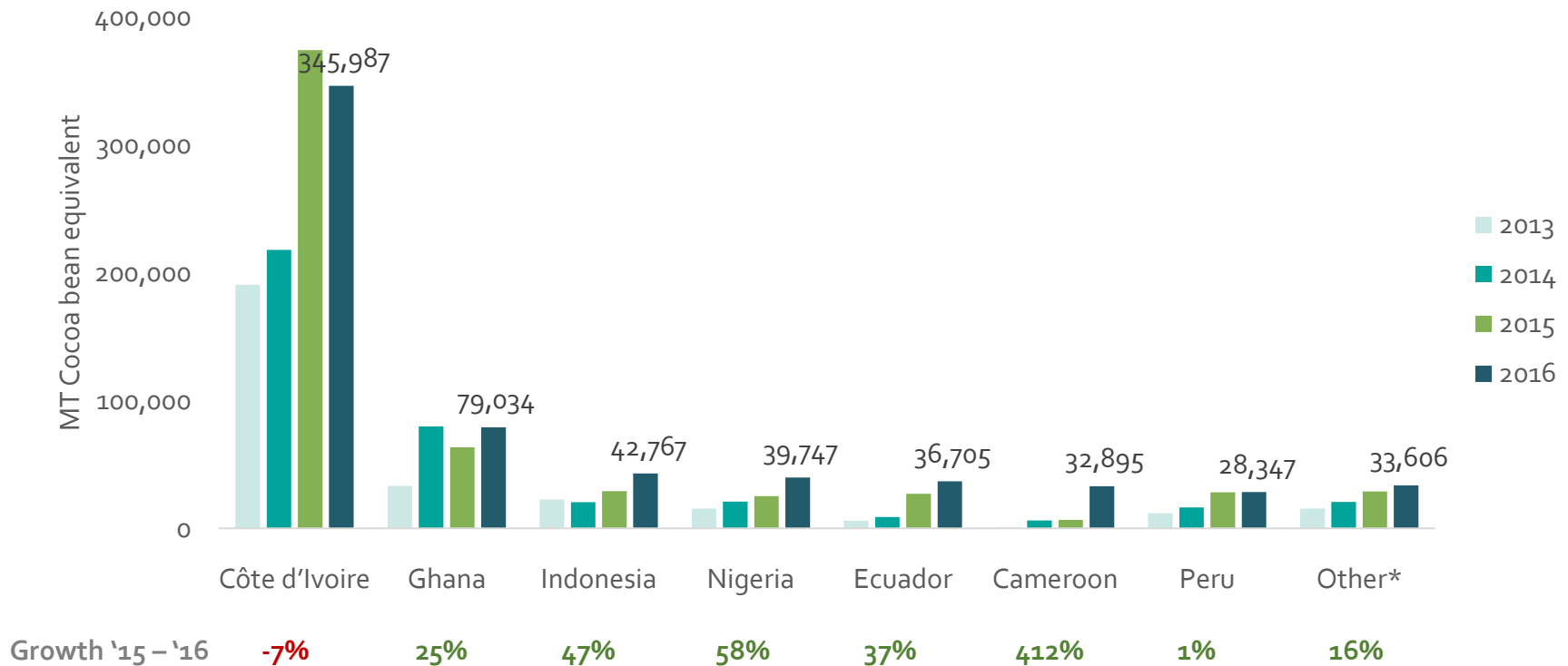
Per crop year shows stable growth of global first buyers sales



'First Buyers Sales' are sales from the producer to the first buyer.  
Years are calendar years.

## 2.2 Sales per origin country

Increase in main UTZ producing countries except in Côte d'Ivoire



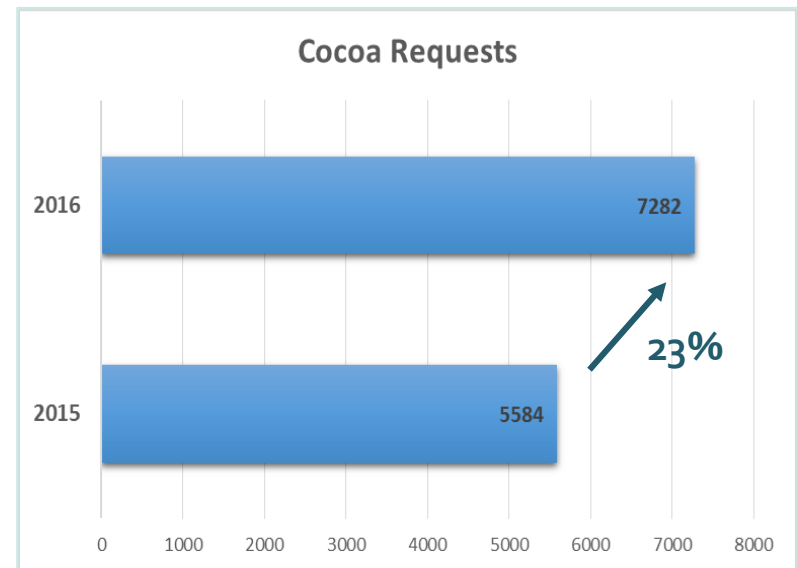
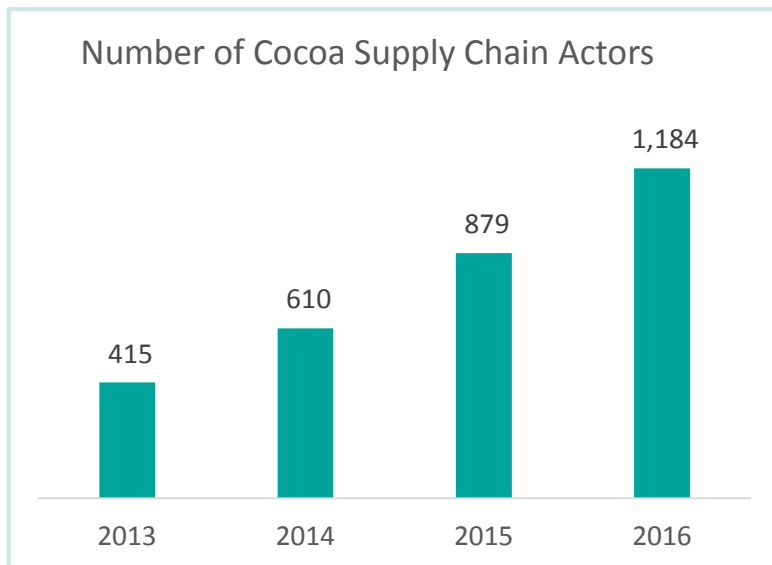
*'First Buyers Sales' are sales from the producer to the first buyer.*

*\*Other includes Dominican Republic, DR of Congo, Sierra Leone, Uganda, Brazil, Tanzania, Vietnam, Nicaragua, Togo, Mexico, Panama & Colombia*



## 2.3 Market uptake

The uptake of UTZ cocoa by market continues; amount of new supply chain actors and approved SKU's grew again

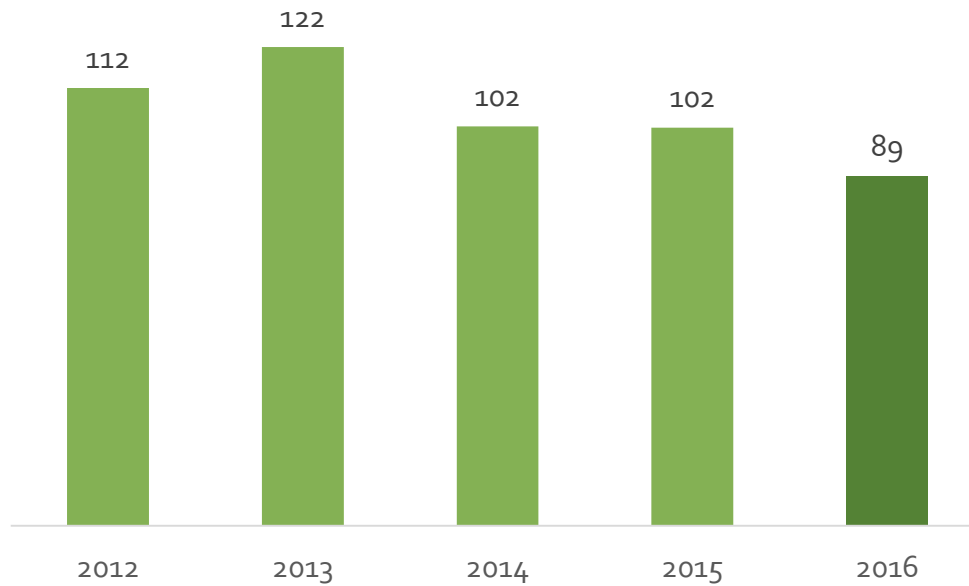


## 3.1 Premium

Average UTZ premium paid to producers in cash decreased by 12%



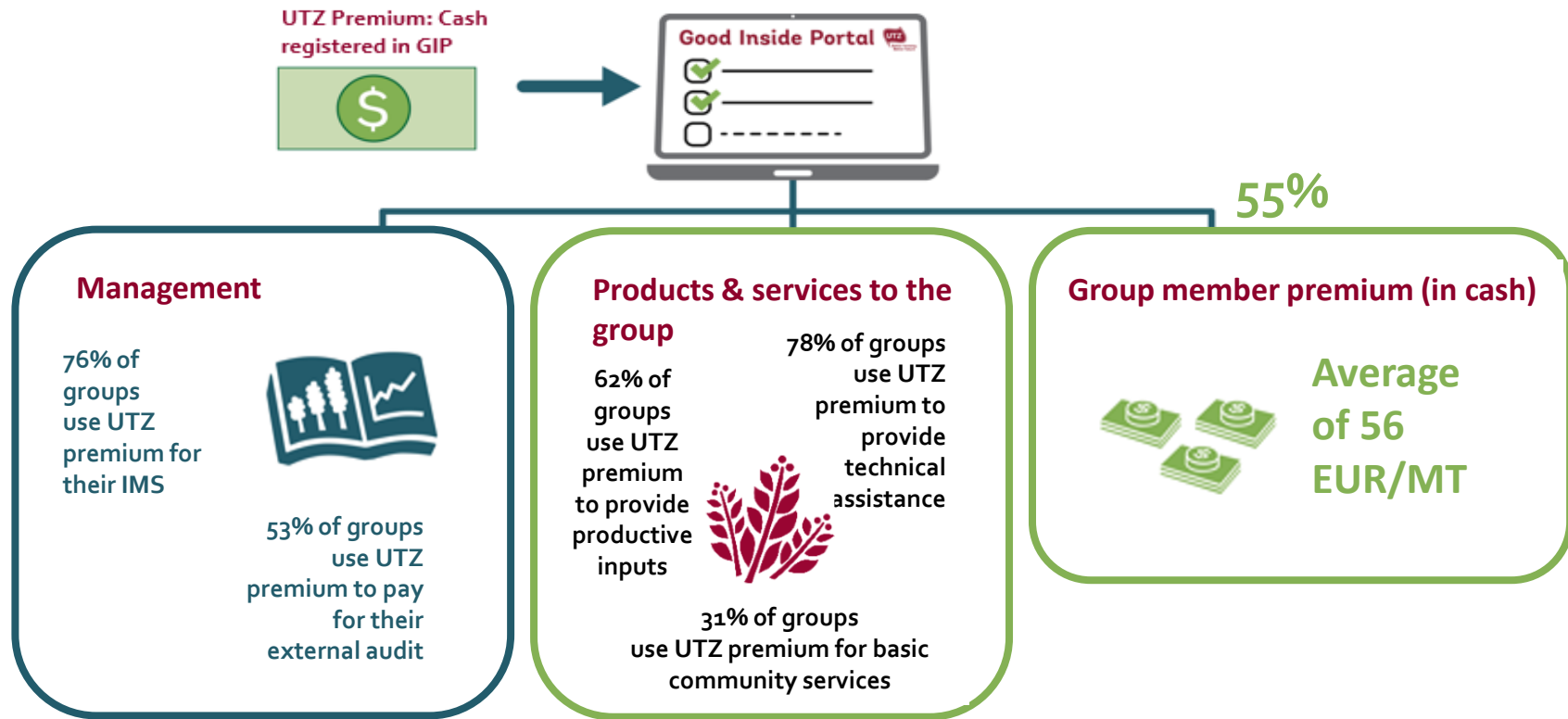
Average UTZ Premium in EUR/MT



*UTZ premium calculations are based on transactions data recorded in the GIP. Values under 10 and above 350 EUR/MT are excluded from 2016 analysis.*

## 3.2 Premium transparency

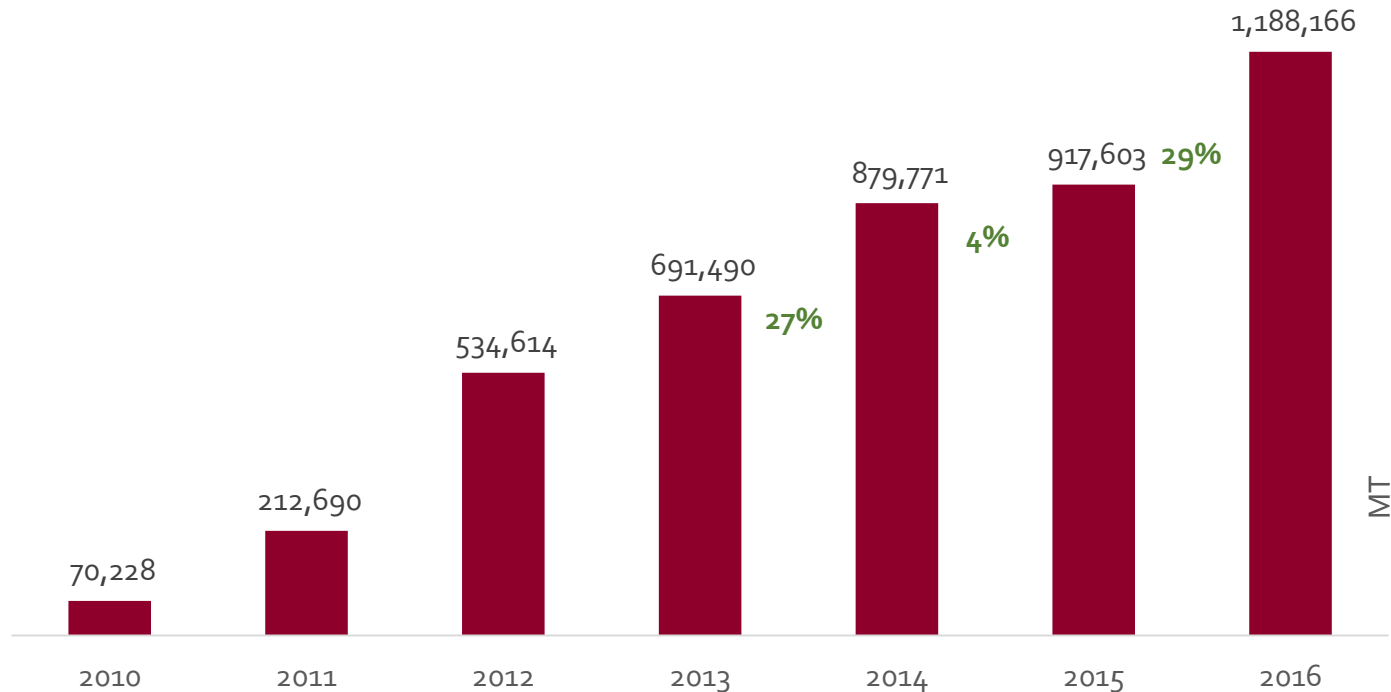
On average 45% of UTZ premium is used to further professionalize at coop level, 55% is paid in cash to group members



*Based on data from 2013/2014 time period*

## 4. Global Estimated Production

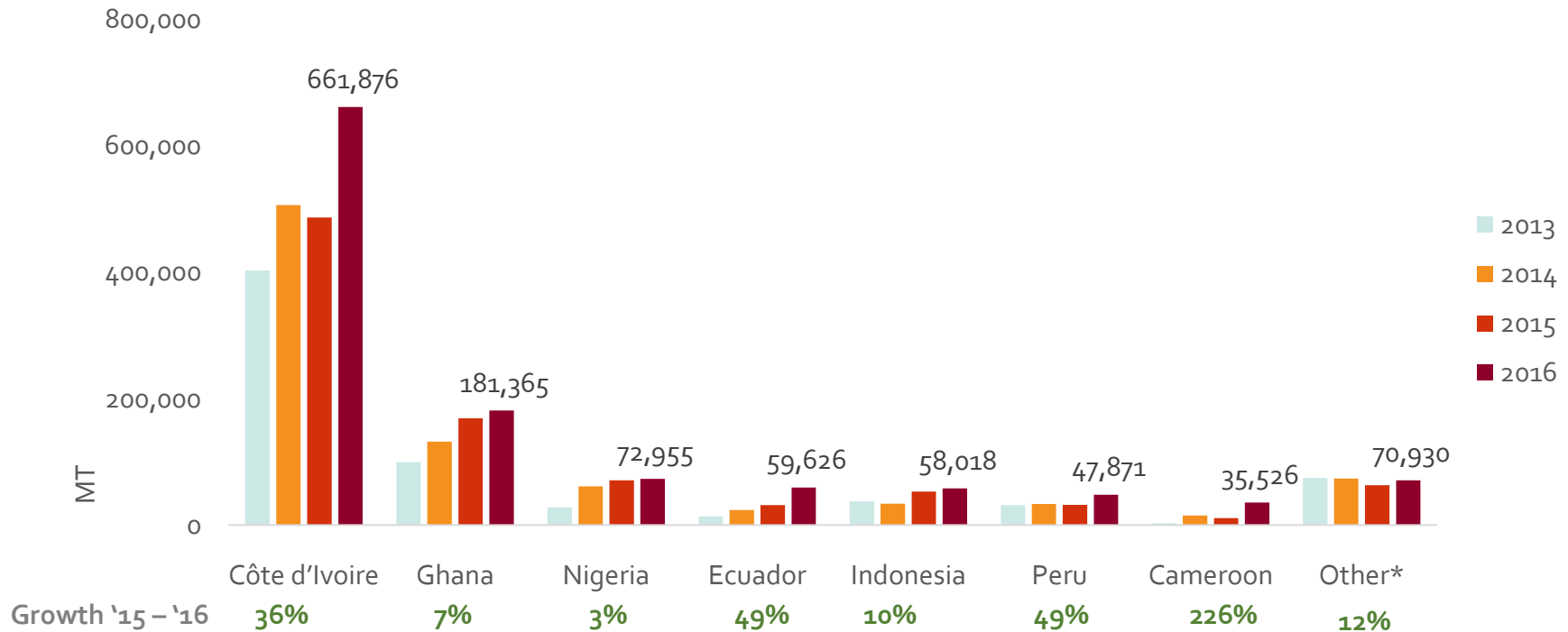
After some stabilization now significant growth of the estimated production of UTZ certified cocoa to over a 1 million MT



*Estimated production is based on license information from licenses valid on December 31st 2016*

## 4.1 Estimated production per origin country

Increase in estimated production in main origin countries

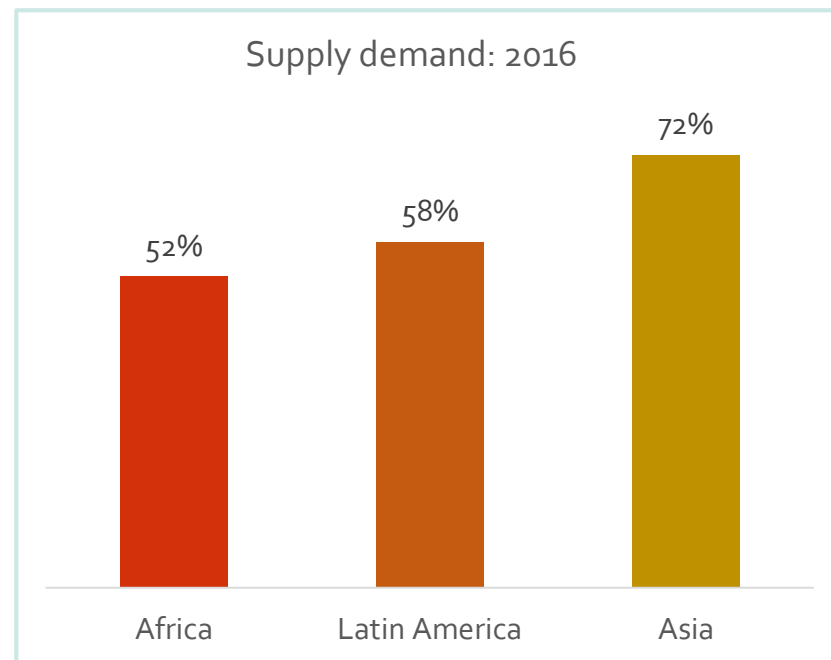
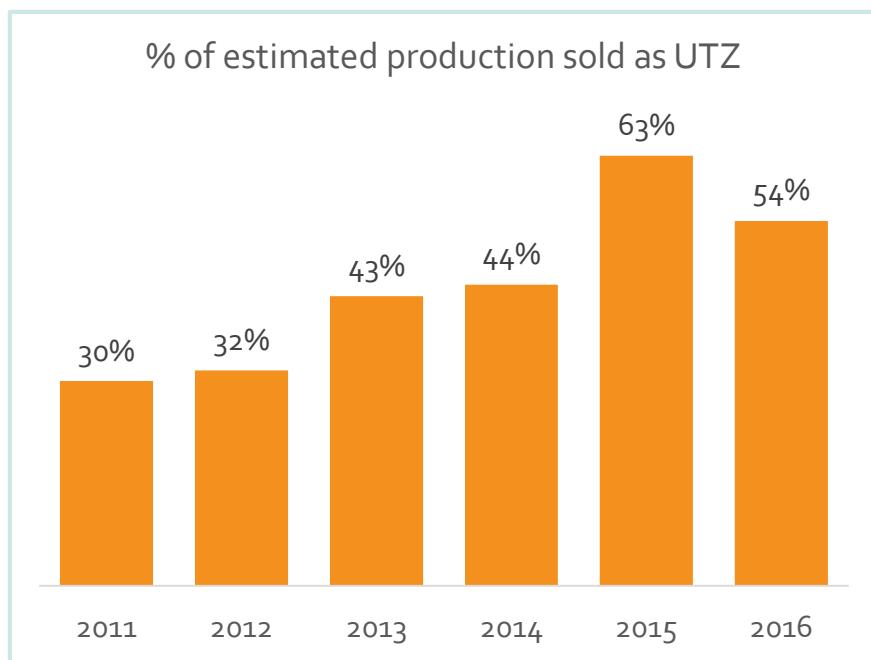


Estimated production is based on license information from licenses valid on December 31st 2016

\*Other includes Dominican Republic, Sierra Leone, DR of Congo, Uganda, Tanzania, Brazil, Vietnam, Liberia, Colombia, Togo, Nicaragua, Mexico & Panama

## 5. Supply-demand trends

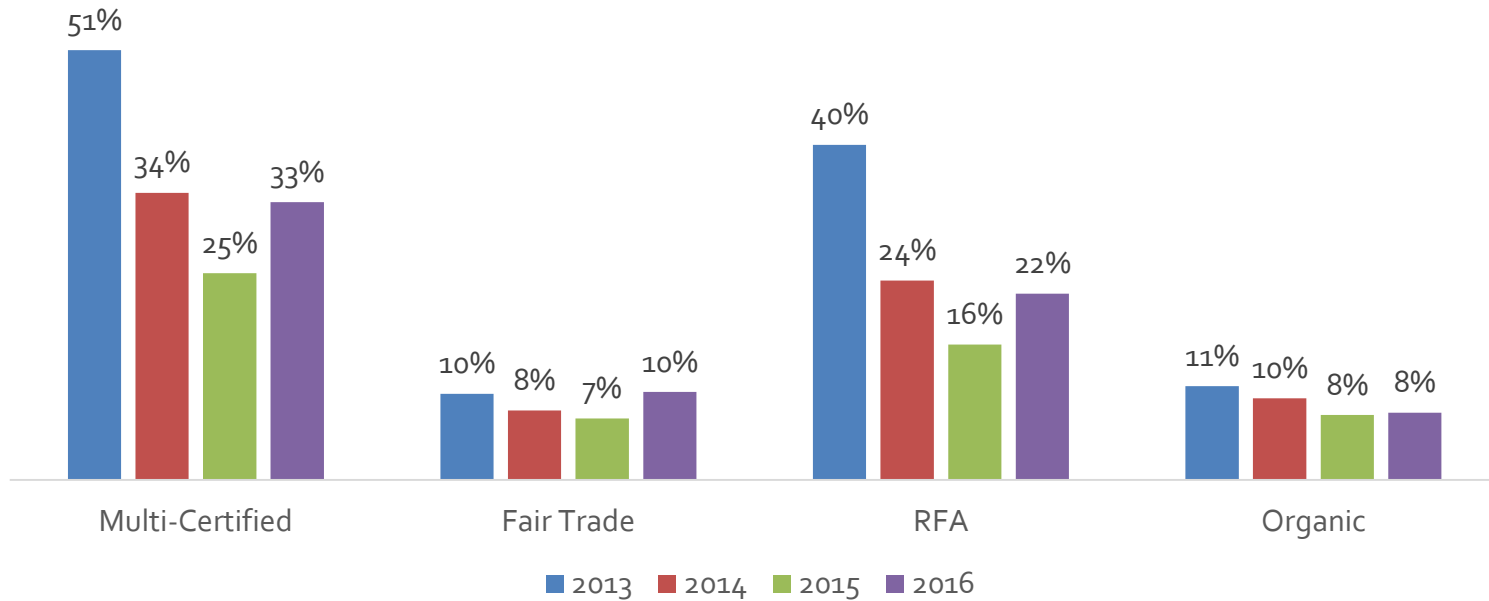
Decrease in supply/demand ratio to 54%, because foreseen supply grew faster than demand for certified cocoa over the calendar year



*Supply Demand is based on first buyers sales and estimated production 2016. It indicates a trend but not an absolute number.*

# 6. Multi-certification

Increase in multi-certification due to increase in Africa



Multi-certification represents the volume of estimated production that was UTZ certified as well certified for one or more other schemes  
Multi-Certified includes both FT, RFA, Organic certification as other schemes such as SPP, SASSANDRA, PROJET QPP, HACCP, FERMICOA, CROP LIFE, CP, COSTCO, coco life & COCOA TRACE  
RFA = Rainforest Alliance

# 7. Conclusions

## Continuous growth of market commitments for UTZ Certified



We see a growing demand and interest in UTZ Certified cocoa:

- 100% commitment to sustainable sourcing by 2020 of leading retailers & brands main reason for growth in volumes
- New markets opened by new member and companies

## Higher reach of UTZ cocoa program



The UTZ cocoa program has been able to grow and increase its reach:

- 32% more certified farmers
- 29% higher estimated production
- The top UTZ producing cocoa countries reflect the world distribution of cocoa production
- New and increased investments in Nigeria and Cameroon contribute to a broader supply base
- 11% or more than half a million of cocoa farmers worldwide are part of the UTZ cocoa program

## New insights in premium distribution



Within a farmer group, the UTZ premium is split across different types of costs:

- Farmer premium: On average 55% is paid in cash to group members.
- Group management: eg. 76% of groups use UTZ premium for their IMS
- Products and services used for the group: eg. 78% of groups use UTZ premium to provide technical assistance