

Bringing Sustainability to the Cocoa Value Chain Through Traceability

CASE STUDY



Sustainability



Fair Trade



Food & Beverage

CUSTOMER PROFILE

Our customer processes cocoa beans into cocoa butter, liquor and powder, and provides geotraceable cocoa ingredients to its customers.

One of their customers is an international, family-owned Consumer Goods company with 15,000 employees offering quality bakery, confectionery, biscuit and grain products, plant-based meals and non-dairy products, as well as food and café services. Established in 1891, the company operates in eight countries and has now net sales of 1.6 billion Euros.

CUSTOMER CHALLENGES

This Consumer Goods company wants to inform the consumers on the origin of the raw materials of their ingredients and products and be able to know their history and movements along the supply chain.

Since our customer buys its cocoa butter already processed, to avoid surprises, they want to obtain complete visibility even before it enters the processing plant, i.e. directly from the farm. This visibility will ensure that their supply chain is viable, responsible and sustainable.

REQUIREMENTS

For each consignment of cocoa butter they are receiving at their plant, the company wants to know who the cocoa producers growing that cocoa are, with granular details about their socio-economic profile, farming practices and potential human and environmental impacts.

This information will enable the downstream buyers and processors to support the cocoa producers, aiming to:

- Improve their farming practices, the quality of their product, their yield and therefore their revenues
- Mitigate the negative human and environmental impacts
- Trace raw materials back to the field and ensure food security
- Report on what drives changes and repercussions

DID YOU KNOW?

There are about five million cocoa farms in the world and 80% of the cocoa farmers do not belong to any certification systems which would allow responsible cocoa growing.



THE SOLUTION

Our customer implemented OPTEL's GeoTraceability solution to obtain granular information on the 4,000+ cocoa bean producers they are buying from. The data collected about them, their farming activities and the mapping of their cocoa plantations were used to identify effective areas for intervention and to design capacity building and engagement programs.

The support provided to producers has been recorded in OPTEL's GeoTraceability system and changes in behavior, farming practices and quality/production have been monitored.

In parallel, a physical traceability system has been deployed across the whole supply chain to track & trace cocoa beans, from the farms to the buying centers, from the buying centers to the warehouse, and from there to the plant. An internal traceability system has been implemented at the plant to maintain the traceability link between beans and batches of cocoa butter.

The traceability solution also records the shipments of containers full of cocoa butter boxes to third-party logistics service providers who melt the butter and ship it in tanks to the Consumer Goods company's manufacturing facilities. This means full physical traceability from the farm to the manufacturer's doorstep!

RESULTS

Our customer can now sell geotraceable cocoa products and his customer can claim and prove that the cocoa in their products is responsibly sourced.

Moreover, downstream supply chain actors can now support individual producers with tailored strategies and monitor their progress towards a more sustainable and inclusive economy.

Our customer achieved one of its most important goals: 100% of their cocoa is now responsibly produced.



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