

## The European Cocoa Forum: Addressing transformation opportunities of new technologies in the cocoa market

How is new technology influencing trading and price behaviour in cocoa and what's its impact on price volatility? Which opportunities and also challenges are emerging for the application of blockchain? If blockchain matters, how can it add value? How can satellite technology improve traceability and curb forest degradation? How is value distributed in the European Chocolate value chains?

The 7<sup>th</sup> European Cocoa Forum, from 17<sup>th</sup> to 19<sup>th</sup> September 2019 in Lisbon, has organized a specific panel discussion with high-level speakers on “*Values in cocoa, new technologies and unblocking the blockchain*” to help answer these questions and more.

Confirmed panellists include:

- ✓ Jonathan Parkman (Joint Head of Agriculture, Marex Financial),
- ✓ Mischa Tripoli (Economist, Trade and Markets Division, Food and Agriculture Organization of the United Nations),
- ✓ Rob McWilliam (Global Director, Earthworm Foundation/Airbus Defence & Space),
- ✓ Christophe Alliot (Director, BASIC).

Our Forum's second panel of four will revolve around four main themes:

1. How can price **volatility** and financial **speculation** affect the cocoa futures markets? How can **new technologies** be applied to agriculture derivative markets in the near future?
2. The outcomes of the recent **FAO report on “Emerging opportunities for the application of blockchain in the Agri-food industry”** and notably how Distributed Ledger Technologies (DLTs) can simplify and integrate supply chains, enhance food safety, reduce costs and risks in trade finance while increasing access to agricultural financial services?
  - How can DLTs facilitate the logistics and handling of payments and insurance policies, and grant greater access to accurate data?
  - How can DLTs improve transparency, traceability and supply chain sustainability?
  - How can DLTs bring greater efficiency and accountability in climate change mitigation?
  - How to overcome technical and institutional challenges to ensure the scalability and accessibility of DLTs?
3. How can the new **Airbus/Earthworm “Starling” program**, using satellite technologies, help report forestry changes and verify compliance with sustainable sourcing?
4. What are the key findings of the “**ECA/EU/FAO comparative study of the distribution of value in European Chocolate chains**”?
  - The preliminary results will be announced during the European Cocoa Forum. The purpose of this study, elaborated jointly by the European Cocoa Association, the European Commission and the Food and Agriculture Organization of the United Nations, is to **estimate the detailed value distribution of different chocolate bars** over the last 15 years from cocoa farmers in West Africa and Latin America down to consumers in France.

The study also provides **estimated percentages of value accruing to farmers** for the different chocolate products and producing countries analysed (Cameroon, Ecuador, Ghana, Ivory Coast). Additionally, it compares this percentage with other targeted mass-consumed products sold in French supermarkets.

- The value distribution analysis includes **a crucial investigation on local contexts** for cocoa growing, structural differences between value chains, business dynamics and on prices and costs evolution.

Our remaining two panels will be announced soon with topics relevant to:

- optimising cocoa quality, addressing key food safety regulatory challenges, new fermentation approaches;
- raising the integrity and credibility of the cocoa supply chain in tackling deforestation and child labour.

Information on how to register for the event is available at [www.eurococoa.com](http://www.eurococoa.com).