

# Preserve Forests: Our actions in Côte d'Ivoire & Ghana



Cocoa and Forests Initiative 2020 Progress Update



**MARS WRIGLEY**



Cocoa for  
Generations  
MARS



Cocoa &  
Forests  
Initiative



World Cocoa  
Foundation

# Preserving forests

At Mars, we're not just committed to our consumers, we're focused on positively impacting people and the planet. Preserving forests is one of three areas for priority action in our [Responsible Cocoa program](#) as part of our [Cocoa for Generations](#) strategy. We want to help farmers grow more cocoa on existing farmland without expanding into new areas.

## Our ambition is to achieve a deforestation-free supply chain for all the cocoa we source by 2025.

Our [Cocoa and Forests Action Plan](#) sets out our approach to preserving forests in all the countries we source cocoa from. It includes our commitment to the World Cocoa Foundation's [Cocoa and Forests Initiative](#) (CFI), a public private partnership that aims to end deforestation and restore forest areas in Côte d'Ivoire and Ghana.

We have developed country-level action plans aligned with the CFI framework for action for Côte d'Ivoire and Ghana. Our plans describe our actual and planned activities and investments between 2019 and 2022, within the three CFI pillars of Forest Protection and Restoration, Sustainable Production and Farmer Livelihoods, and Community Engagement and Social Inclusion.

We are working with our suppliers and technical expert organizations to implement these action plans. This update gives an overview of the progress we made during the 2019-2020 cocoa season. Our [2020 Cocoa for Generations Report](#) provides more details of our overall approach and actions in other cocoa-sourcing countries.



**“Farming communities in Côte d'Ivoire and Ghana are feeling the effects of deforestation and climate change. In this update we hear directly from farmers about the multiple benefits that replanting non-cocoa trees is bringing to them, their families and their neighbors. These voices from the field remind us of the critical need for public private partnerships like the Cocoa and Forests Initiative. Protecting the forest requires support and action from all in the cocoa supply chain”**

**KIM FRANKOVICH**  
VP COCOA SUSTAINABILITY  
MARS WRIGLEY

# Preserving Forests through Cocoa for Generations

Our ambition is to achieve a deforestation-free supply chain for all the cocoa we source by 2025

## Combined Highlights from Côte d'Ivoire & Ghana in 2020\*



### Preserve Forests

**265,746**  
hectares  
included in  
deforestation  
risk assessment

**913,513**  
multi-purpose trees  
distributed for on-farm  
planting (1.4 million  
since 2018)



### Promote Agroforestry

**19,172**  
farmers  
applied agroforestry  
techniques

**91,592**  
farmers  
reached by Good  
Agricultural Practices  
training activities

In Ghana,  
distributed another  
**1.2 million**  
cocoa seedlings  
bringing the total  
to 2.5 million  
since 2018



### Increase Transparency

**90,722**  
farms  
from which  
we source cocoa  
mapped  
**Côte d'Ivoire: 87%**  
**Ghana: 73%**

Tier-1 suppliers  
and tier-2 farmer  
groups annually  
**disclosed on**  
**[mars.com](https://www.mars.com)**  
in an interactive  
map



### Respect Human Rights

**13,809**  
members  
in Village Savings and Loans Associations  
(VSLA)



### Collaborate

CFI's technical  
committees  
for both Ghana  
and Côte d'Ivoire

Suppliers

Technical experts from  
**CARE, KIT Royal Tropical  
Institute, PUR Projet,  
Proforest, Verité  
and WRI**

# Better trees make the world smile

**Mars has partnered with PUR Project, an agroforestry expert organization to address deforestation and improve livelihoods of smallholder cocoa farmers in Côte d'Ivoire in line with CFI's "Forest Protection and Restoration" and "Sustainable Production and Farmer Livelihoods" pillars.**

**Their work began in 2019 with field assessments to identify the causes of deforestation, the results of which led to the implementation of community-based agroforestry projects within cocoa-sourcing communities. These projects aim to restore ecosystems such as soil fertility, biodiversity and microclimates, and foster sustainable farming practices to help stabilize cocoa yields and improve farmer income. Another goal is to provide alternative sources of income for farmers and improve their economic resilience. More than 650 farmers participated in 2020.**

The programs are co-designed with communities and include socialization, technical assistance, training sessions, environmental awareness-raising, monitoring and long-term community engagement. The programs also support farmers to access markets for agroforestry products.

Lucas is one of the cocoa farmers taking part in the program. Big trees in his area have been affected by logging and agricultural activity, contributing to climate change and the lowering of agricultural yields. "I decided to join the project

because planting trees will bring back the forest," says Lucas. Lucas is also interested because planting trees can potentially increase his income, and the training he has received has helped him realize that other farmers have similar needs. "The project has helped me learn about tree species and their economic and environmental role. This is why I plant fruit trees such as avocado, orange, Petit Cola, Akpi, and Kplé," he says. Lucas recommends the project to other community members as it can help improve their income and farms. He also notes that planting trees protects the parcels and reduces disputes relating to property boundaries.

Outside of cocoa, community members participate in market gardening and the cultivation of food crops. "One day I would like to develop my own market garden," says Lucas.




**LUCAS**  
PUR PROJECT MEMBER



# Our progress in 2020

Here and on the next page we provide highlights of actions to preserve forests and how these contributed to CFI's three pillars in Côte d'Ivoire and Ghana in 2020, based on information from suppliers.

- Complemented CFI efforts to increase transparency by publishing [interactive map](#) of data on tier-2 farmer groups in our Responsible Cocoa program.
- Knowing farmer groups and farms that supply cocoa we source is fundamental to our deforestation-free ambition.
- Continued to collaborate with WCF, Climate Focus and World Resources Institute on an aligned, pre-competitive method for assessing and addressing deforestation risk.

 Illustrative map of the communities in our Responsible Cocoa program.

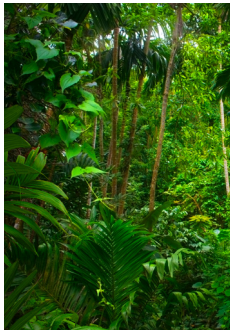
## Côte d'Ivoire

- On track to achieve our CFI targets for 2022, supported by welcoming new suppliers to our Responsible Cocoa program and CFI.
- [Appendix 1](#) contains a tracking table of progress against all CFI indicators for Côte d'Ivoire

## Ghana

- Exceeded targets in CFI action plan due to increased number of farmers in Responsible Cocoa program
- [Appendix 2](#) contains a tracking table of progress against all CFI indicators for Ghana

# Forest Protection and Restoration



In 2020, we had mapped approximately 110,577 plots and 90,722 farms we source in Côte d'Ivoire and Ghana and are working with suppliers with the aim of mapping 100% of farms sourced from. In addition, around 265,746 hectares in our cocoa supply chain were included in a deforestation risk assessment – an area roughly the size of Luxembourg.

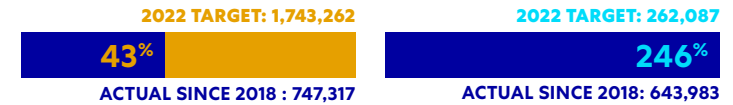
Some 19,172 farmers in our supply chain now apply agroforestry techniques. Our programs distributed 913,513 multi-purpose trees,

bringing the total to 1.4 million since 2018. These trees provide shade for cocoa and additional income from the crops they produce. We have improved our understanding of farmers' motivations for planting trees, which helps programs succeed. In one area of Côte d'Ivoire, our collaboration with PUR Projet has up to 96% of trees surviving after three months. In Ghana, we are participating in [Proforest's Asunafu & Asutifi Program](#) to implement a landscape management, convened by WCF.

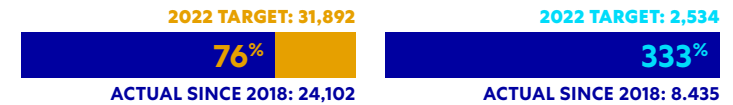
## Côte d'Ivoire

## Ghana

### Multi-purpose trees distributed for on-farm planting



### Hectares cocoa agroforestry in development



# Sustainable Cocoa Production and Farmer Livelihoods



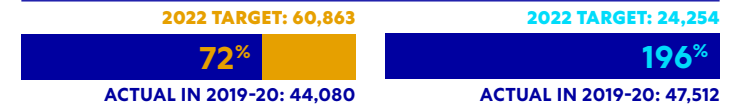
Our suppliers reached 91,592 farmers with training in Good Agricultural Practices (GAP) in 2020, keeping us on track to achieve our CFI target in Côte d'Ivoire, and exceeding our target in Ghana due to the increased number of farmers in our Responsible Cocoa program. Our suppliers tailor the GAP training they deliver to ensure it meets real-world farmer needs.

In Ghana we distributed 1.2 million improved cocoa seedlings to farmers in our program.

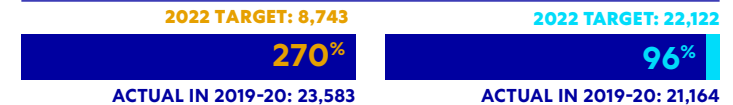
This past year 13,809 members participated in over 400 village savings and loan associations (VSLAs) in our cocoa supply chains in Ghana and Côte d'Ivoire.

We did not set a VSLA target in Ghana when we launched our original CFI plans, and with the launch of our [Protect Children Action Plan](#), we've expanded our commitment to target 60,000 members in two countries.

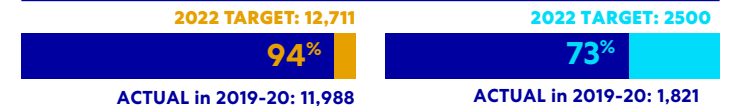
### Farmers reached by GAP training programs



### Individuals enrolled in formal financial products and services



### Members of VSLA groups in the current year



# Community Engagement and Social Inclusion



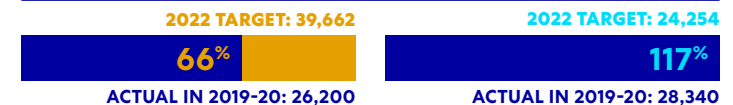
Though COVID-19 made it hard to access cocoa-farming communities, we made good progress in training farmers and engaging communities on Preserving Forest. We expect to start introducing active forest restoration and protection programs in cocoa-growing communities in 2021.

Our focus for social inclusion is to empower women in our supply chain and communities. Unequal gender norms hold back girls and young women in cocoa-growing communities in Côte d'Ivoire and Ghana, while research

shows that unlocking opportunities for women benefits communities and businesses.

To start addressing these challenges, we joined forces with KIT Royal Tropical Institute to explore potential investments in women's empowerment. The [first phase of this project](#) generated an in-depth understanding of women's attitudes, behaviors and daily lives at different life-stages. Using the insights from this research, we will evolve our programs to address the barriers women face in cocoa communities.

### Farmers informed, trained, and / or consulted on the new Forest Code, law enforcement, forest protection, and restoration



# Learning how the forest protects us

**Denise is a member of a village savings and loan association (VSLA) set up in collaboration with our supplier Touton and our technical expert partners at CARE. In addition to helping people save, VSLAs provide a means of delivering additional training within communities. Here Denise describes how the VSLA is benefitting her, her family, and her husband's cocoa farm.**

"My name is Denise and I live in the region of Nawa in Ivory Coast. I look after a family of six people. Our village enjoys electricity, a school, and a water pump...when it is not damaged!

I support my family, and husband who works for a cocoa farm, by selling palm oil and through my activities at the Village Savings and Loans Association. This association was set with the support of CFI implementing partners and counts 30 members. All of us are women, and I am proud to be one of the 'key keepers' of the safe deposit box.

We meet every Friday, starting with a prayer, and checking the content of the cash box. This is also the moment to deposit the money each of us wants to save and discuss the development of our individual and collective business.. Before the VSLA was created, we spent all our money and did not know how to save. At first, we were also very suspicious of the idea, fearing that the money would be stolen from us. My savings were robbed twice from my house before!

Now, I know that each member of the group has a specific role to play which reduces the risk of theft and makes the VSLA a safe way to keep the money. This association is also good for empowering us to take decisions, developing our business activity and relationships. It used to be difficult to visit each other but now, we share news and support every week, at the meeting.

Personally, I was able save money via the VSLA, to change the roof of my house. With this money, I can also pay for my children's school supplies.

Through the VSLA, we receive training related to preventing deforestation. We learn how the forest is here to protect us, and cocoa, from the sun and to give us rain. I understood which species need to be planted to provide shade for cocoa trees and to keep the forest safe. I explained it to my husband who has started planting them.

Today, I know the importance of trees. I am happy to apply the advice and training given to me to play my part into reforestation activities."



**DENISE**  
VSLA MEMBER



# Our planned next steps

Through our Responsible Cocoa program, we agreed on CFI action plans for the 2020-21 crop season with our cocoa suppliers in Ghana and Côte d'Ivoire. We shared these plans with the relevant government agencies in both countries to ensure our efforts align with their frameworks and future plans.

We review performance on each aspect of our Responsible Cocoa program, including our CFI action plans, each year when we agree our annual sourcing requirements with suppliers. Working together with our suppliers and CFI, our technical partners, and governments, we will strive to overcome any setbacks caused by the Covid-19 pandemic and realize our 2022 commitments and 2025 deforestation-free ambition.

One area of focus is to increase the number of trees planted by taking a more inclusive approach that involves planting off-farm within communities as well as on cocoa farms.



## The Cocoa & Forests Initiative: Collective Action to End Cocoa-Related Deforestation

The governments of Côte d'Ivoire and Ghana and 35 leading cocoa and chocolate companies, representing 85% of global cocoa usage, have joined together in the Cocoa & Forests Initiative to end deforestation and restore forest areas. Their combined actions play a crucial role in sequestering carbon stocks in West African forests and addressing climate change, in line with the Paris Climate Agreement. The Cocoa & Forests Initiative delivers on Sustainable Development Goal 13 (Climate Action) and 15 (Life on Land).

The Cocoa & Forests Initiative is a public private partnership based on frameworks for action (Côte d'Ivoire and Ghana) and action plans for the private sector (Côte d'Ivoire and Ghana) and public sector (Côte d'Ivoire and Ghana) that spell out commitments to:

- Protect and restore forests
- Promote sustainable cocoa production and farmers' livelihoods
- Engage communities and boost social inclusion



## CFI Company Progress Report Tracking Table for Côte d'Ivoire

COMMITMENT	ACTIONS	INDICATOR	2022 TARGET	PROGRESS OCT 2019– SEPT 2020	PROGRESS SINCE 2018
<b>Forest protection and restoration</b>					
1. No further conversion of any forest land (as defined under national regulations, and using HCS and HCV methodologies) for cocoa production	1.1 Conduct farm mapping within direct supply chain to identify and collect cocoa farm boundaries to ensure cocoa is not being sourced from forest lands, National Parks and Reserves, and Classified Forests	# of cocoa plots mapped in direct supply chain	93,897	59,680	65,441
		# and % of farms mapped in direct supply chain	100%	54,954 (87%)	60,715
	1.2 Conduct deforestation risk assessments in all direct sourcing areas	# of hectares in the direct supply chain with deforestation risk assessments completed	150,000 Interim target, subject to review	202,337	202,337
2. No sourcing of cocoa from National Parks and Reserves through companies' traceable direct sourcing programs	2.1 Implement traceability tools/technology to ensure no cocoa purchases originate from National Parks or Reserves (all forest areas)	% of directly sourced cocoa traceable from the farm to the first purchase point	100%	82%	n/a*
4. Legal protection and management status for the remaining forests of Côte d'Ivoire in the Rural Domain	4.2 Support cocoa farmers to acquire land (tenure) documentation	# and % of farmers with land tenure agreements/documentation etc. obtained via company support	–	686 (1%)	686 (1%)
5. Public enforcement of the new Forest Code and its subsequent guidelines, and public sector governance will be strengthened	5.1 Promote and participate in awareness-raising campaigns to educate farmers on the new Forest Code	# farmers informed, trained, and / or consulted on the new Forest Code, law enforcement, forest protection, and restoration (Also part of the 'Social inclusion and community engagement' pillar)	39,662	26,200	n/a*
6. Public-private collaboration to mobilize resources for forest protection and restoration	6.1 Mobilize finance for forest protection and restoration	# Individuals receiving PES: New	n/a*	889	889
		# Individuals receiving PES: Total Active	1,065	889	–
7. Public-private collaboration to identify good practices, technical guidance and incentive mechanisms for forest restoration and agro-forestry	7.1 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	# farmers applying agroforestry	–	9,760	9,760
		# multi-purpose trees distributed for on-farm planting	1,743,262	390,019	747,317
		# hectares cocoa agroforestry in development	31,892	13,424	24,102

Data is based on information provided by suppliers. CFI indicators and targets not included in the table are under development. \*These indicators are not required as per WCF CFI definitions.

## Appendix 1 CFI Company Progress Report Tracking Table for Côte d'Ivoire

COMMITMENT	ACTIONS	INDICATOR	2022 TARGET	PROGRESS OCT 2019– SEPT 2020	PROGRESS SINCE 2018
<b>Sustainable production and farmers' livelihoods</b>					
9. Promote investment in long-term productivity of cocoa in environmentally suitable areas in order to grow “more cocoa on less land”	9.3 Train farmers in Good Agriculture Practices (GAPs)	# of farmers reached by GAP training programs	60,863	44,080	n/a*
10. Promote sustainable livelihoods and income diversification for cocoa farmers	10.1 Promote farm-level crop diversification	# individuals participating in additional Income Generating Activities (IGAs)	–	6,487	n/a*
		# and % individuals in the current reporting year enrolled in a formal financial products and services (loans, insurance, digital payments, and savings [bank/mobile]) with support from companies (excluding cocoa bean pre-financing)	8,743	23,583 (34%)	n/a*
		# of members of VSLA groups in the current year	12,711	11,988	n/a*
		# of VSLA groups in the current year	–	380	850
<b>Social inclusion and community engagement</b>					
14. Promote community-based management models for forest protection and restoration	14.1 Establish and/or support community-based natural resource management programs for forest restoration/protection	# of cocoa communities with active forest restoration and protection program	20	–	–
<b># Farmers in direct supply/ member sustainability programs</b>					<b>63,194</b>

Data is based on information provided by suppliers. CFI indicators and targets not included in the table are under development. \*These indicators are not required as per WCF CFI definitions.

## CFI Company Progress Report Tracking Table for Ghana

COMMITMENT	ACTIONS	INDICATOR	2022 TARGET	PROGRESS OCT 2019– SEPT 2020	PROGRESS SINCE 2018
<b>Forest protection and restoration</b>					
1. No further conversion of any forest land (as defined under national regulations, and using HCS and HCV methodologies for cocoa production)	1.1 Conduct farm mapping within supply chain to ensure cocoa is not being sourced from forest land	# of cocoa plots mapped in direct supply chain	37,073	50,897	50,897
		# and % of farms mapped in direct supply chain	100%	35,768 (73%)	41,838
	1.2 Conduct deforestation risk assessments in all sourcing areas	# of hectares in the direct supply chain with deforestation risk assessments completed	51,130 Interim target, subject to review	63,409	63,409
2. No production and sourcing of cocoa from National Parks, Wildlife Sanctuaries, and Wildlife Resource Reserves, except from farms with existing legal status	2.1 Implement traceability tools/technology to ensure no cocoa purchases originate from National Parks, Wildlife Sanctuaries, and Wildlife Resource Reserves (all forest areas)	% of directly sourced cocoa traceable from the farm to the first purchase point	100%	100%	n/a*
4. In highly degraded off reserve forest lands, cocoa production and sourcing will continue, supported by climate smart cocoa and MTS	4.1 Train farmers in off-reserve forest lands in CSC production including cocoa agroforestry systems	# farmers trained in CSC best practices	24,254	26,138	n/a*
	4.2 Train farmers in Modified Taungya System (MTS)	# farmers trained in MTS	3,800 Interim target, subject to review	3,792	n/a*
5. Land and tree tenure reforms, and benefit sharing arrangement to incentivize land owners and users to retain naturally regenerated trees will be accelerated, including approval of CREMA mechanism	5.1 Support farmers with tree registration	# trees registered	2,000 Interim target, subject to review	–	–
		# and % of farmers with land tenure agreements/documentation etc. obtained via company support	139 Interim target, subject to review	130 (0.3%)	130 (0.3%)
6. Public sector forest law enforcement and governance will be strengthened	6.1 Promote awareness-raising campaigns to educate farmers on forest law enforcement and tree tenure provisions	# farmers informed, trained, and / or consulted on forest policy/law enforcement, forest protection, and restoration (Also part of the 'Social inclusion and community engagement' pillar)	24,254	28,340	n/a*

Data is based on information provided by suppliers. CFI indicators and targets not included in the table are under development. \*These indicators are not required as per WCF CFI definitions.

## Appendix 2 CFI Company Progress Report Tracking Table for Ghana

COMMITMENT	ACTIONS	INDICATOR	2022 TARGET	PROGRESS OCT 2019– SEPT 2020	PROGRESS SINCE 2018
8. Public-private collaboration will be enhanced to identify good practices and technical guidance for forest conservation and restoration, shade grown cocoa, and MTS in Forest Reserves	8.1 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	# farmers applying agroforestry	–	9,412	9,412
		# multi-purpose trees distributed for on-farm planting	262,087	523,494	643,983
		# hectares cocoa agroforestry in development	2,534	7,296	8,435
	8.2 Support distribution and planting of native trees for off-farm restoration (reforestation)	# of trees distributed for off-farm planting	250,000	70,000	70,000
<b>Sustainable production and farmers' livelihoods</b>					
9. Promote investment in long-term productivity of high quality cocoa in environmentally sustainable manner and grow “more cocoa on less land”	9.1 Distribute improved cocoa planting material	# improved cocoa seedlings distributed to farmers	746,276	1,206,954	2,507,000
	9.2 Train farmers and producer organizations in the latest Good Agriculture Practices (GAPs)	# of farmers reached by GAP training programs	24,254	47,512	n/a*
10. Promote sustainable livelihoods and income diversification for cocoa farmers	10.2 Promote farm-level crop diversification	# individuals participating in additional Income Generating Activities (IGA's)	–	8,844	n/a*
11. Promote financial inclusion and innovation to deepen farmers' access to working capital and investment funds required for production and cocoa farm rehabilitation and renovation	11.1 Promote expansion of farmer savings	# and % individuals in the current reporting year enrolled in a formal financial products and services (loans, insurance, digital payments, and savings [bank/mobile]) with support from companies (excluding cocoa bean pre-financing)	22,122	21,164 (43%)	n/a*
		# of members of VSLA groups in the current year	2,500 Interim target, subject to review	1,821	n/a*
		# of VSLA groups in the current year	–	45	45
<b># Farmers in direct supply/ member sustainability programs</b>					<b>48,804</b>

Data is based on information provided by suppliers. CFI indicators and targets not included in the table are under development. \*These indicators are not required as per WCF CFI definitions.