

Press Release  
Paris, Bruxelles, October 2019

## Puratos partners with PUR Projét to implement an agroforestry approach within its cocoa supply chains.

**Puratos partners with PUR Projét to implement agroforestry projects as part of their innovative in-house programme Cacao-Trace. Born from a desire of producing great tasting chocolate while being committed to the sustainability of the industry Cacao-Trace is engaged to create sustainable livelihoods to reduce economic gaps and disparities within cocoa smallholder farmers.**

**Aware of the importance to protect the environment and adopt practices resilient to the adverse effects of global warming, the company has committed to ensure carbon neutral operations by 2025 for which the carbon emission footprint will be compensated, partly through a novel agroforestry program**



[Cacao-Trace](#) focuses on quality and through improved taste creates added value for everyone involved with chocolate, from farmer to consumer. The programme lies on education, training and empowerment of local farmers to increase their productivity, bridging economic gaps and enhancing sustainability. After performing field feasibility studies, Puratos programme with PUR Projét will be implemented in 5 countries where Puratos sources cocoa: Mexico, the Philippines, Papua New Guinea, Ivory Coast and Vietnam. Planting is already ongoing in the Philippines and in Vietnam.

To support the initiative, PUR Projét is bringing its field expertise to implement agroforestry at a landscape level with smallholder cocoa producers working with Puratos. The objective is to reconnect communities and economy with the ecosystem, bringing nature-based solutions in the conversation to create a business model resilient to climate change and improve farmers livelihoods.

*“Over the past decades we have seen extensive deforestation all over the world. The livelihoods of cocoa farmers are significantly impacted by the effects of climate change, which are accelerated by deforestation. Puratos is leading the way in undertaking actions to ensure cocoa will be available for*

*the next generations to come by diversifying income sources of farmers and protecting natural resources. We are delighted to launch our novel Insetting via Agroforestry program with Puratos, in which we are creating positive socio-environmental impacts in the lives of thousands of cocoa farmers embedded in Puratos' supply chain while compensating the carbon emissions of the company."*

Daniel Jongejan - PUR Projet's Sr. Program Manager

The programme also aims to insert a portion of Puratos' carbon emissions within their own supply chain and thus contribute to reducing the group's carbon footprint. The company aims to plant 300.000 trees a year by 2023.

*Both Puratos and the Cacao-Trace farmers benefit from the community-based approach to implement agroforestry models within cocoa parcel led by PUR projet . The trees will capture CO2, helping Puratos to achieve its ambitious goal. The cocoa farmer benefits in three main ways: the shade reduces disease outbreaks and increases biodiversity to enhance cacao pollination, leading to a stabilization of yields, it creates extra sources of revenue by selling the fruits & the trees fertilise the soil, reducing the farmers expenses on fertilisers.*

Franck Cassé, Environmental Sustainability Programme Manager at Puratos

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**PUR Projet** is a social business specialized in the field of sustainable sourcing and in the development of integrated social, environmental and economic projects with local communities. With the goal to promote social and economic livelihoods, combat climate change and promote ecosystem services restoration; PUR Projet works with its Partners to implement programs for positive change through-out their agricultural supply chains. With a depth of experience in South America, Asia, Africa, North America and Europe, PUR Projet manages a global portfolio of >50 projects in 40 countries. For more information, visit [www.purprojet.com](http://www.purprojet.com)

**Puratos Group NV** is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Its headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Puratos counts over 9000 employees. Products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities. For further information, visit <https://www.puratos.com/>

## **PR contacts**

PUR Projet: Emmanuelle Hervéou: [com@purprojet.com](mailto:com@purprojet.com) |+ 33 1 55 28 98 11

PURATOS: Hill + Knowlton : [puratos@hkstrategies.com](mailto:puratos@hkstrategies.com) |+ 32 2 737 95 00