



CACAO-TRACE RESPONSIBLE SOURCING

OUR COMMITMENT TO RESPONSIBLE SOURCING

The traditional way of working in the chocolate industry does not provide a sustainable future and the prices paid for cocoa are too low.

This forces many cocoa farmers to stop cultivating cocoa and convert their plantations or simply to quit agriculture completely. In recent years, the industry has focused on helping farmers produce more cocoa, but this has resulted in even lower prices.

BEING PART OF AN EXCEPTIONAL WORLD OF EXCEPTIONAL CHOCOLATE

Cacao-Trace focuses on taste improvement.

Our exceptional fermentation expertise and an unparalleled international network of post-harvest centres are key to creating superior tasting chocolate.

We train our farmers and help them to deliver cocoa beans of superior quality.

Together with our customers and their consumers, we reward our farmers for their superior quality cocoa beans by providing them with an additional and sustainable income. The Cacao-Trace programme guarantees a premium price and our unique Chocolate Bonus of €0.10 per kg sold, 100% paid back. This game-changing added value strategy is resulting in tangible impacts on farmers' living income.

Thanks to this programme and by increasing farmers' living income, farming will remain an attractive activity for them to pass on to their children and build a promising future for the next century and beyond.

Let's continue the magic!

AN EXCEPTIONAL WORLD OF EXCEPTIONAL TASTE

Cacao-Trace™ is Puratos's sustainable cocoa sourcing programme, which focuses on creating value for everyone through taste improvement.



MASTERY OF FERMENTATION

The mastery of fermentation via post-harvest centres is our key to delivering superior taste for chocolate lovers and more income to the cocoa farmers.

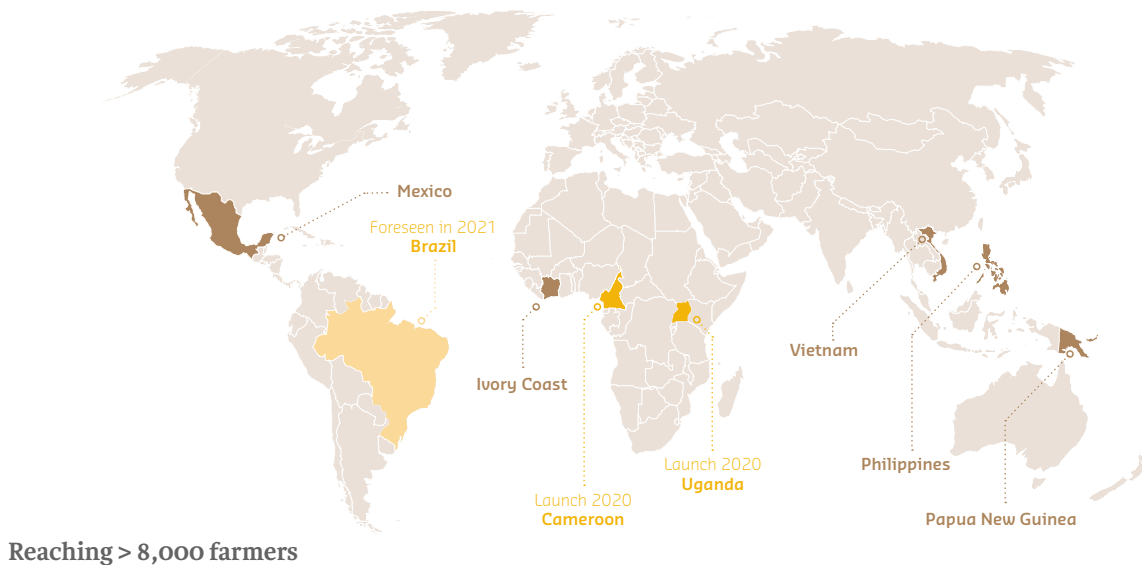


A CHOCOLATE BONUS

A package of life-improving initiatives creates a better life for farmers. With the unique Chocolate Bonus, customers and consumers directly help cocoa farmer communities.



WHERE WE ARE ACTIVE



FACTS & FIGURES

- Over **8,200** cocoa farmers
- Present in **5** countries
- **3** new countries by 2021
- **58** experts and trainers



CHOCOLATE BONUS IN 2018

A total of **288.000 €** was gathered for farmer contributions in Vietnam, Ivory Coast & the Philippines.

The Chocolate Bonus in Papua New Guinea and Mexico will be included in the 2019 consolidation.