



Cocoa and Forest Initiative: **Mars Initial Action Plans to end deforestation and promote forest restoration and protection in the cocoa supply chain**

A. INTRODUCTION

The [Cocoa & Forests Initiative \(CFI\)](#) is a public-private partnership launched in 2017 to bring the governments of Côte d'Ivoire and Ghana together with leading cocoa and chocolate companies, including Mars, to address deforestation in the cocoa supply chain. It was organized by the World Cocoa Foundation (WCF), IDH - the Sustainable Trade Initiative, and The Prince of Wales's International Sustainability Unit (ISU).

For more information on CFI, please refer to Section D of this document.

B. MARS' OVERALL VISION FOR THE COCOA & FORESTS INITIATIVE

[Our Approach to Cocoa and Forests](#) sets out our global aim to achieve a deforestation free cocoa supply chain for cocoa we source by 2025. Deforestation free is as defined in the Accountability Framework. Recognizing that this complex challenge must be tackled collectively, we firmly support the frameworks for action introduced by the governments of Côte d'Ivoire and Ghana as part of the CFI. An initial focus on these two countries, representing approximately 65% of the world's cocoa production, is essential to achieve our commitment.

Our participation in CFI is fully aligned with the Mars-wide Sustainable in a Generation Plan and our Cocoa for Generations strategy. Through this strategy, we will continue our journey to source Responsible Cocoa across our entire supply chain by 2025, with measures to improve farmer incomes, protect children and preserve forests. Our Approach to Cocoa and Forests takes a further step by clarifying what we mean by 'preserve forest' and providing detail on how we will achieve this goal. Meanwhile, we will pursue a long-term model for Sustainable Cocoa in close partnership with an initial group of 75,000 cocoa farming families and our suppliers, to test how productivity, income, resilience and overall sustainability can be increased.

C. OVERVIEW OF MARS INITIAL ACTION PLANS

In full alignment with the CFI frameworks and national implementation plans for Côte d'Ivoire and Ghana, we have developed initial action plans for the two countries. Our initial action plans set out our activities and investments between now and 2022 within the three CFI pillars of Forest Protection and Restoration, Sustainable Production and Farmers' Livelihoods, and Community Engagement and Social Inclusion.

Some activities and financial investments within our action plans are still to be determined. We will finalize these activities and investments in 2019 once governments make available the important background information we need to do so, such as boundary maps for protected forests, updated operational guidance about land use in degraded forest areas, and social protection guidelines for impacted cocoa-farming families. We will publish detailed action plans once activities and investments are finalized.

We worked in partnership with our CFI-signatory cocoa suppliers to understand the measures they include in their individual implementation plans for each country, and to aggregate these measures into overall country plans for Mars. To avoid double counting, Mars and other manufacturers submitted data on their individual supply chains directly to WCF, and not through suppliers. WCF aggregated our individual company plans and shared these with the Ivorian and Ghanaian governments for input to ensure overall alignment. We are working in partnership with all our suppliers to pursue quality implementation of our CFI country action plans.

Key initial measures that Mars, through our suppliers, is taking to progress toward the CFI commitments include actions under the three CFI pillars. The majority of our actions are already underway.

Forest Protection and Restoration

- Map all 130,970 farms that form part of our Responsible and Sustainable cocoa programs from which we source cocoa by 2022 (93,897 farms in Côte d'Ivoire and 37,073 in Ghana). Through this work, we aim for 100% of our cocoa supply to be traceable from individual farms to first purchase point.
- Work with our suppliers to conduct geospatial deforestation risk assessments in all direct sourcing areas. Our suppliers have conducted risk assessments of all farms mapped to date using the provisional maps provided by the Government.
- Implement operational guidelines to ensure no sourcing from National Parks and Reserves.
- Continue to cooperate with governments to implement and enforce forest protection policies. Our own commitments rely on these being put into effect.



- Pilot Payment for Environmental services with 1,065 farmers initially in Côte d'Ivoire. Through the pilot, we want to learn what works for cocoa-farming families and where we should scale this approach.

Sustainable Production and Farmers' Livelihoods

- We will continue to invest in sustainable agricultural intensification in order to 'grow more cocoa on less land':
 - As part of our Responsible Cocoa program, 60,863 farmers will benefit from productivity improvements. Program activities include training on good agricultural and environmental practices and farmer incentives.
 - Farmers in our Sustainable Cocoa program will also receive individual coaching to support entrepreneurialism and the creation of Farm Development Plans that support farm rehabilitation.
 - Work with our suppliers in Ghana to distribute over half a million improved cocoa planting material to farmers.
 - Support the distribution and planting of over 2 million multi-purpose trees for on-farm restoration via agroforestry (over 1.7 million trees in Côte d'Ivoire and 250,000 trees in Ghana).
- Promote financial inclusion of farmers by working with our suppliers to set up saving accounts for 34,833 farmers in Côte d'Ivoire and Ghana, and by supporting 7,500 farmers to participate in a Village Savings and Loans Association (VSLA) in Côte d'Ivoire with a view to learn how to scale this across both countries.

Social Inclusion and Community Engagement

- Promote a participatory approach to implementing our action plans through consultations with cocoa-growing communities in Côte d'Ivoire and Ghana.
- With an initial group of 20 communities in Côte d'Ivoire, test how to effectively establish community-based natural resource management programs for forest protection.
- Expand our gender-focused programs in Côte d'Ivoire and Ghana and establish youth-focused programs.

In both countries, company actions are partially contingent on governments establishing policies and systems for 100% cocoa traceability from farm to first purchase point. We will continue to support the development of such systems by working with governments, our suppliers, others in the cocoa value chain and civil society. We will update our initial plans as more information becomes available.

D. PUBLIC-PRIVATE ACTION: THE COCOA & FORESTS INITIATIVE BACKGROUND FROM WORLD COCOA FOUNDATION



The governments of Côte d'Ivoire and Ghana and the world's leading cocoa and chocolate companies [signed landmark agreements](#) in November 2017 to end deforestation and promote forest restoration and protection in the cocoa supply chain.

This new public-private partnership – called the [Cocoa & Forests Initiative \(CFI\)](#) – has been organized by the World Cocoa Foundation (WCF), IDH - the Sustainable Trade Initiative, and The Prince of Wales's International Sustainability Unit (ISU). The Prince of Wales [launched CFI](#) in March 2017 in London.

The Frameworks for Action for [Côte d'Ivoire](#) and [Ghana](#) define core commitments, verifiable actions, and time bound targets required for a deforestation-free and forest-positive supply chain.

The Governments of Côte d'Ivoire and Ghana play a critical leadership role in establishing the national strategy, providing an enabling policy environment, and governance structure for CFI implementation. They ensure that CFI is linked to similar initiatives with other commodities and is fully aligned with the national REDD+ Strategy and other relevant national strategies and plans. They provide key operational guidance, and baseline economic, environmental, and social data, to help companies identify and plan the most effective and efficient private investment activities for CFI.

The Governments have prepared comprehensive national implementation plans ([Côte d'Ivoire](#), [Ghana](#)) that outline key public sector priorities, actions and timelines, following extensive consultation with all stakeholders. During the first year of CFI, the Governments have launched work on the key building blocks for successful CFI implementation, including important revisions to the legal framework for sustainable forest management, preparation of up-to-date boundary maps of protected areas, and collection of socio-economic and land use data for the priority investment areas.

Thirty-three companies¹, accounting for about 85% of global cocoa usage, have now joined CFI. Each company has agreed to prepare a detailed individual action plan that spells out the specific actions it will take in 2018-2022 to deliver the commitments set out in the Framework. Each company will decide for itself how to best support the achievement of the Framework objectives, based on their role in the supply chain, their corporate strategic priorities, and their cocoa sustainability goals.

¹ Arysta Callivoire, Barry Callebaut, Blommer Chocolate Company, Cargill Cocoa and Chocolate, Cémoi, Chocolats Halba, Cococonnect, Cococo Chocolatiers, ECOM Group, Fazer, Ferrero, General Mills Inc., Godiva Chocolatier Inc., Guittard Chocolate Company, The Hershey Company, Indcresa, Lindt & Sprüngli Group, Marks & Spencer Food, Mars Wrigley Confectionery, Meiji Co. Ltd., Mondelez International, Nestlé, Olam Cocoa, PBC Limited, Sainsbury's, SIAT, Tesco, Toms Group, Touton, Tree Global, Unilever, Valrhona, and J.H. Whittaker & Sons

Almost all companies have now completed initial action plans. These initial plans will be updated and finalized in 2019 after the governments have completed the ongoing legal and operational policy changes, the mapping of protected areas, baseline data collection, and other building blocks needed for full investment programming.²

CFI has been supported by several global development partners, including the United Kingdom's Department for International Development, the Dutch Ministry of Foreign Affairs, the German Federal Ministry of Economic Cooperation and Development, the World Bank, the International Finance Corporation, the Global Environment Facility, and the Green Commodities Program of the United Nations Development Program.

CFI is coordinated closely with a wide range of global and local environmental organizations and partnerships, including the Tropical Forest Alliance 2020, Amsterdam Declaration Partnership, Partnerships for Forests, the Rainforest Alliance, and World Resources Institute.

I. WHAT ARE THE KEY COMMITMENTS IN CFI?

The Frameworks are structured around three critical themes of (1) forest protection and restoration, (2) sustainable production and farmers' livelihoods, and (3) community engagement and social inclusion.

The first priority is the protection and restoration of forests that have been degraded. To this end, the governments and companies have pledged no further conversion of forest land for cocoa production, and have committed to the phased elimination of illegal cocoa production and sourcing in protected areas.

Both countries are introducing a differentiated approach for improved management of forest reserves, based on the level of degradation of forests. Up-to-date maps on forest cover and land-use, socio-economic data on cocoa farmers, and detailed operational guidelines covering forest management and land-use are being developed and will be publicly disclosed.

To ensure effective implementation and monitoring of these commitments, companies have pledged to develop verifiable monitoring systems for traceability from farm to the first purchase point for their own purchases of cocoa, and to work with governments to ensure an effective national framework for traceability encompassing all traders in the supply chain.

² The actions pending further information are marked "to be determined" in the initial company action plans

The next critical priority is sustainable agricultural production and increased farmer incomes. These are essential pre-requisites for reducing the pressure of agricultural encroachment into forests and strengthening the resilience of cocoa farmers to climate change.

The governments and companies have agreed to accelerate investment in long-term productivity of cocoa in order to grow “more cocoa on less land.” Key actions include: provision of improved planting materials, training in good agricultural practices, soil fertility, land tenure reform, and capacity building of farmers’ organizations. Sustainable livelihoods and income diversification for cocoa farmers will be accelerated through food crop diversification, agricultural inter-cropping, and development of mixed agro-forestry systems and shade-grown cocoa.

The final area of focus is strong community engagement and social inclusion, with a particular focus on women and youth. The governments and companies have committed to full and effective consultation and participation of cocoa farmers in the design and implementation of key actions, and promotion of community-based management models for forest protection and restoration. The governments will assess and mitigate the social impacts and risks of any proposed land-use changes on affected communities.

The set of public-private actions represent unprecedented commitments on forest protection and restoration, and sustainable cocoa production and farmer livelihoods. These combined actions, which are aligned with the Paris Climate Agreement, will play a crucial role in sequestering carbon stocks and thereby addressing global and local climate change.

ANNEXES

Annex 1: Summary Table of Company Initial Action Plans for Côte d'Ivoire

Commitment	Actions	To be delivered by 2022
Forest Protection and Restoration		
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	<i>93,897 farms mapped</i>
	1.2 Conduct deforestation risk assessments in all direct sourcing areas	<i>TBD hectares (ha) included in deforestation risk assessment</i>
2. Elimination of cocoa production and sourcing in National Parks and Reserves in line with promulgation and enforcement of national forest policy and development of alternative livelihoods for affected farmers	2.1 Adopt and publish a system for excluding farmers in the direct supply chain with cocoa production in protected areas	<i>Yes</i>
	2.2 All farms found in National Parks and Reserves reported to government	<i>% farms in Natl Parks & Reserves reported to government: TBD</i>
	2.3 Support cocoa farmers' transition to alternative livelihoods	<i># of total farmers in protected areas receiving assistance for alternative livelihoods: TBD</i>
3. No sourcing of cocoa from National Parks and Reserves through companies' traceable direct sourcing programs.	3.1 Implement traceability tools/technology to ensure no cocoa purchases originate from National Parks or Reserves (all forest areas)	<i>100%</i>
4. A differentiated approach based on the level of degradation of forests for classified Forests will be developed and translated into a national forest restoration strategy	4.1 Support the restoration of Classified Forests by working with cocoa farmers, the government and the forestry industry to implement contracts for mixed agroforestry as a restoration and livelihoods intervention	<i># farmer 'agroforestry restoration' contracts signed: TBD</i> <i># hectares restored in Classified Forests: TBD</i>
	5.1 Cooperate with the government on enforcement to prevent deforestation in the legally protected forest estate (rural domain)	<i># hectares of forest in rural domain protected: TBD</i>
5. Legal protection and management status for the remaining forests of Côte d'Ivoire in the Rural Domain	6.1 Support the government's forthcoming adaptive management plans for different forest areas to benefit the livelihoods of forest-dependent cocoa communities	<i>Yes</i>
	6.2 Participate in the development and operation of land-use and land-use planning at national and regional levels by sharing existing land use maps with government	<i>Yes</i>
7. Public enforcement of the new Forest Code and its subsequent guidelines, and public sector governance will be strengthened	7.1 Promote and participate in awareness-raising campaigns to educate farmers on the new Forest Code	<i>39,662 farmers reached at awareness events</i>
	7.2 Update farmer engagement materials and training with the revised Forest Code	<i>Yes</i>
8. Public-private collaboration to mobilize resources for forest protection and restoration		<i>\$ mobilized towards forest protection and restoration: TBD</i>
	8.1 Mobilize finance for forest protection and restoration	<i># hectares with forest protection and restoration financing: TBD</i> <i>1,065 farmers participating in PES contracts</i>

9. Public-private collaboration to identify good practices, technical guidance and incentive mechanisms for forest restoration and agro-forestry	9.1 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	<i>1,743,262 multi-purpose trees distributed for on-farm planting</i>
	9.2 Support distribution and planting of native trees for off-farm restoration (reforestation)	<i>31,892 hectares cocoa agroforestry developed</i> <i># native trees planted off-farm</i> <i># ha of forest area restored</i>
10. Government creation, in collaboration with all stakeholders, of a public-private fund to support financing of protection and restoration of HCV forest areas.	10.1 Support the creation of the public-private forest conservation and rehabilitation fund	<i>\$ contributed to fund: TBD</i>
Sustainable Production and Farmers' Livelihoods		
11. Promote investment in long-term productivity of cocoa in environmentally suitable areas in order to grow "more cocoa on less land"	11.1 Distribute improved cocoa planting material	<i># improved seedlings distributed to farmers: TBD</i>
	11.2 Establish and/or provide cocoa nurseries with improved cocoa planting material	<i># of nurseries with improved cocoa seedlings: TBD</i>
	11.3 Train farmers in Good Agriculture Practices (GAPs)	<i>60,863 farmers trained in GAPs</i>
	11.4 Support cocoa farm rehabilitation	<i># of hectares of cocoa rehabilitated: TBD</i>
12. Promote sustainable livelihoods and income diversification for cocoa farmers	12.1 Promote farm-level crop diversification	<i>24,391 farmers applying crop diversification</i>
	12.2 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	<i>1,743,262 multi-purpose trees distributed for on-farm planting</i>
13. Promote financial inclusion and innovation to deepen farmers' access to working capital and investment funds for production and farm renovation	13.1 Promote farmer savings	<i>12,711 farmers in supply chain with a savings account</i> <i>7,500 farmers participating in VSLA groups</i>
	13.2 Offer financial products to farmers	<i>8,743 farmers offered a financial product</i>
14. Improve supply chain mapping, with the goal of 100% of cocoa sourcing traceable from farm to first purchase point. An action plan will be developed for traceability, which will be implemented step-by-step to achieve full traceability and verification, applicable to all by end-2019.	14.1 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	<i>93,897 farms mapped within direct supply chain</i>
	14.2 Implement traceability system to farm level in direct supply chain	<i>100% of direct sourced cocoa traceable from individual farms to first purchase point</i>
Social Inclusion and Community Engagement		
15. Full and effective information sharing, consultation, and informed participation of cocoa farmers and their communities who are affected by proposed land-use changes.	15.1 Organize cocoa community consultations on the implementation of the Frameworks for Action	<i>132 communities with consultation sessions</i>
16. Promote community-based management models for forest protection and restoration	16.1 Establish and/or support community-based natural resource management programs for forest restoration/protection	<i>20 of cocoa communities with active forest restoration and protection program</i> <i># hectares under CBNRM</i>



<p>17. Development of action plans for forest protection and restoration, and sustainable agricultural intensification that are gender and youth sensitive.</p>	<p>17.1 Develop forest protection & restoration and agriculture intensification action plans that are gender and youth sensitive</p>	<p><i># cocoa communities with gender-focused programs: TBD</i></p> <hr/> <p><i># cocoa communities with youth-focused programs: TBD</i></p>
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TBD = To Be Determined, following additional inputs from Government

Annex 2: Summary Table of Company Initial Action Plans for Ghana

Commitments	Actions	To be delivered by 2022
Forest Protection and Restoration		
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	37,073 farms mapped
	1.2 Conduct deforestation risk assessments in all sourcing areas.	# hectares included in risk assessment: TBD
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 All farms found in protected areas will be reported to the Government	Yes
	2.2 Adopt and publish a system for excluding farmers in the supply chain with cocoa production in protected areas.	Yes
3. A differentiated approach for Forest Reserves will be adopted, based on level of degradation; with elimination of sourcing of cocoa in less degraded reserves (Cat.1) as of 31 December 2019; and production and sourcing for a period up to 25 years through MTS in more degraded reserves (Cat. 2).	3.1 End sourcing from all farms identified within Category 1 Forest Reserve areas by 31 December 2019.	Yes
	3.2 Support farmers in Category 2 Forest Reserve areas in their restoration and reforestation programs	# hectares of Category 2 Forest Reserve areas restored: TBD
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	24,254 farmers trained in CSC best practices
	4.2 Train farmers in Modified Taungya System (MTS)	# farmers trained in MTS: TBD
5. In all areas, a multi-stakeholder landscape approach will be followed, with an initial focus on the six Climate-Smart Cocoa Hotspot Intervention Areas as defined under GCFRP.	5.1 Join one/several HIA(s) in the cocoa-sourcing area	# HIA(s) joined in cocoa sourcing areas: TBD
	5.2 Implement GCFRP CSC Good-Practice Guidelines with farmers within the HIAs	# farmers within HIAs have adopted CSC best practices: TBD
6. Up-to-date maps on forest cover and land-use, socio-economic data on cocoa farmers, and detailed operational guidelines covering Category 1 and 2 reserves, will all be developed and publicly disclosed.	6.1 Share maps and data with appropriate government bodies	Yes
	6.2 Participate in the development of operational guidelines for Category 1 and 2 Forest Reserves	Yes
7. 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.	7.1 Support farmers with tree registration	TBD # trees registered
	7.2 Support cocoa farmers to acquire land (tenure) documentation	TBD # farmers with secure land titles
8. Public sector forest law enforcement and governance will be strengthened	8.1 Promote awareness-raising campaigns to educate farmers on forest law enforcement and tree tenure provisions	24,254 farmers reached at awareness events
9. Public-private collaboration to mobilize new sources of funding for forest protection and restoration, and to incentivize farmers' adoption of environmentally sustainable cocoa production will be developed.	9.1 Mobilize finance for forest protection and restoration	Amount of \$ mobilized towards forest protection and restoration: TBD # hectares with forest protection & restoration financing

		<i>TBD # farmers participating in PES contracts</i>
10. 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.	10.1 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	262,087 multipurpose trees distributed for on-farm planting 2,534 hectares of cocoa agroforestry
	10.2 Support distribution and planting of native trees for off-farm restoration (reforestation)	250,000 native trees planted off-farm <i>TBD # hectares of forest area restored</i>
	10.3 Train farmers in Modified Taungya System (MTS)	<i>TBD # farmers trained in MTS</i>
Sustainable Production and Farmer Livelihoods		
11. Promote investment in long-term productivity of high quality cocoa in environmentally sustainable manner and grow "more cocoa on less land."	11.1 Distribute improved cocoa planting material	746,276 improved seedlings distributed to farmers
	11.2 Establish and/or provide cocoa nurseries with improved cocoa planting material	71 nurseries with improved cocoa seedlings
	11.3 Train farmers and producer organizations in the latest Good Agriculture Practices (GAPs)	24,254 farmers trained in GAPs
	11.4 Support cocoa farm rehabilitation	<i># of hectares of cocoa rehabilitated: TBD</i>
12. Develop implementation plans, including mapping of exact areas to intensify establishment of shaded cocoa landscapes in line with GCFRP, with the promotion of Climate Smart Cocoa and the national Climate Smart Cocoa Standard.	12.1 Promote the Climate Smart Cocoa Standard	<i># of farmers adopting CSC: TBD</i>
13. Promote sustainable livelihoods and income diversification for cocoa farmers.	13.1 Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry	262,087 multipurpose trees distributed for on-farm planting 2,534 hectares of cocoa agroforestry
	13.2 Promote farm-level crop diversification	11,403 farmers applying crop diversification
14. Promote financial inclusion and innovation to deepen farmers' access to working capital and investment funds required for production and cocoa farm rehabilitation and renovation.	14.1 Promote expansion of farmer savings	22,122 farmers in supply chain with a savings account <i># farmers participating in VSLA groups: TBD</i>
	14.2 Offer financial products to farmers	5,200 farmers offered a financial product
15. Improve supply chain mapping, with 100% of cocoa sourcing traceable from farm to first purchase point. An action plan will be developed that maps out key principles, steps, and milestones to achieve this step, encompassing all national and international traders.	15.1 Conduct mapping to identify and collect cocoa farm boundaries polygon data	37,073 farms mapped within direct supply chain
	15.2 Implement traceability system to farm level in 100% of supply chain by end-2019	100 % cocoa supply traceable from individual farms to first purchase point
Social Inclusion and Community Engagement		

<p>16. Full and effective information sharing, consultation, and informed participation of cocoa farmers and their communities who are affected by proposed land-use changes.</p>	<p>16.1 Organize cocoa community consultations on the implementation of the Frameworks for Action</p>	<p>TBD # communities with consultation sessions</p>
<p>17. Promote community-based management models for forest protection and restoration.</p>	<p>17.1 Establish and/or support community-based natural resource management (CBNRM) programs for forest restoration/protection</p>	<p># cocoa communities with active forest restoration and protection program: TBD</p>
<p>18. Development of action plans for forest protection and restoration, and sustainable agricultural intensification that are gender and youth sensitive.</p>	<p>18.1 Develop forest protection & restoration and agriculture intensification action plans that are youth and gender sensitive</p>	<p># hectares under CBNRM</p> <p># cocoa communities with gender-focused programs: TBD</p> <p># cocoa communities with youth-focused programs: TBD</p>

TBD = To Be Determined, following additional inputs from Government