

# AMSTERDAM SUSTAINABLE COCOA CONFERENCE

THURSDAY 6<sup>TH</sup> & FRIDAY 7<sup>TH</sup> FEBRUARY 2025

BEURS VAN BERLAGE, AMSTERDAM



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We're leading the change**

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# INTRODUCTION

AMSTERDAM SUSTAINABLE CONFERENCE 2025

## Chocoa 2025: Amsterdam Sustainable Cocoa Conference Program

**Dates:** February 6-7, 2025

### Are we ready for a new era for the cocoa and chocolate industry?

The Amsterdam Sustainable Cocoa Conference 2025 at Chocoa brings together global leaders of the cocoa and chocolate industry, authorities of main cocoa producing and chocolate consuming countries, representatives of cocoa farmers, NGOs, innovative service providers and the research community. As independent platform we aim to bring latest evidence, nuance and inspiration to our professional audience, guiding the sector into a new era. We have scheduled several interactive panel discussions, featuring expert speakers from different countries of origin, representing different stakeholders and perceptions.

The first days of this year's Conference will focus more on sector-wide developments and structural challenges and responses of global industry, while the second day puts cocoa producers at the heart of the discussion. Visitors of the Conference can also benefit from two late-afternoon sessions organized as part of the Chocolate Makers' Forum on Chocolate Tourism and Cocoa Quality. All visitors of the Conference have free access to the Tradefair from Wednesday the 5<sup>th</sup> of February onwards and can access all public side sessions.

Join us for two days of learning, networking, and inspiration!

### Day 1: Thursday 6<sup>th</sup> February 2025

Time	Session	Title
09:00 – 09:30	Opening	Opening Day 1: Welcome to the Amsterdam Sustainable Cocoa Conference 2025
09:30 – 11:00	1 – Panel	Are we ready for a new era in cocoa?
11:00 – 11:30		Cocoa Break
11:30 – 12:45	2 – Panel	Let's hear it from retail!
12:45 – 13:45		Lunch Break
13:45 – 15:15	3 – Panel	Are companies ready to take joint action?

### Day 2: Friday 7<sup>th</sup> February 2025

Time	Session	Title
09:00 - 09:30	Opening	Opening Day 2: Recap farmers day
09:30 – 11:00	4 – Panel	Why should we care more for invisible farmers and workers in the cocoa supply chain?
11:00 – 11:30		Cocoa Break
11:30 - 12:45	5 – Panel	What's new in Carbon finance?
12:45 – 13:45		Lunch Break
13:45 – 15:15	6 – Panel	Future proof cocoa and chocolate.

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# DAY 1: Thursday 6<sup>th</sup> February

AMSTERDAM SUSTAINABLE CONFERENCE 2025

**Location:** Effectenbeurszaal, Beurs van Berlage, Amsterdam

**09:00 Opening session Day 1: Welcome to the Amsterdam Sustainable Cocoa Conference**

**Speakers:** Representative of ICE  
Anna Laven, The Company Behind Chocoo  
Representative of the Ministry of Foreign Affairs Netherlands

**09:30 Session 1: Are we ready for a new era?**

The combination of a sharp rise in world market cocoa prices and a sharp decline in cocoa production seem to have caught the industry off guard. Was this not foreseen? And, more importantly, what does the outlook look like for the upcoming cocoa season? In this opening session of the Amsterdam Cocoa Sustainability Conference, we take stock of the latest insights and predictions on cocoa prices and cocoa production. Panelists will bring in compelling evidence and share their expertise on market dynamics and the current challenges that lie ahead of the sector. We will discuss whether or not there is a future for smallholders and discuss the potential of market segmentation and superior cocoa as pathway for smallholders

## Topics

- Understanding market dynamics and outlook for cocoa production
- Is there a future for cocoa smallholders?
- Market segmentation: is there more space for quality cocoa?

**Moderators:** Anna Laven, The Company Behind Chocoo  
Michel Arrion, International Cocoa Organization

**Speakers:** Michiel Hendriksz, Farmstrong Foundation  
Pam Thornton, Nightingale Investment Management  
Rodney Nikkels, Chocolatemakers  
Julien Simonis, Cacao Of Excellence  
Toby Brandon, ICE CoT

**11:00 Cocoa Break**

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### 11:30 **Session 2: Let's hear it from retail!**

Retailers are usually not in the spotlight when sustainable sourcing is being debated, this while they are well positioned to influence sustainable sourcing practices and sustainable chocolate consumption. Not only do they determine the assortment of chocolates, but they also sell private label chocolates. Increasingly, retailers showcase their private label chocolate as fair and sustainable chocolates. At the same time there is criticism that most of the chocolate you can buy in supermarkets is not produced under fair conditions and falls more under the category 'candy' instead of chocolate. In this session we will hear from different retailers how they take responsibility, what drives them, and what are challenges.

#### Topics

- Sustainable procurement
- Alliances between retailers, brands and NGOs
- Influencing consumer behavior: the role of price and quality

**Moderators:** Anna Laven, The Company Behind Chocoo  
Renske Aarnoudse, IDH

**Speakers:** Ekoplaza representative  
Michaela Schupp, ChocoolatsDeLuxe  
Representative Tony's Open Chain

### 12:45 **Lunch break**

### 13:45 **Session 3: Are companies ready to take joint action?**

The realization that individual company projects do not have the desired result in the countries of origin is not new. The global consensus seems that reducing structural challenges requires collaboration between different stakeholders, including farmers, NGOs, companies and governments. But how do we shape joint action in a highly competitive market? What is the appetite for landscape approaches and joint action, and what stands in its way?

#### Topics

- Landscape approaches
- Income diversification & women empowerment
- New coalitions to meet global commitments

**Moderators:** Anna Laven, The Company Behind Chocoo  
Stephanie Daniels, Sustainable Food Lab

**Speakers:** Jonas Mva Mva, IDH Cameroon  
Peter Koegler, World Cocoa Foundation  
Cédric van Cutsem, Mondelez  
Katerine Van Wyk, CARE  
Alan Kroeger, Satelligence  
Michael Ndoping, ONCC Cameroon  
Janice Weatherley, WCS EU

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# DAY 2: Friday 7<sup>th</sup> February

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**Location:** Effectenbeurszaal, Beurs van Berlage, Amsterdam

## 09:00 Opening Session Day 2: Recap Farmers' Day (TBC)

It is the first time that a Farmers' Day will be organized during the Amsterdam Cocoa Week. In the opening session on the second day of the conference we will give cocoa producers the stage to share key takeaways from Farmers' Day. Their representatives will take a seat in the different panel discussions.

## 09:30 Session 4: Why should we care more for invisible farmers and workers in the cocoa supply chain?

The starting point of this panel is that too little is known about the majority of cocoa farmers and workers. Together with our panelists, the aim of this session is to understand more about these underrepresented groups and create a sense of urgency on why we cannot close our eyes for this 'invisible' more hidden part of the cocoa farming population.

### Topics

- Farmers and workers in cocoa's indirect supply chain
- Living wage mapping for workers' visibility
- The scope of forced labor and what are key factors that put people at risk

**Moderators:** Anna Laven, The Company Behind Chocoo  
Anika Altaf, Include Knowledge Platform

**Speakers:** Oyinkansola Owoyemi, Sunbeth Global Concept Limited  
Selma van der Haar, KIT  
Valerie Janssen, WUR  
Joost Backer, New Foresight/Wagemap  
Andrews Asamoah, International Cocoa Initiative

## 11:00 Cocoa Break

## 11:30 Session 5: What's new in Carbon Finance?

In this session we will bring in the latest developments in carbon finance relevant for the cocoa industry and farmers. We will discuss what makes carbon finance challenging and the potential for farmers to benefit more from this approach.

### Topics

- Innovations in carbon finance
- Making carbon finance work for farmers
- Future outlook

**Moderators:** Anna Laven, The Company Behind Chocoo  
Joost Gorter, ACT Commodities Group

**Speakers:** Emmanuel Nwala, Royal Society for the protection of birds  
Greg D'Allesandre, Dandelion  
Mercy Owusu Ansah, Tropenbos Ghana

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# DAY 2: Friday 7<sup>th</sup> February

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12:45 **Lunch break**

13:45 **Session 6: Future proof cocoa and chocolate**

As climate change, market volatility, and social issues threaten cocoa production, this session will explore innovative strategies and technologies that work towards a risk-free future for cocoa and chocolate. We discuss both more disruptive strategies, like cacao cell cultivation, but also dive into technologies that secure traceability and help the sector prepare better for EU legislation. To be ready for the future we also discuss interventions that can drive local value addition in Africa and will learn how Papua New Guinea supports their farmers in accessing markets.

## Topics

- Cacao cell cultivation
- Getting ready for EU Legislation
- Local value addition

**Moderators:** Anna Laven, The Company Behind Chocoo  
Christine Müller, Independent (former SWISSCO)

**Speakers:** Alex Shandrovsy, California Cultured  
Jesse Tukup Anjen, Cocobod Papua New Guinea  
Fanny Butler, Koltiva  
Afreximbank, TBC



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