



**FAIRTRADE COCOA  
IN LATIN AMERICA AND THE CARIBBEAN**

# COCOA NETWORK

The Cocoa Network was created in 2014, as a consultation and coordination body for Fairtrade cocoa organizations, members of CLAC, in Latin America and the Caribbean. The network is made up of representatives from cocoa organizations in 11 countries across the continent. Overall, the Cocoa Network's main objective is to increase the benefits of Fairtrade for producers, their families and communities.

The Cocoa Network, though facing many challenges, seeks solutions for small-scale producers by:

- Supporting the representative work and advocacy carried out by CLAC
- Promoting regional exchanges to develop organizational strategies
- Strengthening communication between the network and its member organizations
- Promoting the benefits and principles of Fairtrade
- Building alliances with other networks and actors within the Fairtrade system
- Taking strong and consensual positions in the face of global initiatives or projects within the Fairtrade system

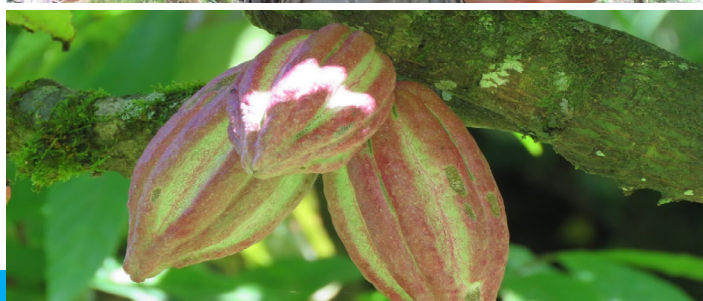


# SERVICES AND SUPPORT

CLAC provides assistance to Fairtrade certified cocoa organizations with the support of the Product and Market Coordinator for Cocoa and technical staff in the field.

Currently, CLAC is working in the following

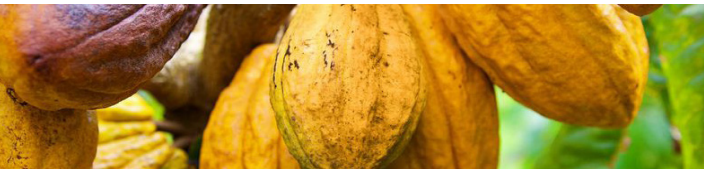
- On-site assistance to improve quality control, with the objective of delivering a more attractive product to the market.
- Remote support → including the development of training materials to improve internal systems and prepare for audits.
- On-the-ground training, focused on effective and efficient marketing.
- Organization-specific visits to review production processes and develop solutions to increase productivity.
- Work together with National Fairtrade Organizations (NFOs) to link organizations with the international market.



# FAIRTRADE PREMIUM USE

**ORGANIZATION:** COOPERATIVA AGRARIA  
CAFETALERA JOSÉ OLAYA LTDA. N° 252  
**COUNTRY:** PERU

The Cooperativa Agraria Cafetalera José Olaya Ltda. N° 252 is a Fairtrade producer organization located in the Department of Cusco, Peru. Founded in 1966, the cooperative is made up of 73 small-scale producers dedicated to organic cocoa production. They also produce Fairtrade coffee.



The organization distributes the Fairtrade Premium accordingly: 25% in technical assistance, 25% in agricultural production, 25% in training for members and staff, and finally, 25% in infrastructure and equipment. Thanks to these funds, Cooperativa José Olaya Ltda. has been able to invest in its members, their families and the community, through a variety of projects. Recent projects and activities carried out with the Fairtrade Premium include:

- 1 Improvements to organizational infrastructure, including the construction of a three-story building
- 2 Vehicles → used to transport cocoa from farms to processing plant, warehouse, etc.
- 3 Purchase of organic fertilizers to distribute to members
- 4 Emergency fund in case of members' illness or death
- 5 Training for members and organization staff
- 6 Reforestation project → planted 1,200 hectares throughout the Municipality of Quellouno

# ADVOCATING FOR THE WELLBEING OF CHILDREN IN THE DOMINICAN REPUBLIC



As an organization, CLAC's operations are based on the Fairtrade principles, promoting socially responsible and inclusive agricultural production, respecting the rights of adults and children alike. One example of the work carried out in this area is a project led by CONACADO, a Fairtrade cocoa organization in the Dominican Republic. The project focused on children's wellbeing, specifically of those close the cooperative, and was implemented between 2015 and 2017 in the communities of Sabana del Rey and Las Canas.

Not only did this project raise awareness about the protection and wellbeing of children, providing tools and response mechanisms to staff and members of CONACADO, but it also gave children, adolescents and young adults the opportunity to reflect on high-risk situations that are most likely to affect them. In addition, it allowed them to propose solutions and prevention processes alongside adults from the community. And finally, the project helped implement a monitoring system in order to identify and respond to child labor, or other vulnerable situations.

One of the principle outcomes of this participatory approach was community involvement. For example, special signs were placed around the community indicating areas that could be considered high-risk to children (for example, bridges in poor conditions) as well as signs prohibiting the sale of alcohol to minors. They also placed speed bumps in high traffic areas, to avoid accidents. The community followed up on these actions and made a long-term commitment to children's wellbeing, by creating community-based child protection committees. These committees work with state and local authorities to monitor and respond to potentially vulnerable situations.

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CONACADO technical staff shares:  
“We know that, in our country, small-scale cocoa producers manage with the help of their families, meaning that all members of the family are involved in work-related activities. We also understand that we must guarantee multi-generational participation, by involving our children in cocoa. While this is true, we now have a better understanding about how, and under what conditions, we can involve children, putting their best interests, and rights, first. Thanks to the pilot project, we have also implemented a protection policy, which defines responsibilities, prevention measures and other activities that we carry out as an organization, to continue advocating for the wellbeing of children and adolescents.”

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# FAIRTRADE PREMIUM USE

**ORGANIZATION: ASOCIACIÓN DE  
PRODUCCIÓN AGRÍCOLA  
NUEVA URDANETA**  
**COUNTRY: ECUADOR**

The Asociación de Producción Agrícola Nueva Urdaneta (ASOPRONUR) is an organization made up of 107 small-scale cocoa producers along the coast of Ecuador. Founded in 2015, the organization aims to unite, organize and support producers, by working with national and international chocolate companies, in order to maximize their overall socio-economic development.

Recently certified, ASOPRONUR has used the Fairtrade certification to foment the development of its members, their families and the community, through opportunities for social, productive and economic growth. With the Fairtrade Premium, the organization has achieved the following:

- 1 Technology for 10% of members' cocoa plant nurseries and the development of model farms (project through 2020).
- 2 Community garden → marketing products for local consumption and creating employment opportunities.
- 3 Development of women-run plant nurseries, generating a second source of income and providing local women with a sense of empowerment and autonomy.

"Thanks to the Fairtrade certification, we have had the opportunity to come to an agreement amongst local farmers, creating this small producer association. We now realize the benefits that we have; for example, we receive the [Fairtrade] Minimum Price, which has helped us during these difficult times for cocoa. In addition, we have been able to develop projects for all our members."

Eduardo Velastegui  
ASOPRONUR, Ecuador



