



**CONCOCTION IV**  
September 24-25 2010  
Amsterdam

**Brussels, 12 October 2010**

The European Cocoa Association (ECA) held its **"2010 Concoction IV"** event on September 24-26 in Amsterdam, a city long associated with cocoa trading and processing. The event marked the association's tenth anniversary.

ECA brought together over 170 business leaders and partners from organizations and producing countries on all continents, representing the global cocoa chain.

Guests of honour included Gerda Verburg, Minister for Agriculture, Nature and Food Quality in the Netherlands, HE John Newman, Chief of Staff to President Atta Mills of Ghana, and Mr Mahendra Siregar, Vice-Minister for Trade of Indonesia, among many others.

Mr **Martin Versteeg, Managing Director of Sitos Company** and **ECA chairman**, opened the Symposium and introduced the overall theme for the conference:  
*"Drivers for Cocoa Sustainability: Regulatory vs Voluntary measures"*.

The theme was addressed by speakers as they covered current issues of interest to the global cocoa chain. Namely:

**"Agriculture as a motor for development in Sub-Saharan Africa"**, with views expressed by:

**H.E. John Newman, Chief of Staff to President Atta Mills**, on Ghana's experience with Sustainable Agriculture.

**Peter Thompson, Director at the EU Commission's DG Trade** provided an EU perspective regarding the ongoing Economic Partnership Agreement negotiations with West Africa.

**François Xavier de Donnée, President of the OECD's Club du Sahel**, presented the organisation's initiatives related to cocoa growing in West Africa.

**On the topic of "Food Safety requirements in the EU"**

**Frans Verstraete of the EU Commission's DG Sanco** looked at the EU's approach to food safety regulation and offered a case study relevant to cocoa on OTA while **Dr Chris Chinenye Okafor, Country Manager for the Sustainable Tree Crops Programme in Nigeria**, illustrated the challenge of compliance for smallholder farmers.

Another topical issue was addressed by **Peter Blogg, Head of Product Management at NYSE Liffe**: **Recent Developments in market regulation and oversight.**

The first day of the conference ended with a presentation by **Gerda Verburg, Dutch Minister for Agriculture, Nature and Food Safety** who delivered strong messages on the **Netherlands commitment to further increasing sustainability in the cocoa supply chain.**

Day 2 of the event kicked off with a lively panel discussion on the theme '**Is certification a driver for sustainability?**'

Three panellists, **Peter van Grinsven from Mars Inc.**, **Coen van Beuningen of HIVOS** (Netherlands) and **Kristian Andersen of the UNDP**, each provided their perspective on the opportunities and challenges of product certification as applies to cocoa. Moderator Lucas Simons of New Foresight encouraged the audience to respond (notably through a box voting system) to a series of provocative statements – leading to further discussion on this topical issue.

The second session of the day offered a one-on-one between **Mahendra Siregar, Vice-Minister for Trade (Indonesia)** and **Anthony Ward, Portfolio Manager for CC+ Hedge Fund** who exchanged on **Indonesia's aim to further increase cocoa production and local processing.**

Last but not least, **Philippe Dessertine, who heads the Institut de Haute Finance in Paris**, and is a regular commentator of economic developments in the French media, provided some food for thought to participants on the **potential for recovery in the wake of the economic crisis.**

The full Event also included a varied partner programme, an evening at the recently opened Hermitage Museum (courtesy of ABN Amro), and concluded with the traditional black tie Gala dinner in De Duif Kerk.

Martin Versteeg closed the ten year anniversary event by highlighting the cocoa chain's commitment to greater sustainability and more particularly ECA's work towards achieving this throughout the issues it works on, be they related to food safety, trade related developments, or environmental, social and economic sustainability initiatives. He stressed the importance of linkages between the different stakeholders involved in the chain and the action that is being taken by the international industry to look at the key drivers for sustainability in all steps of the cocoa supply chain. He expressed his thanks to the ECA staff for their ongoing work, and the association's membership for its continued engagement.

#### **Note to the editor**

- **ECA represents the European cocoa sector and regroups companies from the entire cocoa chain.** Members are involved in the cocoa bean trade and processing, in warehousing and in related logistical aspects. Some grind and process cocoa beans into cocoa liquor - out of which cocoa powder and cocoa butter are produced - and some also produce industrial chocolate and/or compounds.

**Together, ECA's members represent 2/3 of Europe's cocoa beans grinding, 50 % of Europe's industrial chocolate production and 40 % of the world production of cocoa liquor, butter and powder.**

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