



WAYS TO A MORE SUSTAINABLE FUTURE

Made for small Dutch chocolate companies
that want to become more sustainable.
Tiny changes can lead to remarkable results.

THE GREEN CACAO GUIDE

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TABLE OF CONTENTS

01	Welcome message
02	Problem statement
03	Our goals
04	Guide explanation
05	Steps for production and land management
06	Steps for trade and financing
07	Steps for transparency and awareness
08	Conclusion

Welcome Message



Hi everyone,

Welcome to our green cacao guide! A guide filled with sustainable ideas, methods, practices and more so that you can make your chocolate company more sustainable!

With help from multiple companies and experts, we came up with this guide to improve the cacao supply chain. We want to work towards a future that is working with nature and taking care of all stakeholders involved. After six months of work we gathered all our research and ideas into this guide.

We believe small steps can lead to meaningful progress. Hopefully, this guide inspires you and makes you excited to start or continue walking on a sustainable path. A path that can lead to a better future for people, planet and profit.

The Dark side of Chocolate

Who are we?

We are Suzie Smit and Lonneke Oostmeijer. We are in our second year of Global Project and Change Management, and this semester we followed an internship from Value Chain Hackers at Windesheim Zwolle. We had the opportunity to conduct a research about a supply chain and come up with solutions to certain problems in that chain. This semester was filled with interviews, research, and meetings, which all led to this guide.

Why did we chose to conduct our research about the cacao supply chain?

We all love chocolate, but unfortunately the cacao industry is not always very loveable. We thought it would be interesting to look into this industry and unravel the darkness behind Chocolate. This industry was completely new to us, and we were excited to learn about the trading systems, agricultural practices, business negotiations and sustainability methods. We cover all of these topics in our guide, so lets get started!



Problem Statement

The cacao industry faces growing challenges. Changing conditions affect the agricultural land and the people who depend on it. Farmers work hard but often lack support, making it tough to stay afloat. These pressures do not only affect them but ripple through the supply chain, creating uncertainty for businesses.

People



- Modern slavery
- Child labor
- lack of economic resilience (farmers)

Planet



- Land degradation
- Deforestation
- Drought and water stress

Profit



- Unstable supply chain for the long-term
- Lack of transparency for consumers
- Unfair comparison between brands

The goal of our guide

01

We cannot solve everything alone

We are aware that the cacao industry is complex, and that solving all problems in the chain is difficult. However, with collaboration and the will to change, there are many possibilities.

02

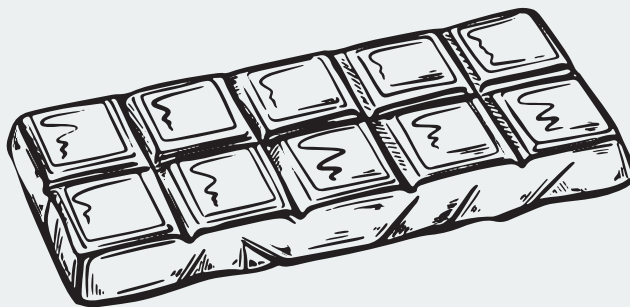
Beginning of change

This guide can be used as an inspiration for small chocolate companies that want to become more sustainable but do not know where to start. We believe that there are steps and ideas that can be implemented to improve, and slowly move towards the right direction.

03

Show possibilities

During our internship, we have not only done a lot of research, but we have also spoken to multiple experts and cacao businesses. From all the information we got, we brought together what we think are the most valuable, realistic, and usefull ideas for businesses to implement.



Our guide

WHAT IS IN IT?



01

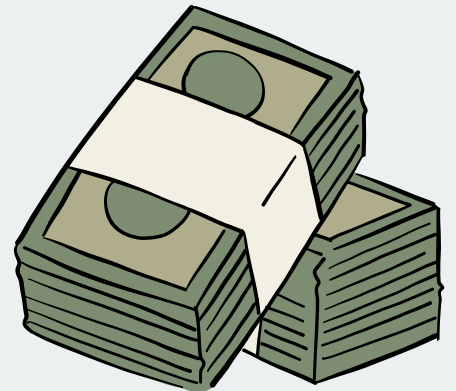
Production and Land Management

In this part we cover topics like agroforestry, perma culture, rehabilitation and broadening the farmers tasks. These can be implemented on the farm in the production countries.

Trade and Financing

In this part, we cover topics like direct trade, digital systems and financing tools. These are tips for the businesses to improve communication, transparency, and create a better overview of their chain.

02



03

Transparency and Awareness

In this part, we cover topics like certifications and independant research. We explain some limitations and ways to become more transparent.

Production and Land Management

Agroforestry

The term agroforestry refers to farming fields in which cocoa trees are deliberately combined with preferably native non-cocoa tree species that have proven to be useful for agroforestry in a stratified spatial arrangement and temporal sequence (cacaomonitoring, n.d.).

How does it work ?

Implementing agroforestry enables long-term sustainable cacao production, as agroforestry practices preserve biodiversity, diversifies and sustains production to the benefit of all land users, prevents erosion and protects the climate and natural genetic resources (cacaomonitoring, n.d.).

Within agroforestry there are a lot of different definitions and practices, we organized and researched them and came to the conclusion that in most cases the practice of multi-strata planting will be the most useful within cacao farms.

Multi-strata planning is a system that uses multiple layers of vegetation, mimicking the structure and functions of a natural forest ecosystem (Kiss the Ground, 2024). With the use of this practice it is important to plan ahead. You have to predict how the system will grow and change over time. Each year, some plants will become less productive and others will grow. This is crucial because it determines whether all the available growing space is utilized effectively, if the trees and plants have enough room to grow, and the productivity of the cacao tree (World Agroforestry Centre, n.d.).



Image from: (World Agroforestry Centre, n.d.)

Beginning steps

These steps are based on [cacaomonitoring \(n.d.\)](#) , [World Agroforestry Centre \(n.d.\)](#) and [\(Kiss the Ground, 2024\)](#).

1. **Understand Agroforestry:** Gain a comprehensive understanding of agroforestry as a sustainable land use system that integrates trees and crops to achieve multiple benefits.
2. **Assess Local Conditions:** Evaluate ecological, economic, social, and cultural factors to tailor agroforestry practices to local contexts. This ensures that systems are adapted to local needs and conditions, promoting sustainability.
3. **Engage Farmers Early:** Involve farmers to provide them with technical support, to develop plans, and build capacity. Empower them to manage and enhance agroforestry systems over time.
4. **Set Clear Goals for Design:** Collaborate with farmers to define specific objectives, such as diversifying income, enhancing climate resilience, or ensuring sustainable cocoa production, through agroforestry.
5. **Select Compatible Species:** Choose trees and crops that complement cocoa production, considering benefits like shade provision, soil fertility improvement, and pest control. Prioritize species that conserve natural resources and biodiversity, while preventing soil erosion.
6. **Plan for Long-Term Sustainability:** Design agroforestry systems with a focus on sustainable cocoa production over the long term. Implement ongoing adaptation and monitoring to optimize system performance.
7. **Start Small, Scale Gradually:** Begin with small-scale pilot plots to test and refine agroforestry practices. Monitor outcomes, gather feedback from farmers, and adjust strategies accordingly to facilitate successful scaling.

Production and Land Management

Permaculture

Permaculture is about creating sustainable food systems that mimic nature, instead of relying on monoculture farming which requires high inputs like fertilizers and pesticides (Morganna & Ecoducation, n.d.).

How does it work?

Often ecosystems are exploited by agricultural systems based on monoculture annual crops and regenerating that land doesn't offer any financial gain (Morganna & Ecoducation, n.d.) . Permaculture is one of the most seamless ways to help the environment. It reduces soil erosion and improves soil health, it promotes biodiversity by creating a diverse ecosystem that supports various plant and animal species, it reduces the reliance on chemical fertilisers and pesticides. Next to that it also enhances partnerships through collaborative projects and fosters resilience and self-sufficiency in the supply chain enabling the chain to better withstand economic and environmental shocks (Safdie, 2024).

Safdie (2024) states that "The main goal of permaculture is to influence individuals and businesses alike to work in conjunction with nature to achieve their goals instead of against it. Permaculture promotes the philosophy of mindfulness in all actions that have the potential to cause a domino-like, deleterious effect across multiple sectors."

We believe permaculture practices can help significantly to make the cacao supply chain more sustainable not only for the environment but also for the stakeholders throughout the whole chain.

Beginning steps

These steps are based on (Safdie, 2024), (permacultureapprentice, 2024) and (Morganna & Ecoducation, n.d.).

1. **Commit to Regenerative Sourcing:** Adopt permaculture as a long-term strategy focused on working with nature, not against it. Share this vision with your sourcing partners.
2. **Support Farm Assessments:** Encourage farmers to evaluate soil, water, climate, and sunlight. Provide tools or guidance for mapping and planning site-specific designs.
3. **Design Diverse, Resilient Systems:** Promote intercropping cacao with: Shade trees (e.g., Inga, fruit trees), cover crops (e.g., legumes) and food/income crops (e.g., banana, cassava). Help create simple, zoned layouts that are easy to manage.
4. **Improve Soil & Water Management:** Practices like: Composting and mulching, rainwater harvesting and swales and drip irrigation for dry seasons. Healthy soil means healthier cacao and lower long-term costs.
5. **Encourage Natural Pest Control:** Support diverse plantings to attract beneficial insects and Natural sprays like neem.
6. **Optional: Animal Integration:** Where it fits, chickens or pigs can manage weeds and improve soil. Keep small-scale and tailored to farm capacity.
7. **Monitor and Adapt Together:** Set simple goals and track results (yield, soil, water use). Encourage farmer feedback and continuous improvement.

Production and Land Management

Rehabilitation

To implement rehabilitation in cocoa yields on existing farms, several good farming practices can be used. These include pruning, replanting, and grafting. Old or sick trees can be improved through pruning or cutting them back and letting them regrow. Removing overcrowded trees helps healthy ones grow better. When trees are too old to produce well, they should be replanted, but farmers need support during the years when new trees aren't yet producing cocoa.

How does it work?

Rehabilitation comes in various ways. From monitoring and replacing seedlings, to controlling weeds and protecting the soil. There are different methods to apply fertilizer properly and protect plants from diseases. From removing to replanting, rehabilitation has a lot of opportunities (cocoa, z.d). Pruning, grafting, and stumping old or damaged trees helps them grow better and produce more cocoa. Removing trees that are too close together gives each tree more space to grow well. Replanting old trees that don't produce much anymore can boost long-term yields, but farmers need financial support during the time it takes for new trees to grow and start producing cocoa again (Somarriba et al., 2021).

On the next page we cover the beginning steps for rehabilitation pruning, which is most used in the cacao industry.

Beginning steps

Rehabilitation pruning helps improve the productivity of old cocoa trees by focusing on a few important steps according to GrandSur (2022). The key points of rehabilitation pruning are:

1. **Cutting Back Tree Height & Renewing Healthy Growth:** Pruning trees to make them shorter, and removing dead or broken branches. It also involves cutting away crowded branches so that cocoa pods can grow better.
2. **Fighting Disease:** Pruning can help control common diseases that affect cocoa which can lower production.
3. **Managing Shade Trees:** Shade trees should also be pruned to stop them from growing too much and blocking sunlight or taking resources from the cocoa trees. The right type of shade tree can be selected for the benefit of the cocoa plants.
4. **Tailored Care for Each Tree:** Every cocoa tree is unique, so pruning needs to be done based on the tree's age, shape, and productivity. There isn't a one-size-fits-all method.
5. **Best Time for Pruning:** The ideal time for pruning is during the dry season, from June to September. This helps prevent disease outbreaks like monilia and witches' broom.
6. **Clean Tools:** Always clean your pruning tools to avoid spreading diseases between trees.



Picture from Lutheran World Relief
(Rehabilitation and Renovation of Cocoa
Agroforestry Systems, n.d.)

Production and Land Management

Broaden Farmers' Tasks

Right now farmers are often only responsible for the planting, maintaining and harvesting of crops, if they have more roles such as fermenting and drying the cacao their role would be bigger and it would benefit them financially, as well as making the chain shorter, and creating a better overview. This makes it easier to trace everything and become more transparent.

How does it work?

In order to make this happen, these farmers need training, and instructions. We were able to talk with chocolademakers, which is a company that set up their own projects in the farmer's countries to improve their livelihood. Chocolate makers let the cacao farmers grow, harvest, ferment and dry the cocoa beans, and they work with small cooperatives that buy the beans from those farmers. Those cooperatives work with exporters that directly export the beans to chocolademakers.

Chocolademakers buys those beans and then process them into chocolate bars. This is a chain that is transparent, and clear (de Chocolade Meisjes, 2020).

On the next page you can find some steps we believe companies can implement based on the supply chain from the Chocolademakers.

Beginning steps

1. **Assess Local Context and Build Relationships:** Conduct needs assessments in cocoa-farming communities to understand current farming practices, income levels, and training gaps. Engage directly with farmers and community leaders to build trust. Partner with local NGOs or agricultural agencies for cultural and logistical support.
2. **Provide Comprehensive Training Programs:** Train farmers on advanced agricultural practices like sustainable farming techniques, organic and regenerative farming, pest management and soil health. Introduce post-harvest training like fermentation methods and drying techniques for consistent bean quality. Include business and cooperative training like record-keeping, cooperative governance and basic financial literacy.
3. **Support the Formation or Strengthening of Cooperatives:** Encourage farmers to form small cooperatives to pool resources and gain bargaining power. Provide training on cooperative management, leadership, and logistics. Facilitate access to microfinance or startup capital to equip cooperatives with necessary infrastructure (like fermentation boxes, drying tables).
4. **Trade Directly and Fairly:** Buy cocoa straight from farmers or their cooperatives. Make sure deals are clear, fair, and long-term. Use tools to track the cocoa from farm to chocolate bar.
5. **Improve Farm Infrastructure:** Help build or upgrade places to ferment, dry, and store cocoa. Support farmers with mobile teams to check quality and solve problems.
6. **Be Open and Share the Impact:** Use digital tools to show where the cocoa comes from. Tell farmer stories on packaging. Share reports showing how farmers benefit.
7. **Include Farmers in Your Brand:** Show real farmers in ads and on your website. Teach customers about where their chocolate comes from and who grows it.
8. **Monitor, Evaluate, and Adapt:** Monitor key performance indicators like farmer income, bean quality, volume exported. Collect feedback from farmers and adjust training or practices as needed. Regularly evaluate the impact on farmer livelihoods and environmental sustainability.

Trade and Financing

Direct trade

Direct Trade is an initiative that is designed to share value with participants on the supply chain and avoid intermediaries to establish a direct connection between farmers and manufacturing companies. This improves both accountability and traceability since businesses have more knowledge about their products, and more control over where it comes from. It also improves the relationship with the farmers (Kiwalife, n.d.). However, direct trade is complex, and for a lot of businesses not possible, but there are some steps that can be taken to shorten the chain, which already improves the communication and transparency with the farmers.

How does it work?

Direct trade is a sourcing method where buyers work directly with farmers or cooperatives, cutting out intermediaries. This has multiple benefits like a fair compensation for farmers, higher quality cacao, transparency in sourcing and production, and long-term relationships based on trust. It takes some time and cost to start and maintain this, but with collaboration for shared growth, it can impact everyone positively.



Beginning steps

These steps are focused on making a direct trade supply chain, based of the takeaways from Suarez (2024). However, not every company is able to ensure direct trade, therefore we also have a suggestion for businesses without direct trade.

1. **Identify Goals and Capabilities:** Define your purpose (like sustainability, quality, fairness). Assess your capacity (budget, staff, time) to manage direct sourcing
2. **Research and Identify Producers:** Identify regions or cooperatives with quality cacao and aligned values. Consider logistics, political stability, and accessibility. Partner with producer groups, local NGOs, or exporters who can facilitate introductions
3. **Build Direct Relationships:** Visit farms or cooperatives in person (or virtually if needed). Develop trust and mutual understanding. Discuss expectations around pricing, quality, and sustainability goals
4. **Negotiate Fair Terms:** Agree on pricing above market rate based on quality and production costs. Set clear quality standards, volumes, and delivery terms. Consider multi-year agreements to support stability and investment
5. **Provide Support and Collaboration:** Offer training or technical support (like improving post-harvest processing). Co-invest in infrastructure (like drying, storage, quality labs). Encourage sustainable practices and social programs
6. **Quality Control and Feedback:** Set up a system for sample tasting, quality checks, and feedback. If needed, provide guidance to meet desired flavor profiles
7. **Maintain Transparency and Documentation:** Track origin, pricing, and impact (like farmer income, environmental gains). Share stories with consumers to build trust and connection
8. **Monitor and Adapt:** Continuously evaluate the relationship. Adjust terms or practices based on changing needs or conditions. Stay flexible to weather or climate-related challenges

For businesses who do not have direct trade it is important to work together with thrustworthy companies and traders that are able to show you where their cacao comes from and how they work together with the other intermediaries.



Trade and Financing

Digital systems

There are several digital systems that can be used to improve production, monitor the chain from both sides and help farmers and businesses negotiate fairly because no farm is the same.

How does it work?

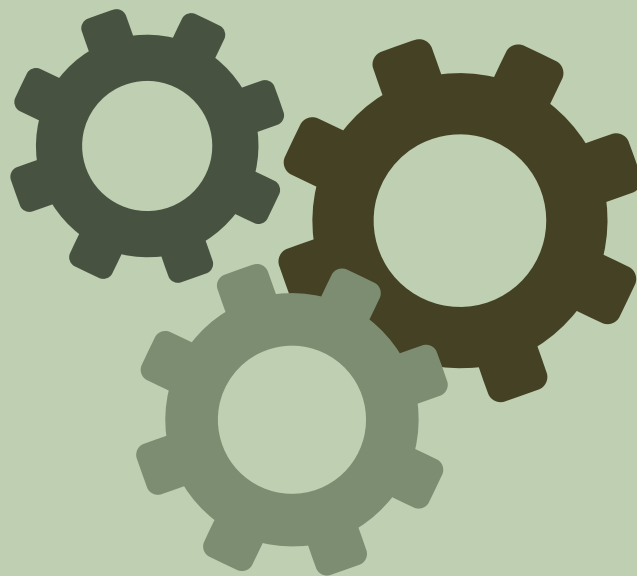
Digitalizing is important nowadays. It is important to assess your own digital readiness, and evaluate your current digital tools to see what you still need. After that you can explore E-commerce platforms and invest in the technology you need like integrating remote and on-the-ground data to enhance decision making, and operational efficiency. Another idea is to implement digital payments for farmers to ensure and secure transparent transactions with them. To make that happen, they need access to financial services digitally. This improves their market access and productivity and it is overall safer. Moving on, investing in traceability and geolocation can improve supply chain transparency. Besides, you do not have to do this alone. Collaborating with experienced partners who have networks in your region and experiences in adaptation in digital tools makes it easier for you (CBI, 2024).



Beginning ideas

According to CBI (2024) and Luker Chocolate (2025) some points chocolate companies can focus on in the future are:

1. **Using AI to Help Farmers (since AI is growing so much in this world):** AI (artificial intelligence) can help predicting how much cocoa will be harvested, improve how nutrients are used, and reduce wasted cocoa pods.
2. **Verify the geographical origin of cocoa:** Traceability systems often work with cloud based and blockchain platforms. Examples for this are CacaoTrace and Farmerconnect. These tools track and store data.
3. **Using Satellites to Watch Over Farms:** Satellites can watch cocoa farms from the sky and quickly spot problems like disease or poor soil. This helps farmers fix issues faster and more accurately.



Trade and Financing

Financing tools

Businesses should enable their farmers to become a true business partner by enabling them to have a bank account, to be able to get loans and crop insurance.

How does it work?

Financial tools are increasingly vital in enhancing sustainability and resilience across the global cocoa supply chain. Smallholder farmers, who produce the majority of the world's cocoa, often face significant barriers to accessing credit, limiting their ability to invest in farm improvements or adopt sustainable practices. In Ghana, for instance, cocoa farmers encounter challenges such as limited access to credit and high interest rates. Innovative financing solutions, including digital financial services, are being explored to address these issues (Selinger, 2012).

Digital financial services (DFS) have emerged as a promising way to bridge this gap. By using mobile technology, DFS platforms allow farmers to receive payments, save money, and access credit more easily. These systems not only simplify financial transactions but also help build a financial history for farmers, improving their creditworthiness.

Moreover, digitized payments contribute to greater transparency and traceability in the cocoa supply chain (Myers, 2023). In countries like Brazil and Ecuador, shifting from cash to digital payments has improved financial inclusion for cocoa farmers, enabling them to manage their finances more securely and effectively (Barry Callebaut, 2023).

Additionally, community-based financial models like Village Savings and Loan Associations (VSLAs) provide farmers with access to credit and savings mechanisms. These models empower farming communities to invest in their operations and manage financial risks collectively (Ejel, 2024).

Overall, integrating financial tools particularly digital solutions is helping transform the cocoa industry by strengthening financial inclusion, encouraging sustainable practices, and building more resilient cocoa-growing communities.

Beginning steps

These steps are based on Selinger (n.d.), Ejel (2024), Barry Callebaut (2023) and Myers (2023).

1. **Commit to Fair, Stable Pricing and Income Security:** Start by reviewing your cocoa sourcing contracts. Commit to paying farmers fair prices that go beyond world market rates, especially for those engaging in sustainable practices. Offer minimum price guarantees or multi-year contracts to help reduce income liability and build long-term partnerships.
2. **Facilitate Farmer Access to Credit and Inputs:** Many cocoa farmers lack access to traditional credit. Partner with microfinance institutions (MFIs) or local cooperatives to help make low-interest loans or input financing accessible. Encourage models that use group guarantees or farm performance history instead of land titles as collateral.
3. **Strengthen Local Farmer Cooperatives:** Cooperatives can be powerful intermediaries for both finance and knowledge. Invest in building their capacity in financial literacy, recordkeeping, and savings programs. These groups also help ensure that financing reaches smallholders more equitably and transparently.
4. **Leverage Digital Financial Tools:** Digital financial services (DFS) such as mobile payments and digital wallets reduce cash risks and allow for more transparent, traceable, and secure transactions. Partner with DFS providers to help farmers receive payments, track income, and eventually qualify for more formal financial services.



Transparency & Awareness

Awareness of the Limitations of Certifications

Consumer Awareness is a demonstration of ensuring the purchaser or buyer knows about the data and information about items, products, administrations, and buyers' privileges. However, the labels can create a unfair comparison between companies. Therefore we also encourage transparency and awareness from the business that are not able to get those labels.

How does it work?

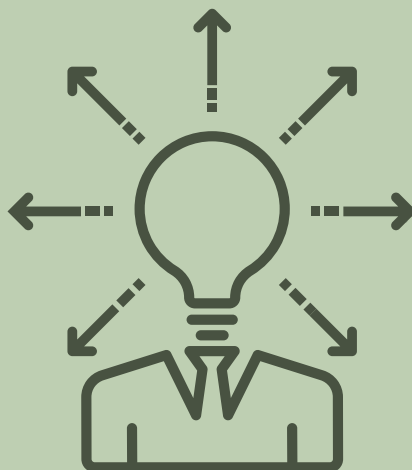
With certain certifications and labels, there are often discounts for bigger companies, and the cost for small companies are way too high which stops them from having the label. This creates a unfair comparison by consumers, because they often automatically think that chocolate with a label is more sustainable then the one without, which is not always the case with small companies. We believe companies should not only rely on the labels, but truly show their customers what is going on by being transparent. Being honest about every step you take and why you take it, even if it is not all perfect, it helps customers understand you better. For example, Tony chocolonely showed their imperfections, but they did not lose their customers. Being aware of what is happening in your chain, and still working on improvements is what counts.

An example we had from a unfair comparison is from Chocolatemakers. In their commitment & impact report from 2024, they explained that the fairtrade price for farmers, is too low, and it does not align which the income farmers need for living, so a lot of fairtrade farmers still live in poverty. However, if a company uses these fairtrade prices, they can still promote their chocolate as if it their farmers got a fair price. This creates a unfair comparison (Chocolatemakers, 2024).

Beginning ideas

Inspired by (McGrath & Jonker, 2025), here are some ideas.

1. **Build Direct Relationships with Cocoa Farmers:** Source cocoa directly from farmers or cooperatives to ensure fair prices. Share information about these partnerships openly. Visit farms regularly to build long-term, ethical relationships.
2. **Document and Share Your Practices:** Create detailed reports or videos showing where the cocoa comes from, how farmers are paid and what sustainability efforts are in place. Make this content accessible on your website and packaging (QR codes, short stories, etc.).
3. **Tell Real Stories:** Share authentic farmer stories, their names, locations, and impact of your partnership. Use social media, newsletters, or product packaging to make it personal and relatable.
4. **Be Open About Pricing and Sourcing:** Publish transparency reports showing how much you pay per ton of cocoa. Explain why paying more than market price is important for farmer livelihoods. Compare with industry averages when appropriate (without attacking others).
5. **Focus on Education Over Labels:** Use your brand as a platform to educate consumers on: what ethical sourcing really means, why labels aren't the only path to fairness, How they can spot ethical brands, even without certifications
6. **Measure and Share Your Impact:** Track and share key impact metrics are farmer income increases, improvements in farm productivity and environmental protection initiatives. Be honest, even about areas where improvement is needed.
7. **Encourage Two-Way Communication:** Allow consumers to ask questions about sourcing and ethics. Respond openly via social media, customer support, or public forums.



Transparency & Awareness

Transparency Through Independent Research

Business transparency is the process of being open, honest, and straightforward about various company operations. Transparent companies share information relating to performance, small business revenue, internal processes, sourcing, pricing, and business values.

How does it work?

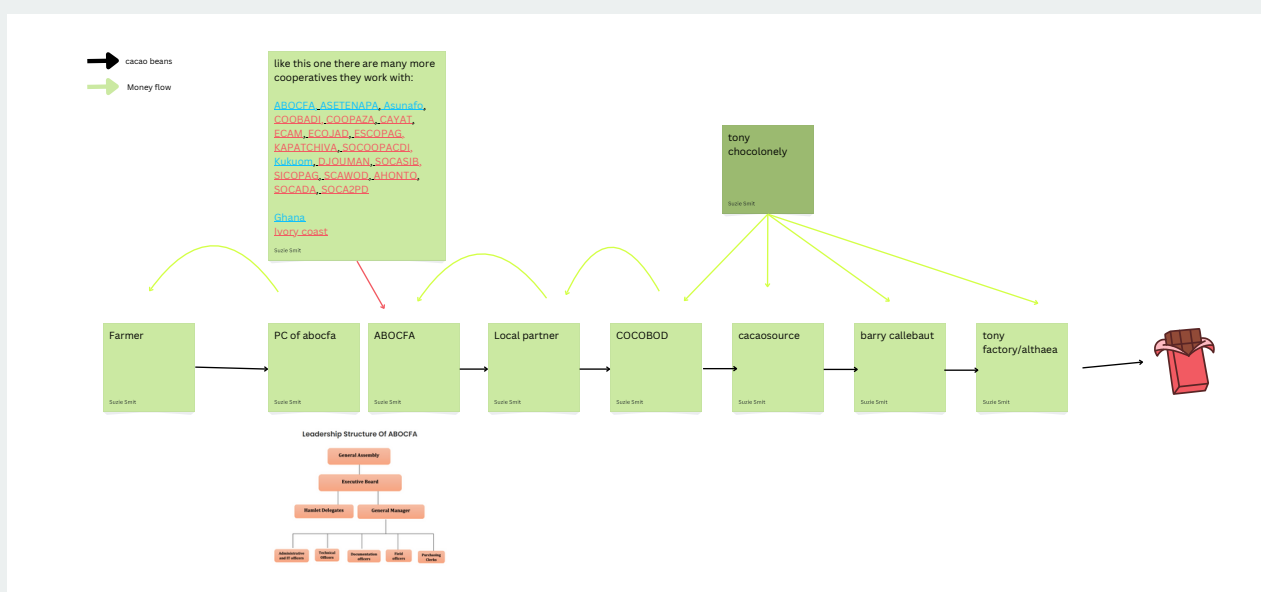
Doing your own research into your company's sustainability efforts (independent research) is one of the most effective ways for small companies to be transparent with your customers. Instead of relying on third-party labels (that are not always fair), it allows you to share real, specific results like how your sourcing practices impact soil health, reduce emissions, or improve farmer livelihoods. This kind of insight helps your business communicate honestly about what's working and where there's room to grow.

According to the State of the Sustainability Profession (2024) by GreenBiz, companies are under growing pressure to back up their sustainability claims with real data, especially as consumers become more aware and regulations tighten (Davies, 2024). Investing in independent research shows that your company takes responsibility for its impact and that you're not just following trends, but helping to lead the way toward a more accountable and resilient supply chain.

Beginning steps

These steps are based on Fair Labor Association (2023), Amfori (2025), Sustain.Life Team (2023) and Kazemi (2021).

1. **Map Your Supply Chain:** Begin by identifying all your suppliers, where they are located, and how your cocoa is sourced. Understanding your supply chain is the first step toward transparency.
2. **Ask Suppliers the Right Questions:** Whether or not you work directly with farmers, ask about agricultural practices, worker conditions, and cooperative structures. This helps uncover potential risks and opportunities.
3. **Share What You Learn, even If It's Incomplete:** Transparency doesn't mean perfection. Share progress honestly with your consumers and stakeholders, it builds trust and invites feedback.
4. **Visualize and Communicate Clearly:** Use simple maps, infographics, or QR codes to show where your cocoa comes from and what impact your choices have. Visual storytelling makes complex supply chains easier to understand.
5. **Collaborate with Local Experts:** Team up with researchers, students, or NGOs to gain affordable and credible insights into farming conditions and impact. These partnerships can enrich your knowledge and strengthen your strategy.
6. **Engage Your Consumers:** Use packaging or social media to bring your audience along in your sustainability journey. Ask what they care about and show how you're working on it.



As example one of our supply chain maps of tony chocolonely (all information from their own sources).

Impact and why does it work for you as a business

WHY DOES THIS WORK FOR YOU

- 01 Reduce risks and rapid unpredictable change
- 02 You gain more long-term supply chain stability
- 03 Improve brand image and attract a new audience
- 04 Stand out in a competitive market



01 Planet

Biodiversity
Rehabilitation of exhausted land
Climate resilience

02 People

Farmers fair income for their effort
Entrepreneurial opportunities for farmers
Consumers have honest and clear view of product

03 Profit

More certainty and cost saving in the future
Resiliency (Stronger supply chain)

Acknowledgment

We want to acknowledge that we are not professionals, and this guide can be used as inspiration. We encourage the businesses to continue the research on how to implement these ideas in their own business since every region, farm, cooperation and company works differently.

We would like to thank the people we co-created with and inspired us to make this guide.

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Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets, and are usually created to communicate a message to a wide variety of audiences.

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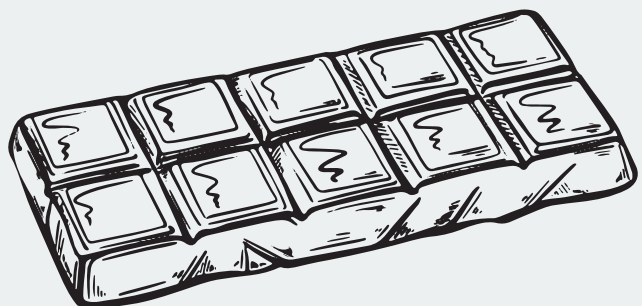
Aside from keeping people informed, beautifully designed booklets can also be brought home as a keepsake. These visually appealing platforms are easy to distribute as well, and can be handed out during expos and other events, making your brand truly memorable.

XXX

Just like most print publications, the key to creating an effective booklet lies in curation. Consistency in branding is important for businesses, but good design also applies to personal or event booklets. Make sure you have clear, accurate information on each page. Choose compelling photos, fonts, and image, so always keep them in mind as you design.

XXX

Whether you're creating a compilation of your recipes or showcasing your latest promotions, just create a good balance of content and you're on your way to a clear, effective booklet.



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“Small steps are better than no steps. Every step forward you take, no matter how small, is a step forward.”



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CHOCOLATE GUIDE
CREATED BY

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Internship Value Chain Hackers