



# FERRERO COCOA & FORESTS INITIATIVE ACTION PLAN 2022-2025

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Côte d'Ivoire and Ghana

**FERRERO**



Cocoa &  
Forests  
Initiative



## Introduction

**W**e are pleased to present our new and updated Ferrero Cocoa & Forests Initiative (CFI) Action Plan for the period 2022-2025.

This plan builds on the achievements and learnings from the first phase of CFI (2018-2022) and demonstrates our continuous commitment. Through collaboration with the governments of Côte d'Ivoire and Ghana and CFI companies, we continue to work to protect and restore the forests in these cocoa growing regions and support cocoa farmers – and their farms – to become more resilient to climate change.

It is important to highlight that over the past year we have been working closely with CFI stakeholders to clearly define the actions that can be undertaken by individual companies, and those actions that need to be delivered through Collective Action such as the protection of existing forests and reforestation, particularly in the protected forest areas. This requires a Landscape approach involving all key stakeholders: government, companies, communities, civil society and others.

# TARGETS ON KEY FERRERO PRIORITIES: TRACEABILITY, AGROFORESTRY, VSLA AND IGA

In this renewed action plan, we are focusing on the key priorities for our own supply chain – Traceability, Agroforestry, VSLA (Village Savings and Loan Association) and IGA (Income Generating Activities) – against ambitious targets for 2025 linked to these. To achieve our targets, we will continue to build on the strong, long-term relationships we have with our suppliers, farmers and communities and further strengthen and scale up what is already in place.

In our approach we will combine activities including against indicators on which we're not setting targets for 2025 such as Payment for Environmental Services, tree registration and land tenure and share an update on these activities in our annual progress report.

## KEY FERRERO TARGETS FOR 2025:

### Traceability:

Continue to have annually a minimum of **90%** of our cocoa volume traceable and of our hectares covered with deforestation risk assessment

### Agroforestry:

**200,000** hectares with agroforestry (from 35% in 21/22 to 50% in 24/25)

### VSLA:

**2,000** VSLA groups (+40% vs 21/22)

### IGA:

**50,000** people (double vs 21/22)

# COLLECTIVE ACTION

When it comes to collective action, we will continue our engagement with the successful Kakum Landscape project in Ghana managed by the Ghanaian NGO Nature Conservation Research Centre (NCRC) in collaboration with the communities around Kakum national park, government bodies and other companies.

Proposals are also being developed within CFI for other multi-stakeholder initiatives focused on forest protection and restoration in Côte d'Ivoire and Ghana. If Ferrero joins one or more of these collective action initiatives we will share an update in our CFI action plan and progress report(s) going forward.



Picture from NCRC

# NATIONAL TRACEABILITY AND SATELLITE MONITORING SYSTEMS

A key priority in the next phase of CFI will be the further roll-out and strengthening of the National Traceability and Satellite Monitoring systems. Led by the national governments of Côte d'Ivoire and Ghana with strong engagement and support from the industry, these systems are essential to ensuring the cocoa produced in these countries meets the due diligence requirements such as outlined in the EU Deforestation Regulation. These systems are also essential for the success of CFI to contribute effectively to end deforestation in the cocoa growing areas.

As we continue our CFI journey we remain strongly committed to collaborate with other companies and the governments of Côte d'Ivoire and Ghana to drive positive impact at scale for cocoa farmers, communities and forests.

And we believe the CFI model can be a blueprint for other sectors that want to embark on the same journey to protect the forests that are part of their supply chains, across the countries in which they operate.



# ANNEX

## TARGETS 2025 (DETAILED)

### TRACEABILITY (ANNUALLY)

**Minimum 90%** of cocoa volume traceable from farm to first purchase point (exact number depends on actual volume which can differ per year)

**130,000** farms polygon mapped

**360,000** hectares with deforestation risk assessment

### AGROFORESTRY (BY 2025)

**125,000** farmers trained in Good Agricultural Practices

**75,000** farmers trained in Climate Smart Cocoa

**2,250,000** cocoa seedlings distributed (Ghana only)

**3,000,000** multi-purpose trees distributed

**90,000** farmers applying agroforestry

**200,000** hectares with agroforestry applied

### VSLA/IGA (by 2025)

**2,000** VSLA groups

**50,000** people participating in Income Generating Activities