

# COPAL COCOA *Info*

*A Weekly Newsletter of Cocoa Producers' Alliance*



Issue No. 377

1<sup>st</sup> – 5<sup>th</sup> March 2010

Cocoa Producers' Alliance



## UP-COMING EVENTS

- ❖ Workshop on Soil Management of Cocoa Shade and Agroforestry Applied to Cocoa Cultivation in West and Central Africa, Kumasi, Ghana, 16<sup>th</sup> – 18<sup>th</sup> March 2010
- ❖ Cocoa Conference and Exhibition (Chocolate Village), Lagos, Nigeria, 1<sup>st</sup> – 3<sup>rd</sup> April 2010



## IN THIS ISSUE

- ICCO DAILY COCOA PRICES
- LONDON (LIFFE) FUTURES MARKET UPDATE
- NEW YORK (ICE) FUTURES MARKET UPDATE
- FROM THE NEWS MEDIA
- TIT BITS

Do your health a favour, drink Cocoa everyday  
'It's nature's miracle food'

## In the News (from Newspapers worldwide)

<p><u><b>Health and Nutrition</b></u></p> <ul style="list-style-type: none"> <li>Chocolate May Make Some Strokes Less Likely</li> <li>AHA: Cocoa May Reduce Risk of Hemorrhagic Stroke In French women, those with the highest intake found to have a lower risk</li> <li>Dark chocolate can be good for you</li> <li>Chocolate at its best</li> <li>Researcher advocates daily consumption of cocoa drink without milk and sugar</li> </ul> <p><u><b>Production and Quality</b></u></p> <ul style="list-style-type: none"> <li>Ivorian cocoa output trickles as main crop ends</li> <li>Let's plant cocoa, the returns are Lucrative</li> </ul> <p><u><b>The Market</b></u></p> <ul style="list-style-type: none"> <li>Cocoa Falls to Six-Month Low on Supply Gain; Orange Juice Rises</li> <li>Cocoa Prices May Drop as Hedge Funds Shift to Dollar, ICAP Says</li> <li>Cocoa Prices Rise as Options Traders Bet on Rebound in London</li> <li>Cocoa Falls to Six-Month Low in N.Y. on Signs of Rising Supply</li> </ul> <p><u><b>Processing &amp; Manufacturing</b></u></p> <ul style="list-style-type: none"> <li>Cocoa cost bites as chocolate prices rise</li> <li>DJ Barry Callebaut Cameroon Buys 6,641 Tons Cocoa Beans For Grinding—NCCB</li> <li>Mars Chocolate North America Introduces goodnessKnows™ Luscious Snacksquares Brand to Boulder, Colo. Market</li> </ul>	<p><u><b>Business &amp; Economy</b></u></p> <ul style="list-style-type: none"> <li>Post-Cadbury, chocolate maker shows its feminine side</li> <li>German Candy Group 'Condemns' Banks after Cocoa Prices Advance</li> <li>German Chocolate Firms Attack Fund Cocoa Buying</li> <li>Cocoa smuggling on the increase</li> </ul> <p><u><b>Labour Issues</b></u></p> <ul style="list-style-type: none"> <li>Bitter Chocolate Art</li> <li>Fairtrade Easter chocolate campaign to stop child trafficking</li> </ul> <p><u><b>Research &amp; Development</b></u></p> <ul style="list-style-type: none"> <li>Chocolate Boosts Metabolism, Gut Health</li> <li>Would you swap your chocolate for something darker?</li> </ul> <p><u><b>Environmental and Social Issues</b></u></p> <ul style="list-style-type: none"> <li>Cocoa farmers announce first programmes with Fairtrade Social Premium</li> </ul> <p><u><b>Promotion &amp; Consumption</b></u></p> <ul style="list-style-type: none"> <li>Brunei Investors Called To Consider Halal Chocolate</li> </ul>
--	---

## ICCO Daily Cocoa Prices

	ICCO daily price (SDR/tonne)	ICCO daily price (\$US/tonne)	London futures (£/tonne)	New York futures (\$US/tonne)
1 <sup>st</sup> March	2000.21	3055.74	2157.00	2886.67
2 <sup>nd</sup> March	1978.33	3024.32	2142.00	2852.67
3 <sup>rd</sup> March	1979.22	3037.55	2132.67	2854.67
4 <sup>th</sup> March	1977.36	3039.46	2148.00	2854.33
5 <sup>th</sup> March	2007.76	3073.41	2160.00	2885.33
<b>Average</b>	<b>1989.00</b>	<b>3046.00</b>	<b>2148.00</b>	<b>2867.00</b>

**International Financial Futures and Options Exchange (LIFFE)**  
**London Futures Market – Summary of Trading Activities**  
**(£ per tone)**

**Monday 1st March 2010**

Month	Opening Trans	Settle	Change	Daily High	Daily Low	Volume
Mar 2010	2182	2155	-26	2190	2148	1,954
May 2010	2193	2170	-19	2204	2157	5,863
Jul 2010	2181	2162	-16	2193	2149	1,741
Sep 2010	2160	2139	-17	2170	2125	614
Dec 2010	2141	2127	-14	2155	2116	369
Mar 2011	2105	2108	-6	2119	2096	382
May 2011	2105	2103	-6	2117S	2098	164
Jul 2011	2116	2100	-6	2122	2105	82
Sep 2011	2117	2098	-8	2117S	2112S	11
Dec 2011	2117	2098	-8	2117	2108	49
<b>Average/Totals</b>		<b>2126</b>				<b>11,229</b>

**Tuesday 2nd March 2010**

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar 2010	2160	2133	-22	2163	2120	1,650
May 2010	2177	2154	-16	2177	2136	7,416
Jul 2010	2163	2147	-15	2167S	2128	1,975
Sep 2010	2140	2125	-14	2140	2107S	1,386
Dec 2010	2123	2113	-14	2123	2096S	573
Mar 2011	2096	2094	-14	2101S	2076S	202
May 2011	2089	2093	-10	2100	2072S	204
Jul 2011	2089	2093	-7	2089S	2072S	44
Sep 2011	2089	2095	-3	2090S	2072S	45
Dec 2011	2096	2094	-4	2098	2072S	88
<b>Average/Totals</b>		<b>2114</b>				<b>13,583</b>

**Wednesday 3rd March 2010**

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar 2010	2120	2125	-8	2127	2096	1,139
May 2010	2139	2145	-9	2152	2116	7,757
Jul 2010	2135	2138	-9	2144	2111	2,695
Sep 2010	2116	2115	-10	2120	2088	511
Dec 2010	2108	2101	-12	2109S	2080	333
Mar 2011	2075	2073	-21	2078S	2055	600
May 2011	2075	2069	-24	2075S	2074S	100
Jul 2011		2068	-25			0
Sep 2011	2075	2069	-26	2075S	2074S	100
Dec 2011		2069	-25			0
<b>Average/Totals</b>		<b>2094</b>				<b>13,235</b>

**Thursday 4th March 2010**

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar 2010	2125	2142	17	2157	2120	1,997
May 2010	2143	2162	17	2178	2140	8,025
Jul 2010	2132	2152	14	2164	2132	1,080
Sep 2010	2113	2130	15	2139	2112S	487
Dec 2010	2101	2116	15	2125	2099S	288
Mar 2011	2080	2090	17	2096	2080	450
May 2011	2074	2086	17	2074S	2074S	1,260
Jul 2011		2085	17			0
Sep 2011		2086	17			0
Dec 2011		2086	17			0
<b>Average/Totals</b>		<b>2114</b>				<b>13,587</b>

**Friday 5th March 2010**

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar 2010	2140	2156	14	2172	2136	942
May 2010	2158	2176	14	2197	2153	3,943
Jul 2010	2148	2167	15	2185	2140	1,137
Sep 2010	2123	2137	7	2152	2120	242
Dec 2010	2111	2124	8	2141	2110	179
Mar 2011	2090	2098	8	2090	2090	295
May 2011	2105	2094	8	2105S	2105S	1
Jul 2011		2095	10	2105	2100	0
Sep 2011		2095	9			0
Dec 2011		2095	9			5
<b>Average/Totals</b>		<b>2124</b>				<b>6,744</b>

<b>Average for the week</b>	<b>2124</b>				<b>11676</b>
					<b>58,378</b>

**New York Board of Trade**  
**(New York Futures Market – Summary of Trading Activities)**  
**(US\$ per tone)**

**Monday 1st March 2010**

Month	Open	Price	Change	High	Low	Volume
Mar 2010	2917	2855	-62	2917	2817	42
May 2010	2911	2862	-55	2931	2831	7,825
Jul 2010	2941	2891	-50	2951	2861	1,924
Sep 2010	2964	2916	-53	2965	2898	727
Dec 2010	2996	2944	-57	2997	2917	857
Mar 2011	3020	2959	-64	3020	2942	827
May 2011	2972	2961	-65	2975	2944	110
Jul 2011	3028	2972	-62	3028	2959	74
Sep 2011	2978	2983	-60	2978	2961	12
Dec 2011	2986	2997	-50	3005	2965	54
<b>Average/Totals</b>		<b>2934</b>				<b>12452</b>

**Tuesday 2nd March 2010**

Month	Open	Price	Change	High	Low	Volume
Mar 2010	2875	2819	-36	2875	2816	11
May 2010	2862	2829	-33	2864	2809	8,983
Jul 2010	2882	2856	-35	2888	2837	3,572
Sep 2010	2902	2878	-38	2906	2863	780
Dec 2010	2931	2906	-38	2937	2895	465
Mar 2011	2925	2924	-35	2944	2918	182
May 2011	2946	2927	-34	2946	2920	105
Jul 2011	2949	2940	-32	2949	2949	2
Sep 2011	2951	2953	-30	2951	2951	2
Dec 2011	2970	2959	-38	2970	2928	57
<b>Average/Totals</b>		<b>2899</b>				<b>14159</b>

**Wednesday 3rd March 2010**

Month	Open	Price	Change	High	Low	Volume
Mar 2010	2804	2813	-6	2804	2780	29
May 2010	2838	2823	-6	2844	2780	11,566
Jul 2010	2857	2849	-7	2866	2803	5,299
Sep 2010	2881	2868	-10	2891	2835	1,395
Dec 2010	2915	2898	-8	2915	2867	251
Mar 2011	2888	2918	-6	2933	2888	42
May 2011	2919	2921	-6	2919	2919	2
Jul 2011	2932	2932	-8	2932	2932	3
Sep 2011	0	2944	-9	0	0	0
Dec 2011	0	2962	3	0	0	0
<b>Average/Totals</b>		<b>2893</b>				<b>18587</b>

**Thursday 4th March 2010**

Month	Open	Price	Change	High	Low	Volume
Mar 2010	2808	2812	-1	2814	2800	10
May 2010	2826	2829	6	2867	2810	7,219
Jul 2010	2851	2856	7	2888	2840	1,886
Sep 2010	2869	2875	7	2905	2861	1,233
Dec 2010	2900	2906	8	2940	2898	76
Mar 2011	2921	2928	10	2951	2921	28
May 2011	0	2931	10	0	0	0
Jul 2011	0	2942	10	0	0	0
Sep 2011	0	2954	10	0	0	0
Dec 2011	0	2972	10	0	0	0
<b>Average/Totals</b>		<b>2901</b>				<b>10452</b>

**Friday 5th March 2010**

Month	Open	Price	Change	High	Low	Volume
Mar 2010	2840	2855	43	2840	2818	6
May 2010	2830	2865	36	2887	2818	6,743
Jul 2010	2861	2890	34	2912	2843	1,260
Sep 2010	2880	2910	35	2930	2874	498
Dec 2010	2912	2940	34	2950	2908	54
Mar 2011	2941	2962	34	2973	2941	8
May 2011	2960	2964	33	2960	2960	1
Jul 2011	2941	2973	31	2969	2941	3
Sep 2011	2977	2981	27	2977	2977	1
Dec 2011	3000	2990	18	3000	2986	11
<b>Average/Totals</b>		<b>2933</b>				<b>8585</b>

<b>Average for the week</b>	<b>2933</b>					<b>1561</b>
						<b>1561</b>

## Health and Nutrition

### Chocolate May Make Some Strokes Less Likely

BusinessWeek

By Serena Gordon

March 3, 2010

(HealthDay News) -- In news that's sure to delight chocolate lovers, a Harvard study finds that a couple of squares of dark chocolate a day might reduce the risk of a hemorrhagic stroke, by 52 percent. Unfortunately for chocolate fans, though, the same research also found that chocolate does not appear to have a protective benefit for the most common type of stroke.

People who have a stroke have either an ischemic or a hemorrhagic stroke. An ischemic stroke occurs when a blood vessel that supplies blood to the brain becomes blocked, either partially or completely. This type of stroke accounts for about 80 percent of all strokes, according to the U.S. National Institute of Neurological Disorders and Stroke. Hemorrhagic strokes, which occur when a blood vessel in the brain bursts and bleeds into the brain, make up about 20 percent of all strokes. "There are several possible mechanisms, but the effect of rich cocoa on cardiovascular health seems to be through its effect on blood pressure, and the capacity to improve the flexibility of the blood vessels," said study author Dr. Martin Lajous, a doctoral candidate at the Harvard School of Public Health in Boston. "In the context of an appropriate intake, eating small amounts of cocoa could be beneficial," Lajous said. "There are several possible mechanisms, but the effect of rich cocoa on cardiovascular health seems to be through its effect on blood pressure, and the capacity to improve the flexibility of the blood vessels."

But Lajous added that "it's difficult to understand why it appears to just benefit hemorrhagic stroke."

The findings were to be presented Wednesday at the American Heart Association's conference on cardiovascular disease epidemiology and prevention in San Francisco. The benefit attributed to cocoa stems from substances it contains known as flavonoids, which are believed to help protect against certain cardiovascular disease risk factors, such as blood pressure and blood clotting.

In the study, the researchers reviewed data from 4,369 middle-age French women, none of whom had any evidence of heart disease at the start of the study in 1993. The women's average body-mass index was 23, a number that's considered normal weight. When the study began, the women provided a detailed account of the foods they'd eaten over a 24-hour period. The researchers calculated the cocoa intake by looking for seven foods in particular: plain chocolate bars, candy bars, chocolate drinks, chocolate mousse, chocolate-filled croissant, cookies with chocolate and cakes containing chocolate.

In the next 12 years, 493 of the women were diagnosed with some type of cardiovascular disease: 200 had heart attacks and 293 had a stroke. Of the strokes, 189 were ischemic and 91 were hemorrhagic. After adjusting the data to account for known cardiovascular disease risk factors -- such as smoking, physical activity, weight, blood pressure and cholesterol levels and diabetes -- the researchers found no statistically significant association in the risk for cardiovascular disease between the highest levels of cocoa consumption and the lowest.

However, when they broke down the data by type of stroke, they found a statistically significant reduction for women who'd had hemorrhagic strokes and had consumed the most chocolate. In women who ate more than 9 grams of chocolate daily, the risk for hemorrhagic stroke was 52 percent lower than it was for those who consumed less than 0.1 grams of chocolate a day.

Lajous said that 9 grams is about two or three squares of chocolate, and he noted that the French women in the study usually consumed dark chocolate, containing about 35 percent cocoa. "Our results are intriguing, but need to be confirmed in other studies," he said.

And not everyone is on board with the concept. "It would be great if chocolate really worked to prevent heart disease and stroke, but I think it's wishful thinking," said Dr. Keith Siller, medical director of the Comprehensive Stroke Care Center at the New York University Langone Medical Center in New York City. "Although the idea that flavonols -- the bitter part of the chocolate -- can help your cardiovascular health may have some merit, there's no strong scientific proof."

Also, he's puzzled by the study's finding that cocoa might protect against one type of stroke but not the other. "It's hard to understand why there's no benefit for heart disease and ischemic stroke," Siller said. "Anything that helps stroke should help both types."

People who add such things as chocolate or red wine to their diet with the hope of helping to prevent heart disease, he said, also need to be aware that they're taking in additional calories. "If you start adding weight, you may give yourself additional risk factors for stroke and heart disease," Siller said.

#### More information

The U.S. National Institute of Neurological Disorders and Stroke has more about stroke.

SOURCES: Martin Lajous, M.D., doctoral candidate, Harvard School of Public Health, Boston; Keith Siller, M.D., medical director, Comprehensive Stroke Care Center, New York University Langone Medical Center, New York City; March 3, 2010, presentation, American Heart Association's Cardiovascular Disease Epidemiology and Prevention Annual Conference, San Francisco

#### **AHA: Cocoa May Reduce Risk of Hemorrhagic Stroke In French women, those with the highest intake found to have a lower risk**

##### **ModernMedicine**

THURSDAY, March 4 (HealthDay News) -- Increased cocoa intake may be associated with a significantly decreased risk of hemorrhagic stroke, according to research presented this week at the American Heart Association's joint conference of the Council on Epidemiology and Prevention and the Council on Nutrition, Physical Activity and Metabolism, held from March 2 to 5 in San Francisco.

Martin Lajous, M.D., of the Harvard School of Public Health in Boston, and colleagues studied 4,639 French women who were free of cardiovascular disease in 1993, including 493 who subsequently suffered cardiovascular events (200 heart attacks and 293 strokes).

After comparing women with the highest quartile of cocoa intake (median, 9.1 g/day) and those with the lowest intake (median, 0.1 g/day), the researchers found that cocoa intake was not significantly associated with incident cardiovascular disease, heart attack, or total stroke (relative risks, 1.06, 1.37, and 0.88, respectively); however, they found that cocoa consumption was inversely associated with hemorrhagic stroke (relative risk, 0.42). "The inverse association with hemorrhagic stroke is intriguing and warrants further investigation in other cohorts," the authors conclude.

#### **Dark chocolate can be good for you**

Ipswich Queensland Times

Source: World Cocoa Foundation

5th March 2010

IT'S A guilty pleasure; a treat we know we should not be indulging in.

But what if it was good for us? What if it actually helped our hearts instead of hindered them?

As Easter eggs start calling out to chocolate lovers from store shelves, there is good news – chocolate can lower blood pressure and reduce the risk of heart disease.

But we're not talking any old variety; only dark chocolate is allowed. "As soon as you go 60 per cent cocoa or more you can justify eating dark chocolate for your health," says Hervey Bay dietician Peter St Henry. "Studies show that it is high in antioxidants which help to reduce blood pressure and is also known to reduce the bad cholesterol."

Everything is in moderation, however.

Mr St Henry, from Health Divine in Torquay, says 20 grams of dark chocolate a day is recommended, while nobody should eat more than 60g a day. "In England, researchers did a study and gave all post-cardiac patients 25g of dark chocolate a day. They all came back with less chance of heart disease."

The dietician of nine years says it is also good for your mood: "It has a product which can increase serotonin levels – the happy hormone. It's an endorphin. "Dark chocolate with chilli is really good if you want to be adventurous. You can have that with a glass of shiraz." Mr St Henry explains chillies also have antioxidants, giving their consumers a double dosage of goodness.

Kylie McMaster, co-owner of Mary Delicious in Maryborough, was previously unaware of the health benefits of cocoa despite spending nearly every day whipping up delicious treats with it.

But she says it is her dark chocolate creations, which include chocolate-covered dates, aniseed bites and ginger, that are the most popular with customers.

Ms McMaster has noticed that people feeling down about their day have brighter spirits after sampling her dark chocolate. "They usually come in and are having a terrible day and need a pick up," she says.

Despite the extensive selection at Mary Delicious, most chocolate sold in grocery stores is not good for you because of the large amounts of sugar. "I encourage people to taste the chocolate. Often we gulp down a block but we should taste the flavours," says Mr St Henry. "It's quality over quantity."

#### COCOA FACTS

Cocoa beans have always been an important part of South American cultures with Mayans grounding them to use in a drink for marriage ceremonies The beans were also used as money in South America, with ancient peoples trading them for animals such as horses

In the mid-1600s in France, the cocoa bean drink was praised as a delicious, health-giving food enjoyed by the wealthy. Around the same time the first hot chocolate shop was opened by a Frenchman in London Today more than three million tonnes of cocoa beans are consumed every year

#### **Chocolate at its best**

The Trinidad Guardian

Yvonne Baboolal

06 Mar 2010

Some 120 students of Waterloo High School abandoned their classrooms last Thursday and spent the entire morning period exploring an "old-time" cocoa estate in Gran Couva. The students were not "breaking biche," however, as they were taken to the San Antonio Estate in Montserrat by their principal, Raymond Jurawan and teachers.

The field trip was part of a school project, Cocoa in the Valley; All Things Chocolate. Officials from the Cocoa and Coffee Industry Board (CCIB) and members of the Montserrat Cocoa Farmers Association were at the estate to show the students how cocoa is produced and processed, the old-fashioned way. Delighted students toured the fields and watched farmers "pick cocoa," cut them open and extract the seeds. A worker dries cocoa beans in the sun.

They saw seeds fermenting in the sweat box and watched a worker dance cocoa beans in the cocoa house. They drank "home-made cocoa tea," saw a French chocolate named Gran Couva and Swiss chocolates with Trinidad written at the front, and watched a DVD on Gran Couva cocoa estates produced by the Tourism Development Company (TDC).

#### Old-time way

"The Montserrat farmers have the best organised estates in T&T," Roger Poliah, cocoa inspector at the CCIB, said. "They still process cocoa the traditional way, using cocoa houses and sweat boxes. They use the sun to dry their beans, unlike most of the other farmers who use artificial drying methods." The TDC DVD said estates in Gran Couva were established in the mid-1800s and planting and processing cocoa there has continued just as it

was done 100 years ago. Poliah said Waterloo High contacted the CCIB for help with the practical aspect of their project and the board chose the San Antonio Estate owned by Richard De Verteuil. Students watch as a worker explains how cocoa grows.

“They will learn about good agricultural practices on the estate.”

Principal Jurawan said the idea actually started with English teachers at the school and their sentiments about cocoa estates. Jurawan, a botany major himself, said he welcomed the idea, especially since there has been revived interest in the cocoa industry by the Government and, consequently, farmers. Jude Lee Sam, president of the Montserrat Cocoa Farmers Association, said they were delighted to have the students on the estate because their aim is to bring people back into cocoa cultivation.

Farmers demonstrate how cocoa is cut open to Waterloo High School students.

“The idea of getting knowledge about the industry into the schools is a good start,” he said. De Verteuil said Montserrat cocoa farmers, who had been suffering financially for decades due to middle men, have now eliminated them completely. “The middle men used to buy our cocoa and take it to the cocoa board, getting a cut in the process. “But we now have our own processing facility right here on San Antonio Estate. All their farmers bring their cocoa here to process and we take it straight to the CCIB. “All the farmers have been benefitting financially from this.”

### **Researcher advocates daily consumption of cocoa drink without milk and sugar**

Peace fm Online

Source: GNA

06-Mar-2010

A researcher at the Cocoa Research Institute of Ghana has advocated daily consumption of natural cocoa powder without additives including sugar and milk saying the diet reduces the risk of heart disease and stroke.

Mr. Kwame Agyente-Badu, Acting Head of the New Products Development Unit of CRIG, discouraged the use of the additives saying they interfered with the flow of antioxidants, substances that prevented damage of the body's cells.

Speaking on Saturday at a forum organized by CRIG to sensitize the public on the importance of consuming natural cocoa products in Accra, he said regular daily intake of natural cocoa drink helps to reduce persistent cough, asthmatic attacks and overcome erectile dysfunction and other forms of sexual weakness.

Mr. Agyente-Badu said cocoa was the natural source of dietary magnesium which research had shown to be effective in treating diabetes, epilepsy, sleeplessness, menstrual pains, migraine and arthritis. "For external usage, non-edible cocoa benefits include treating lip sore, nipple sores on breastfeeding women, burns and rashes, skin irritations, haemorrhoids and skin irritations.

Mr. Francis Osei Owusu, Acting Director of Research, Monitoring and Evaluation at the Ghana Cocoa Board, said the company had targeted to hit 1 million tones of cocoa production by 2012. He said management was committed towards making cocoa production the highest foreign exchange earner and to serve as the spine of the economy in spite of the discovery of oil in commercial quantities.

## ***Production & Quality***

### **Ivorian cocoa output trickles as main crop ends**

Reuters South Africa

Mar 4, 2010



ABIDJAN (Reuters) - Cocoa output in top producer Ivory Coast has slowed to a trickle with an apparent early end to the main crop that has brought tonnage nearly 5 percent below the five-year average, according to official data obtained by Reuters on Thursday.

The slowdown has stifled early optimism that the 2009-10 season would far outpace last year's crop, which was the trimmest in at least five years and hard hit by poor growing weather and

administrative chaos. "Production was very deceiving at the start of this season, and it is all the more troubling because we don't see any improvement in the years to come," said the director of an exporter company based in San Pedro.

Some 854,595 tonnes of cocoa reached Ivory Coast's ports by February 28 since the start of the season in October, according to data from the state marketing body BCC.

That is up 3 percent from last year's 827,913 tonnes logged during the equivalent period, but down 4.7 percent from the five-year average near 900,000 tonnes, according to the data.

Ivorian cocoa output had started the year with a more than 50 percent surplus to the 2008-09 season, and was also well up on the five-year average.

Exporters said nearly all of the beans produced by farmers during the main crop had already been trucked to port, and that the rest was likely being held back due to relatively soft farmgate prices. "I don't know if it is because of the price that purchases have dropped, but I think the farmers have nothing left to sell," said another exporter. "The cocoa is finished."

The figures showed 7,646 tonnes of beans arrived at the ports of Abidjan and San Pedro during the week ended February 28, down from a more seasonal 19,455 tonnes in the same week last year. The BCC also revised the previous week's figures upward by 1,233 tonnes due to late reporting by exporters. Ivorian farmers have said they expect robust production during the mid-crop which begins in April.

### **Let's plant cocoa, the returns are Lucrative**

**Bernama**

By Nashir Mansor

March 5, 2010

TAWAU, (Bernama) -- When oil palm fetched record prices in late 1990s, most farmers were replacing their cocoa trees with oil palm except for Hamdan Buang who was busy bud grafting his aged cocoa trees with high quality clone.

The trees on the 4.1 hectare farm in Kampung Rangu here were between 13 and 15 years old then and they were planted by his in-laws. The in-laws were not keen to switch to oil palm because the cocoa trees were still producing yield and income to the family. "Even now, my in-laws don't want to part with cocoa cultivation for nostalgic reasons," he said. And due to this nostalgic factor, Hamdan, 51, too was determined to continue with cocoa cultivation though he was confronted with low cocoa prices and diseased cocoa trees.

Hamdan's efforts are now paying off because even 10 years after bud grafting the trees, they continue to provide yield and handsome returns for the family.

### **BETTER RETURNS THAN OIL PALM**

Hamdan who had served with the army for 18 years even took the trouble to retire early as he was confident of cocoa's potential.

Now, Hamdan is considered as one of the many successful cocoa smallholders in Tawau. Recently the Malaysian Cocoa Board (LKM) Chairman Tan Sri Abi Musa Asaari Mohamed Nor visited Hamdan's cocoa farm. "For me, cocoa is suitable for cultivation especially for those with small land. If the cocoa farms are well maintained, the yield can provide good returns for smallholders. "I can vouch that the returns from an hectare of cocoa plantation is more than the returns from an hectare of oil palm," noted Hamdan to Bernama when met at the farm.

Hamdan pointed out that 0.44 hectare (1 acre) of his cocoa plantation could provide 420 kilogrammes of wet cocoa seeds that could fetch RM2.50 per kilogramme.

### **NOT A COMPLICATED PLANT TO TAKE CARE**

Though he admitted that caring for the cocoa plant calls for greater attention, it is not very complicated because not much energy is involved and workers will be working under the trees' shade.

It only takes two hours daily to monitor the plants and to ensure they are free from pests and diseases. Unwanted branches must be trimmed and pesticides must be sprayed thrice a year.

LKM provides assistance for cocoa cultivation - advice, incentives, fertilizers, pesticides and information on the current cocoa prices.

Hamdan refuted assumptions that cocoa cultivation is a risky venture as the yield might not meet expectations and the trees are vulnerable to diseases. "As for me those with less than 2.2 hectares (5 acres) of land, it is best they planted cocoa. At the same time government agencies like LKM can help the cultivators. I'm confident that cocoa cultivation here can help many household to escape from hardcore poverty," he said.

#### A GOOD COMMERCIAL COMMODITY

Meanwhile, Abi Musa when visiting the cocoa seed drying centre in Kampung Andrassy here expressed that the smallholders had to be confident of their undertaking and adopt new methods in cocoa cultivation.

If in those days there were genuine reasons to worry, for example the lack of assistance and poor market prices, but the situation now is different as various assistance is available including cultivating assistance of RM6,500 per hectare for five years.

The current market price for wet cocoa seeds can be considered lucrative at RM2.50 per kilogramme while the dry cocoa can fetch between RM8,000 and RM10,000 per metric tonne.

Abi Musa also stated that the local cocoa seed supply is not sufficient enough to meet the demand and Malaysia has to import the seeds including from Indonesia.

Based on LKM's statistics, in 1989 the cocoa cultivation area in Sabah reached 205,260 hectares but since 1990s the figure has been reduced tremendously due to competition from oil palm. In 2009, the cocoa cultivation area in Sabah only represented 7,913 hectares.

At the national level, the cocoa cultivation area reached 414,236 hectares at one time but since then it has been reduced drastically and by 2009 there were only 20,561 hectares remaining.

### **The Market**

#### **Cocoa Falls to Six-Month Low on Supply Gain; Orange Juice Rises - market**

By Elizabeth Campbell

March 2 (Bloomberg) -- Cocoa futures slid in New York to the lowest price since September on signs of increased production in Ivory Coast, the world's biggest grower. Orange-juice prices gained. "Everybody's focusing on the fact that supplies will be bigger than last year because of the improved prospects of the crop" in Ivory Coast, said George Kopp, a senior market analyst at LaSalle Futures Group in Chicago. "You'll continue to see a weakness as long as the pound remains weak against the dollar."

Cocoa futures for May delivery fell \$33, or 1.2 percent, to \$2,829 a ton on ICE Futures U.S. in New York. Earlier, the most-active contract touched \$2,809, the lowest price since Sept. 1.

Cocoa has declined 19 percent from a 30-year high of \$3,510 on Dec. 16 on prospects for greater supplies from West Africa, where most of the world's cocoa beans are grown. Last season, Ivory Coast produced about 35 percent of the world's cocoa, according to industry estimates.

#### Forecast Imminent

The International Cocoa Organization will review its projections for a supply deficit for the season through September and make its first forecast for this season's supply and demand as early as tomorrow, according to Laurent Pipitone, the group's London-based statistician.

Futures prices fell for a fourth straight session, dropping 4.7 percent in the longest slump since Feb. 1, as the U.K. pound fell 3 percent against the dollar. Cocoa also is traded in London, priced in pounds.

The cocoa market is “oversold,” said Bill Frejlich, a Fox Investments broker in Chicago. He said he wouldn’t be surprised to see prices move back to \$3,050 this week.

Also in New York, orange-juice futures for May delivery rose 0.9 cent, or 0.6 percent, to \$1.4885 a pound on ICE. Yesterday, the most-active contract touched \$1.496, the highest price since Jan. 8.

### **Cocoa Prices May Drop as Hedge Funds Shift to Dollar, ICAP Says**

By Yi Tian

March 04, 2010,

(Bloomberg) -- Cocoa prices may fall 13 percent in two months, extending this year’s slump, as traders shift money away from commodities to the dollar, said Luis A. Rangel, a trader and researcher at ICAP Futures LLC. Hedge-fund managers and other large speculators have slashed their net-long positions in cocoa futures, U.S. data show. Speculative long positions, or bets prices will rise, outnumbered short positions by 28,506 contracts on Feb. 23, down 36 percent from a 22-month high on Jan. 26. The dollar has climbed 7 percent against a basket of major currencies since the end of November.

“Nobody’s getting bearish on the physical side of the market, but then you look at the futures, and you see this exodus of speculative money,” Rangel said in an interview from New York. “That’s what’s creating this recent downdraft in prices.”

Without “fresh supply shocks,” cocoa will fall to \$2,450 a metric ton by May, Rangel said. The price last reached that level in July 2009. The commodity closed at \$2,823 yesterday, down 14 percent in 2010. The chocolate ingredient doubled in the previous four years as global demand outpaced supplies.

Rangel has been in the cocoa business for more than two decades. He is the sole adviser to cocoa and coffee clients at the unit of ICAP Plc, the world’s largest broker of transactions between banks.

### **‘Very Different’**

In January, commodity assets under management dropped \$12 billion to \$245 billion, the first monthly slide since November 2008, because of investor pessimism on the global economy, Barclays Capital said on Feb. 22.

“This year, we’re starting to see a very different macro- economic picture than what we had been experiencing for the previous three years,” Rangel said. “Whereas commodities were riding this tidal wave of investment inflows, all of a sudden now we’re starting to see investment outflows.”

In markets that are “inherently bullish like sugar, coffee and cocoa, this outflow of money is starting to weaken the price,” Rangel said. “We have to balance the micro-economic fundamentals of the market against the macro-economic picture.”

Cocoa futures for May delivery rose \$22, or 0.8 percent, to \$2,845 at 9:48 a.m. on ICE Futures U.S., snapping a five-session slump. Yesterday, the price touched \$2,780, the lowest level since Aug. 31. On Dec. 16, the commodity reached \$3,510, a 30- year high.

The price will probably post a fifth straight annual gain as demand recovers, leaving the global market in a deficit for the third time in four years, Rangel said. “Demand is better than what people perceive it to be,” he said.

### **Cocoa Prices Rise as Options Traders Bet on Rebound in London**

By Claudia Carpenter

March 04, 2010,

(Bloomberg) -- Cocoa rose for the first time this week in London on speculation options traders are betting on supply disruptions from Ivory Coast, the world’s largest grower.

Traders yesterday exchanged 1,650 lots of July call options at 2,500 pounds (\$3,758) a metric ton, or 17 percent higher than yesterday’s close of the July futures contract. Ivory Coast President Laurent Gbagbo dissolved the government on Feb. 12, sending cocoa prices higher.

The number of contracts traded is a “good size,” said William Adjadj, a trader at Sucden Financial Ltd. in London. “There is potential for political and supply problems” in Ivory Coast, he added.

Cocoa for May delivery climbed 17 pounds, or 0.8 percent, to close at 2,162 pounds a ton on Liffe. Prices yesterday closed at a three-month low. May-delivery cocoa traded on ICE Futures U.S. in New York was little changed at \$2,825 a ton at 5:38 p.m. London time after five declines in a row.

Presidential elections in Ivory Coast may only occur in the middle of the Northern Hemisphere's spring, Adjadj said. "It's not clear if the elections in Ivory Coast will be in April or May, as many political problems are going to be generated between the presidency and opponents," he said.

#### Cocoa 'Correction'?

A "correction" in cocoa may be due if speculators take advantage of recent price declines, said Hans-Werner Lembke, managing director of Hamburg Cocoa and Commodity Office GmbH, who has covered the cocoa market for 32 years. "I think 2,100 pounds is still too high if you look at the fundamentals," he said.

The cocoa market had a surplus of 32,000 tons in the 2008- 09 season ended Sept. 30, more than this year's projected deficit of 18,000 tons, the International Cocoa Organization said yesterday.

White, or refined, sugar for May delivery fell 4.4 percent to \$592 a ton on Liffe, the lowest closing price for that contract since Nov. 24. Robusta coffee for May delivery declined 2.7 percent to \$1,249 a ton after falling as low as \$1,244, the lowest intraday price since June.

Roasters are "preferring the arabica coffee in contrast to robusta," said Raymond Chan, an analyst at Standard Chartered Plc in London. Arabica coffee futures traded in New York have dropped 4.4 percent this year against a 3.5 percent decline for robusta.

#### **Cocoa Falls to Six-Month Low in N.Y. on Signs of Rising Supply**

##### **BusinessWeek**

By Elizabeth Campbell

March 1 (Bloomberg) -- Cocoa futures fell to a six-month low in New York on concern that rising supplies may make end- users reluctant to buy at current prices. Arabica coffee gained. "Right now, the different supply figures that are out there, they're going up," said Michael K. Smith, the president of T&K Futures & Options in Port St. Lucie, Florida. "It looks like there's lots of supply. End-users aren't willing to buy it at these higher prices."

Cocoa futures for May delivery fell \$55, or 1.9 percent, to \$2,862 a ton on ICE Futures U.S. in New York, after earlier touching \$2,831, the lowest price for a most-active contract since Sept. 2. Cocoa fell 6.2 percent last week. "A fair price would be somewhere between \$2,300 and \$2,500," Smith said. "The upside is done, so now we're going to see this down-trending market."

The U.S. Dollar Index, a six-currency gauge of the greenback's strength that includes the euro and yen, gained as much as 1.1 percent. A stronger dollar erodes the investment appeal of some commodities. "The dollar is up," said Frank Pavilonis, a Lind-Waldock senior market strategist in Chicago. "That's bearish for cocoa."

Most soft-commodity prices have peaked, Smith said, citing coffee and sugar along with cocoa. Also in New York, arabica-coffee futures for May delivery rose 0.55 cent, or 0.4 percent, to \$1.3175 a pound on ICE. The price has advanced 18 percent in the past year.

#### ***Processing & Manufacturing***

##### **Cocoa cost bites as chocolate prices rise**

Sydney Morning Herald

ALICIA WOOD

March 6, 2010



EASTER eggs are not just wrapped in gold, their value is heading that way, too. Chocolate manufacturers said a steep rise in the price of cocoa and sugar was forcing them to consider increasing the price of their products.

Cadbury has increased the price of its Easter range by 5 per cent.

Spokesman Daniel Ellis said the price of cocoa had risen 150 per cent in three years and the price of sugar had gone up 120 per cent. "[Raising prices] is our last resort," Mr Ellis said.

In demand ... Jayne Rais tries Easter eggs at a Max Brenner store.

Cadbury restructured its three factories so that each now produces only one type of product. If you buy a block of chocolate, it is from Tasmania. If you're eating a chocolate bar, egg or Christmas tree, it's from Victoria. And if you are giving away a box of chocolates, they have come from Dunedin, New Zealand. "Now, because costs of cocoa have skyrocketed, we are having to increase the wholesale price [of Easter products] ... cocoa and sugar are now at the highest point we've seen in the history of Cadbury here," Mr Ellis said. He cites this as a by-product of increased investment in raw commodities during the global financial crisis.

Max Brenner general manager Yael Kaminski Weiler said the company had not increased prices since 2007 but she did not rule out a future increase.

Lindt spokeswoman Sylvia Kalin said that in 2009, cocoa reached its highest price in 33 years and she expected the "challenging" prices to continue.

The cocoa price hike has also been blamed on weak crops and population growth in India and China.

Professor Helen Hughes, of the Centre for Independent Studies, said chocolate consumption in these countries has never been so high.

#### **DJ Barry Callebaut Cameroon Buys 6,641 Tons Cocoa Beans For Grinding—NCCB Trading Markets (press release)**

By Emmanuel Tumanjong,  
01 Mar 2010

YAOUNDE, Cameroon, Mar 01, 2010 (Dow Jones Commodities News via Comtex) --The Cameroon affiliate of Switzerland-based Barry Callebaut AG (BARN.EB) bought 6,641 metric tons of cocoa beans in November for crushing, a fall of 62% from the 17,385 tons of the crop it bought in the November of the season earlier that runs from August to July, data released Monday by Cameroon's commodity regulator, the National Cocoa and Coffee Board indicate.

The lone cocoa grinder, known locally as Societe Industrielle Camerounaise, or Sic Cacao SA, has a yearly 30,000-ton crushing capacity for cocoa beans. Barry Callebaut owns 70% of Sic Cacao shares, while the remaining 30% are owned by Cameroon's government. Sic Cacao bought 5,220 tons of cocoa beans in November this season, less than the 6,880 tons it bought in November of the preceding season, the data show.

#### **Mars Chocolate North America Introduces goodnessKnows™ Luscious Snacksquares Brand to Boulder, Colo. Market**

Earthtimes (press release)  
Author : Mars Chocolate North America  
02 Mar 2010

HACKETTSTOWN, N.J. - (Business Wire) Mars Chocolate North America announced today the premiere of goodnessKnows™ luscious snacksquares in Boulder, Colo. "This area is world-famous for its emphasis on - and appreciation of - healthy living," said Suzanne Stites, cocoa flavanol platform leader, Mars Chocolate, North America. "If we can get a stamp of approval from Colorado's discerning, health-conscious consumers, then consumers everywhere should embrace this new snack!"

goodnessKnows™ luscious snacksquares get their goodness from slow-roasted whole almonds, tangy fruits and toasted whole grains, and contain no artificial ingredients, colors or flavors. Each serving of goodnessKnows™ is nestled in an extraordinary deep chocolate - a special Mars recipe that delivers 200 mg of bio-available cocoa flavanols, phytonutrients that have been shown to help support healthy circulation, which aids the free flow of nutrients and oxygen throughout the body.

These naturally nutritious snacks come in three flavors: Very Cranberry, Almonds & Berries, and Roasted Nuts & Grains, all available now exclusively in Boulder, Colo., and expanding to Denver in April 2010. These snacks

will be available in the nut and fruit aisle or healthy bar aisle of select grocery stores, with single serving packets near the checkout counter in some stores.

Each four-square serving has 150 calories and delivers 2-3 grams of fiber, 3 grams of protein, 200 mg of cocoa flavanols and only 20-35 mg of sodium. goodnessKnows™ luscious snacksquares are available in single servings and multi-packs and sell for a suggested retail price of \$1.59 and \$4.99 respectively. For more information, visit [www.goodnessKnows.com](http://www.goodnessKnows.com).

## ***Business and Economy***

### **Post-Cadbury, chocolate maker shows its feminine side - business**

Globe and Mail

Susan Krashinsky

Mar. 04, 2010

After years of struggle, the females of the chocolate Easter bunny world have finally broken through the candy ceiling.

The Allan Candy Co. Ltd. today introduces the feminine version of the ubiquitous chocolate bunny, part of a wider business strategy to take a bigger bite of Canada's \$3.5-billion confectionery market.

The changes are the result of a renewed independence for the 76-year-old Canadian candy manufacturer, which, for a time, was not so Canadian.

For 12 years, the company was owned by Britain's Cadbury Schweppes PLC, and did not have the investment needed to break the bunny mould. Now that it has been liberated, so has the Easter bunny's fairer sex.

"We've had Mr. Solid, Mr. Fluffy, Mr. this, Mr. that. That's not the company we want to be. It's a throwback to the past," said Steve Diakowsky, chief executive officer of Allan Candy, maker of the formerly patriarchal line of bunnies that hit store shelves each spring. "We're in 2010 now. We're introducing Mrs. Solid, Mrs. Fluffy. It's creating more of familial feel. And being more socially responsible."

Cadbury bought Allan Candy in 1995 for an undisclosed price, and sold it again in 2007 to Toronto-based investment firm ReichmannHauer Capital Partners Inc. for \$18-million. Since that divestiture, Allan Candy has been working to distinguish itself from its former parent company. "We're going to ... make sure Canada knows that Allan Candy is back," Mr. Diakowsky said.

Today, the Mississauga-based company is announcing a number of changes to its line, including more seasonal characters, and further expansion into the world of everyday, non-seasonal candy.

At the heart of the changes is an overhaul of the company's chocolate recipe. There will be less sugar, smaller particles, more cocoa butter, and a tweaking of the vanilla content. It's designed to taste more like the chocolate Allan made in the 1940s.

But change isn't cheap. Skyrocketing cocoa prices have made cocoa butter more expensive. In January, 2009, the monthly average of daily prices for a tonne of cocoa was \$2,626 (U.S.), according to the International Cocoa Organization. In the same month in 2010, it was \$3,525, a 34-per-cent increase.

That has led many chocolate makers to rely on what is called chocolate "compound," which is made from cheaper powder ingredients, Mr. Diakowsky said. True milk chocolate, by contrast, is made from milk products and cocoa butter.

Under Cadbury, Allan Candy didn't have the capital for cocoa butter or girl bunnies. The reason for the 2007 divestiture was that Cadbury was looking to focus more on its core businesses, and seasonal products were not part of that plan. As a lesser priority, Allan Candy wasn't on the strategic radar screen, Mr. Diakowsky said. Even if they had wanted to make changes, they wouldn't have been able to. "Now that we're independent, that investment is stronger," he said.

## **German Candy Group 'Condemns' Banks after Cocoa Prices Advance - business BusinessWeek**

By Claudia Carpenter and Cornelius Rahn

March 04, 2010

(Bloomberg) -- Banks and investment funds helped drive up cocoa prices to their highest in three decades, adding pressure to chocolate makers already contending with a global recession, a German candy group said.

The gain in prices, despite lower demand, "lies primarily in speculation by institutional investors that have discovered this food raw material as a lucrative investment target," the Association of the German Confectionary Industry, or BDSI, said in a statement on its Web site today.

Cocoa advanced 26 percent in London last year, gaining for a third consecutive year. Prices reached 2,350 pounds (\$3,550) a metric ton in January, from as low as 1,545 pounds in June. Supplies of the beans will fall short of demand in the 12 months ending Sept. 30, compared with a surplus a year earlier, the London-based International Cocoa Organization said yesterday.

While the "worldwide cocoa harvest is about constant, demand for retail products like chocolate is retreating around the globe," the BDSI said in the statement. "The BDSI condemns the fact that, because of the financial crisis, banks and funds invest in a speculative manner in agricultural raw materials that the food industry needs for its production."

## **German Chocolate Firms Attack Fund Cocoa Buying - business**

Source: Reuters

05/03/2010

Hamburg, March 4 - Investment fund buying of cocoa futures was forcing cocoa prices up and damaging chocolate makers, the association of German confectionery producers BDSI said on Thursday. "The BDSI condemns the speculative investment by banks and funds in agricultural commodities which the food industry needs for its production," the association said in a statement.

London cocoa futures hit 32-year-highs hit in January but have since fallen by about 20 percent. "While this commodity is currently at its most expensive level in 30 years, the price competition in German retailing makes it difficult to pass on this cost rise in an industry characterised by mid-sized companies," the BDSI said.

German retailing is increasingly dominated by discount supermarket chains which are currently involved in a price war to increase market share. "This vice-like movement is putting many confectionery makers under pressure" the BDSI said. "The reason for the cocoa price rise is largely speculation by institutional investors, which have discovered food commodities as a lucrative investment object in the period of financial crisis."

The BDSI said it believed cocoa prices were likely to continue their fall as the global cocoa crop remains constant while chocolate consumption is falling. "All fundamental data indicate that the cocoa commodity bubble will soon burst," it said.

## **Cocoa smuggling on the increase**

Source: Daily Guide/Ghana

1 March 2010,



Percival Yaw Kuranchie, Board Chairman of the Ghana Cocoa Board (COCOBOD), has decried the upsurge of cocoa smuggling in the country. He said despite the numerous investments that government has injected into the sector, cocoa farmers continue to send their produce to neighbouring countries like Cote d'Ivoire for better prices. He called on stakeholders to come together to help find a lasting solution to the problem.

Mr. Kuranchie was speaking at a three-day workshop in Accra on Cocoa Sector Strategy Document II, which is aimed at improving the cocoa sector.

Giving a background to the strategic document, the Chief Executive of COCOBOD Anthony Fofie said, "The first Cocoa Sector Development Strategy was approved by government in April 1999 after extensive consultations with all stakeholders."

He revealed that the objective of the first strategy was to increase and sustain production to enhance the income of farmers. “These were to be achieved through effective internal and external marketing, adequate incentives for farmers through payment of remunerative producer price, streamlining of cocoa research and extension services to make the operations of COCOBOD more efficient. “After implementing the first strategy document for 10 years and in the light of the current happenings in both the world cocoa economy and domestic scene, it became necessary to review the existing strategy document,” he stressed.

Mr. Fofie said his outfit, in collaboration with the Ministry of Finance and Economic Planning, reviewed the first strategy document to form the basis for the preparation of the new one. He indicated that with the new strategy, emphasis would be laid on the adoption of modern production technologies to improve planting materials, husbandry practices, inorganic fertilizers, diseases and pest control. He stated that “the strategy would also seek to make the cocoa industry more efficiently and effectively in the modern business arena.”

Mr. Fofie called on participants to consider the workshop as a call to national duty since “the discussions would address current issues in the cocoa industry.

The Minister of Finance and Economic Planning, Dr. Kwabena Duffour also called on the participants to provoke discussions on some issues related to the recent oil discovery in Ghana, adding that “they should come out with strategies which would re-position the cocoa industry to ensure that it continues to play its role in the socio-economic development of the Ghanaian economy.”

## Labour Issues

### Bitter Chocolate Art GreenMuze

03 March 2010



Chocolate Slavery by Felix Von Der Weppen.



Chocolate Slavery by Felix Von Der Weppen.

Hands dipped in chocolate form part of a project from German artist and photographer Felix Von Der Weppen designed to raise awareness about the bitter side of chocolate.



Originally created for the 247-group project Telephone, Von Der Weppen’s Chocolate Slavery series highlights the reality of child slavery in Cote d’Ivoire (Ivory Coast) where an estimated 50% of the world’s chocolate is grown.

“I wanted to create images that lead the viewer into this moral contradiction between desire and rejection. Hands stand for the power of action of individuals. By losing the power to act, we lose liberty, equality and are most likely controlled or enslaved by others,” explains the artist of his project.

Chocolate Slavery by Felix Von Der Weppen.

The Cote d’Ivoire is the leading exporter of cocoa beans to the world market. Yet the horrendous conditions under which enslaved children toil on the cocoa farms of the Cote d’Ivoire is juxtaposed with the idea that the cocoa will ultimately end up producing something that most people associate with happiness and pleasure –

chocolate. "Like the flower trade and mining for gold and diamonds, this subject illustrates the big gap between our blurry perception of reality. All these precious things stand for love and joy in our world, while there is greed and harm at their very root," explains Von Der Weppen.

#### **Fairtrade Easter chocolate campaign to stop child trafficking**

CathNews - Mar 4, 2010

Good Shepherd Mission & Justice and the Australian Catholic Religious Against Trafficking in Humans are launching a Fairtrade Easter Chocolate campaign to stop child trafficking into West African cocoa plantations.

This campaign will also send a message to chocolate producers who do not use Fairtrade chocolate, the organisations said in a media statement.

Cocoa, which comes from the cocoa bean, is one of the main ingredients used to make chocolate and about 40 percent of the world's chocolate is made from cocoa grown in West Africa. Tens of thousands of children are forced to work on these plantations as slaves and many are trafficked from nearby poor countries, it said.

"When most people think of slavery, they think of it as part of our history rather than our present. But slavery continues today. Good Shepherd and ACRATH are part of a worldwide campaign to end the trafficking of humans, particularly the slave trade of young people who are sold to cocoa farmers in Cote d'Ivoire, Africa," said Roberto Morales from Good Shepherd Mission & Justice .

"We hope that more and more people will use their money to buy Fairtrade chocolate at Easter, and support those chocolate manufacturers who have gone Fairtrade. Supporting Fairtrade ensures cocoa farmers get two things - a fair price for their crop, and a premium for their community to spend on a community project," Mr Morales said.

### ***Research & Development***

#### **Chocolate Boosts Metabolism, Gut Health**

Natural Products Industry Insider - Mar 3, 2010

LAUSANNE, Switzerland—Nestle recently conducted a study on chocolate's role in metabolism and gut health. The study provided strong evidence that consuming 40 g/d of dark chocolate during a period of two weeks is sufficient to modify the metabolism of free living and healthy human subjects, as per variation of both host and gut microbial metabolism (J Proteome Res. 2010;8:5568-79). A clinical trial was performed on a population of 30 human subjects, who were classified in low- and high-anxiety traits using validated psychological questionnaires. NMR-citrate and MS-glycine-based metabonomics were employed to study global changes in metabolism due to the chocolate consumption.

Human subjects with higher anxiety trait showed a distinct metabolic profile indicative of a different energy homeostasis (lactate, citrate, succinate, trans-aconitate, urea, proline), hormonal metabolism (adrenaline, DOPA, 3-methoxy-tyrosine) and gut microbial activity (methylamines, p-cresol sulfate, hippurate). Dark chocolate reduced the urinary excretion of the stress hormone cortisol and catecholamines and partially normalized stress-related differences in energy metabolism (glycine, citrate, trans-aconitate, proline, beta-alanine) and gut microbial activities (hippurate and p-cresol sulfate).

#### **Would you swap your chocolate for something darker?**

Wetherby Today - Mar 3, 2010

DO you fancy giving up your Dairy Milk for something a little bit darker in the hope you may loose some weight? Occupational therapist Christine Allison from Linton is certainly hoping many Wetherby News readers do as she prepares to embark on a study that will assess whether a switch to cacao-rich dark chocolate from high sugar brands can actually help people to lose weight.

The 47-year-old is currently studying for a masters in weight management through the University of Chester and she is on the search for 30 local volunteers - both men and women - to take part in the six-week research project.

Chocoholic volunteers should be healthy, aged between 18 and 65 and they will be asked to substitute their normal chocolate brand for dark chocolate provided by Christine free-of-charge.

Volunteers' should currently eat around 500g of chocolate a week and be prepared to have their weight regularly checked to assess the impact of the switch to dark chocolate.

Christine, who works at Harrogate Hospital, said: "In my job as an occupational therapist I see more and more people who are obese and overweight. "So as part of my masters, I was looking for a ways in which I can help people lose weight and the study that I've put together could help people to do that.

"A big problem for many dieters is having to avoid chocolate and the other sweet things they love which often leads to a serious chocolate or sweetie binge.

"This study will help us to understand how easily people can get used to eating low-sugar chocolate and if they do get used to it will they loose lots of weight and keep it off because of the switch?"

Dr Stephen Fallows, overseeing the research project being run through the University of Chester, said milk chocolate bars would be used as a control in the study.

He added: "Eating a lot of dark chocolate is still not a good idea because it is high in fat - even though it might be much lower in sugar. "But perhaps studies like this could help to show people how they can cut down on sweet fatty foods in their diet without feeling deprived which might lead to better eating habits that will contribute to sustainable weight-loss in the long term."

### ***Environmental and Social Issues***

#### **Cocoa farmers announce first programmes with Fairtrade Social Premium - business**

Submitted by: Cadbury

Mar 01, 2010

U.K., Mar. 01 /CSRwire/ - Cadbury Dairy Milk has announced the investment plans for its first Fairtrade social premium to cocoa farmers in Ghana following its groundbreaking move to be the first mainstream confectioner to carry the FAIRTRADE Mark.

The first instalment of £500,000 will go directly into projects determined by the farmers themselves since receiving the funds. The programmes include building wells and mobile health clinics and funding for carbon reduction schemes. Alongside the community investment, the money is also being used to fund farmer training, incentives and provision of tools.

Emmanuel Arthur, MD, Kuapa Kokoo, said: "Kuapa Kokoo has seen an increase in its sales to the Fairtrade market since Cadbury came on board. With the premiums we have received, Kuapa Kokoo is providing cocoa extension and healthcare services through mobile clinics to members."

Harriet Lamb, Executive Director of the Fairtrade Foundation, said: "We're delighted to hear of the plans now being developed by cocoa farmers in Ghana, and that the Fairtrade premiums from cocoa sales to Cadbury will enable them to improve productivity on their farms as well as improve health and water services in their villages. The scale of the Cadbury Dairy Milk commitment means that farmers are finally able to realise some of the projects they have long dreamed of, and will be able to look to the future with greater confidence."

Cadbury Dairy Milk marked Fairtrade Fortnight in the UK and Ireland (22nd February – 7th March) by announcing that another of its brands, Cadbury Dairy Milk Buttons, has been certified to carry the FAIRTRADE Mark. The Cadbury Dairy Milk move to Fairtrade in five of its key chocolate markets – in Britain, Ireland, Canada, New Zealand and Australia – quadruples the amount of Fairtrade cocoa sold under Fairtrade terms from Ghana.

The move to Fairtrade supports the Cadbury Cocoa Partnership, which is investing £45 million over a ten year period to secure sustainable cocoa farming in Ghana, India, South East Asia and the Caribbean, where the cocoa farming industry is facing increasing challenges.

#### Notes to Editors

About the Fairtrade Foundation and FAIRTRADE Mark Ireland:

1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation and FAIRTRADE Mark Ireland are the UK and Irish members. Fairtrade is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 72% of UK consumers and 64% of Irish consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 59 developing countries benefit from the international Fairtrade system.
2. Over 4,500 products have been licensed to carry the FAIRTRADE Mark. Seven in 10 households purchase Fairtrade goods, including an extra 1.3 million more households in the last year. UK Fairtrade sales reached an estimated retail value of £800m in 2009. There are over 463 producer organisations selling to the UK and Ireland and 746 certified producer organisations globally.
3. 90% of households purchased a FAIRTRADE Mark product in 2009, an estimated 22m UK homes.
4. Fairtrade Fortnight, the annual promotional campaign for Fairtrade, runs from 22 February to 7 March. This year the theme is The Big Swap, encouraging people to swap their usual products for Fairtrade products, with a target of registering one million and one swaps by the end of the period. More details at [www.thebigswap.org.uk](http://www.thebigswap.org.uk) or [www.fairtrade.ie](http://www.fairtrade.ie).

#### About Cadbury Cocoa Partnership

In 2008 Cadbury pledged to invest £45 million over ten years to secure the sustainable future of cocoa farming in Ghana, India, South East Asia and the Caribbean. £30 million will be spent in Ghana. The programme will focus on investing in farmer education programmes that develop best cocoa management practices, and explore carbon reduction techniques to secure more sustainable cocoa farming.

### ***Promotion & Consumption***

#### **Brunei Investors Called To Consider Halal Chocolate**

Written by Siti Hajar

Sunday, 07 March 2010 07:50

Courtesy of Borneo Bulletin

Bandar Seri Begawan - With the Malaysian Showcase running at the International Convention Centre, locals can now indulge their sweet tooth while making a profit.

The showcase, which comes to a close today, offers visitors a chance to invest in a number of growing businesses in the region, and one such industry is chocolate production.

According to Abdul Karim Haji Che Hamid from the Malaysian Cocoa Board, the chocolate industry in Malaysia raked in 370 million ringgit last year, and "is increasing by two per cent annually". He also noted that Brunei Darussalam has the potential in the industry because "we noticed that Bruneians like to eat chocolate" and have "the purchasing power".

Given that Malaysia is a Muslim country, the Malaysian Cocoa Board ensures that all ingredients in producing chocolates are halal. "From the survey we've done at local supermarkets, the chocolates are mostly imported, and some of them come from questionable sources," he said. Therefore, "we would like to produce and promote halal chocolates for Brunei".

While competing with well-known brands from countries outside the region can be challenging, Abdul Karim believes that market penetration is not "difficult" in Malaysia as consumers are shifting towards more local products.

Should Bruneians wish to invest in the growing market, the Malaysian Cocoa Board said, "We will provide everything, from packaging, moulding, management and even technology." --

## TIT BITS

(Source: Business Recorder – [www.brecorder.com](http://www.brecorder.com))

### **Sugar drops, coffee up**

NEW YORK (March 03, 2010): Summaries of the ICE Futures US cocoa, coffee and sugar markets early on Tuesday. May arabica coffee contract rose 0.35 cent to \$1.321 per lb at 11 am EST (1600 GMT). Ranging from \$1.308 to \$1.3285. Buying by small speculators in quiet trade, said brokers. May raw sugar contract dove 0.94 cent to 21.32 cents per lb at 11:01 am.

### **cocoa at six-month low**

NEW YORK (March 04, 2010): Summaries of the ICE Futures US cocoa, coffee and sugar markets early on Wednesday. May arabica coffee contract fell 0.80 cent to \$1.3150 per lb at 11:03 am EST (1603 GMT). Ranging from \$1.3025 to \$1.3270. Arabica coffee futures dipped in sideways dealings on technical weakness and fund selling, said brokers. May raw sugar contract dropped 0.10 cent to 22.54 cents per lb at 11:04 am.

### **Liffe cocoa hits 3-1/2 month low**

LONDON (March 04, 2010): May cocoa on Liffe ended off 9 pounds at 2,145 pounds a tonne on Wednesday after sliding to a 3-1/2 month low for the second position of 2,116 pounds. Improving prospects for mid-crops in Ivory Coast and Ghana weighing on the market. May white sugar ended \$0.90 higher at \$619.50 per tonne. Market consolidating after steep setback and a pick-up in physical demand is needed to restore confidence.

### **Liffe sugar plummets**

LONDON (March 05, 2010): May white sugar ended off \$27.50 at \$592.00 per tonne on Thursday after sliding to \$585.50, the lowest level for the front month since mid-November 2009. Market weighed by expected bumper crop in Brazil and a strengthening dollar. May cocoa on Liffe ended 17 pounds higher at 2,162 pounds a tonne. Industry buying has helped steady the market after a prolonged decline.

### **US MIDDAY: coffee and sugar fall**

NEW YORK (March 05, 2010): Summaries of the ICE Futures US cocoa, coffee and sugar markets early on Thursday. May arabica coffee contract dropped 3.05 cents to \$1.2905 per lb at 11:04 am EST (1604 GMT). Ranging from \$1.2870 to \$1.3215. Arabica coffee futures flirted with a 5-1/2 month low as the dollar rallied and pressured the commodity complex, said brokers.

### **US MIDDAY: sugar and cocoa soar**

NEW YORK (March 06, 2010): Summaries of the ICE Futures US cocoa, coffee and sugar markets early on Friday. May arabica coffee contract rose 0.05 cent to \$1.3025 per lb at 11:03 am EST (1603 GMT). Ranging from \$1.30 to \$1.3125. Arabica coffee futures were little changed as they consolidated after Thursday's fall, said brokers.

### **Liffe sugar and cocoa rise**

LONDON (March 06, 2010): May white sugar ended up \$17.5 at \$609.50 per tonne on Friday due to a technical bounce from Thursday's lows, with gains limited by an expected bumper crop in Brazil and a firm dollar. May cocoa on Liffe ended 14 pounds higher at 2,176 pounds a tonne on short-covering before the weekend.

### **Commodities win boost from US jobs data**

LONDON (March 07, 2010): Oil prices soared above 82 dollars this week as traders took their cue from better-than-expected US jobs data, firmer stock markets and the latest newsflow on the Greek debt crisis. The devastating earthquake in Chile, meanwhile, sent tremors through the copper market because the South American country is the world's biggest producing nation, traders said.

### **New York cocoa finishes firm**

NEW YORK (March 07, 2010): cocoa futures finished firm Friday, on light industry buying and the strong pound against the dollar, brokers said. The May cocoa contract climbed \$36 to settle at \$2,865 a tonne. May traded from \$2,818 to \$2,887. Volume traded in the May contract reached a light 3,987 lots at 12:33 pm EST (1733 GMT).



**COCOA PRODUCERS' ALLIANCE**

*Welcome to the*



*Have Fun*