“Trade for Sustainable Development (T4SD): Building sustainable supply chains”

Voluntary Sustainability Standards (VSSs) within the international market for coconuts and cocoa

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The landscape of sustainability standards & codes is complex...
T4SD - Making sustainable chains a reality:

How do we do this?

**T4SD GLOBAL DATABASE**
Core of the programme

Establishes a common language to reference standards initiatives
Neutral and credible methodology: data quality protocols

**SPECIAL PROJECTS**
Responding to specific needs

Leverages programme's IT platform

**ITC's Sustainability Tool Kit**

Linking communities committed to sustainable production and trade

The Sustainability Community is focused on driving sustainable agriculture value chains and trade. This website is also designed to empower farmers, businesses, standards organizations, NGOs and government.

Transparency on standards initiatives

This website enables users to explore standards-related data and self-assess their sustainable chain performance. The site currently covers more than 100 standards at the implementation level to more than 40 sectors and 160 countries.

**Capacity Building & Research**

T4SD on the ground

Empowering stakeholders to promote sustainable production and trade

Training in the field: T4SD team and/or local experts

Virtual component: e-learning programme

www.sustainabilitymap.org
Cocoa Market Information: Main exporters

List of exporting countries for the selected product in 2016
Product: 160100 Cocoa beans, whole or broken, raw or roasted

Source: ITC Trade Map – www.trademap.org
Cocoa Market Information: Main importers

List of importing countries for the selected product in 2016
Product: 180100 Cocoa beans, whole or broken, raw or roasted

Source: ITC Trade Map – www.trademap.org
Vanuatu’s cocoa exports and tariffs: Vanuatu’s opportunities

Source: ITC MacMap – www.macmap.org
Vanuatu’s cocoa exports and non-tariffs measures

### Find non-tariff measures

**Step 2/3**

Requirements applied to 1801000000 - Cocoa beans, whole or broken, raw or roasted exported to Austria from Vanuatu

[<< New search] [<< Modify search]

Product specific requirements applied by Austria on import of HS-1801000000 - Cocoa beans, whole or broken, raw or roasted

<table>
<thead>
<tr>
<th>Details</th>
<th>Title and summary of the legislation</th>
<th>Requirements specified in the legislation</th>
<th>Document</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>Title: Multiple regulations. See EU Export Helpdesk website for further details.</td>
<td>5 requirements (Details +)</td>
<td>N/A</td>
</tr>
</tbody>
</table>

1. Geographical restrictions on eligibility - (SPS)
2. Special Authorization requirement for SPS reasons - (SPS)
3. Tolerance limits for residues of or contamination by certain (non-microbiological) substances – (SPS)
4. Labelling requirements - (SPS)
5. Authorization requirement for TBT reasons - (TBT)

[<< New search] [<< Modify search]

Source: ITC MacMap – [www.macmap.org](http://www.macmap.org)
Welcome to our new Standards Map!

Standards Map provides information on standards, codes of conduct audit protocols addressing sustainability hotspots in global supply chains. What's new?

66 Standards

ABNT Ecolabel

The ABNT Ecolabel aims to stimulate the demand and supply of environmentally responsible products and services, ensuring consumers the reliability of the information.

Last update: Jul 10, 2017

Source: ITC Sustainability Map – www.sustainabilitymap.org
Applicable VSSs for cocoa

Figure 109: Cocoa: Share of Fairtrade area, 2015
Source: Fairtrade International, 2017

Figure 110: Cocoa: Share of Organic area, 2015
Source: FiBL, 2017.

Figure 111: Cocoa: Share of Rainforest Alliance/Sustainable Agriculture Network area, 2015
Source: Rainforest AllianceSAN, 2016.

Figure 112: Cocoa: Share of UTZ area, 2015
Source: UTZ, 2016.

Source: State of Sustainable Market 2017
**Cocoa: Fairtrade: Top 10 countries by area, 2015**

The graph presents the area of land cultivated by several countries to produce a certified commodity for one specific Voluntary Sustainability Standard (VSS).

**Cocoa: UTZ: Top 10 countries by area**

The graph presents the area of land cultivated by several countries to produce a certified commodity for one specific Voluntary Sustainability Standard (VSS).

**Cocoa: Rainforest Alliance/SAN: Top 10 countries by area, 2015**

The graph presents the area of land cultivated by several countries to produce a certified commodity for one specific Voluntary Sustainability Standard (VSS).

**Cocoa: Organic: Top 10 countries by area, 2015**

The graph presents the area of land cultivated by several countries to produce a certified commodity for one specific Voluntary Sustainability Standard (VSS).
Applicable VSSs for cocoa – Market Opportunities

**Figure 51:** Organic: Top 10 countries by retail sales, 2015
- **USA:** 39,700
- **Germany:** 9,564
- **France:** 6,140
- **China:** 5,228
- **Canada:** 3,059
- **United Kingdom:** 2,889
- **Italy:** 2,571
- **Switzerland:** 2,413
- **Sweden:** 1,915
- **Spain:** 1,882

*Source: FiBL survey, 2017 (Willer and Lemoud 2017). Based on national data sources.*

**Figure 52:** Organic: Top 10 crops/crop groups
- **Cereals:** 3,889,353
- **Oilseeds:** 1,235,778
- **Coffee:** 903,878
- **Olive oil:** 672,033
- **Soybeans:** 528,325
- **Textile crops:** 449,390
- **Nuts:** 414,558
- **Dry pulses:** 408,421
- **Tropical/subtropical fruits:** 374,769
- **Vegetables:** 353,577

*Source: FiBL, 2017 (Willer and Lemoud 2017). Based on national data sources and data from certifiers.*

**Figure 30:** Fairtrade International: Top 10 countries by retail sales, 2015
- **United Kingdom:** 2,433
- **Germany:** 1,085
- **USA:** 1,017
- **Switzerland:** 527
- **France:** 491
- **Sweden:** 387
- **Canada:** 302
- **Ireland:** 279
- **Netherlands:** 247
- **Australia:** 242

*Source: Fairtrade International 2016. Original data in euros; the 2015 annual average exchange rate from the Statistical Data Warehouse of the European Central Bank was used.*

**Figure 27:** Fairtrade International: Top 10 products by area, 2015
- **Coffee:** 1,297
- **Cocoa:** 570
- **Sugar cane:** 187
- **Tea:** 122
- **Grapes, wine:** 93
- **Quinoa:** 49
- **Cotton:** 45
- **Bananas:** 41
- **Fruit, no details:** 31
- **Rice:** 20

Coconut Market Information: Main exporters

List of exporting countries for the selected product in 2016
Product: 080119 Fresh coconuts, whether or not shelled or peeled (excluding in the inner shell "endocarp")

Source: ITC Trade Map – www.trademap.org
Vanuatu’s coconuts’ exports and tariffs: Vanuatu’s opportunities

Source: ITC MacMap – www.macmap.org
Vanuatu’s coconuts’ exports and non-tariffs measures

Source: ITC MacMap – [www.macmap.org](http://www.macmap.org)
Applicable VSSs for coconuts

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Filter by Type
- Private
- Public
- International

Sector / Product
- Coconut (trash)

Producing Region / Country

Destination Region / Country

Search by name

72 Standards

**ABNT Ecolabel**
The ABNT Ecolabel aims to stimulate the demand and supply of environmentally responsible products and services, ensuring consumers the reliability of the information.

Last update: Jul 10, 2017

Source: ITC Sustainability Map – www.sustainabilitymap.org
Applicable VSSs for coconuts

Source: ITC Sustainability Map
www.sustainabilitymap.org
T4SD’s special projects in sustainable agriculture

www.sustainabilitymap.org/lbcs

Farmers & Agribusinesses

1. Profile information:
   - Name
   - Email
   - Product
   - Country
   - GLN

2. Assets information:
   - Assets location & size
   - Sustainability
   - Ownership
   - Production

3. Sustainability Assessment:
   - Roadmap to improvement
   - Existing sustainability certification

4. Metrics & Analytics:
   - Comparison against peers
   - Improvement over time

www.sustainabilitymap.org
T4SD’s special projects in sustainable agriculture
www.fsatool.com
Thank you! Questions?

For more information:

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Create your account at:
www.sustainabilitymap.org