



# “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



## 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 trainers, businesses, standards organizations, NGOs and government

Transparency on standards initiatives

This website enables users to analyse standards-related data and self-assess their sustainability-related performance. The site currently covers more than 220 standards initiatives applicable to more than 80 sectors and 180 countries



Market data for more informed sustainability decisions

The Sustainability Trends provides greater access to information on sustainable markets. Regularly updated, this component of Sustainability Map offers a comprehensive overview of production-related market information on some of the major sustainability related standards

Connecting businesses along sustainable value chains

The virtual marketplace allows users to share their business and sustainability profiles with buyers, traders, standards organizations



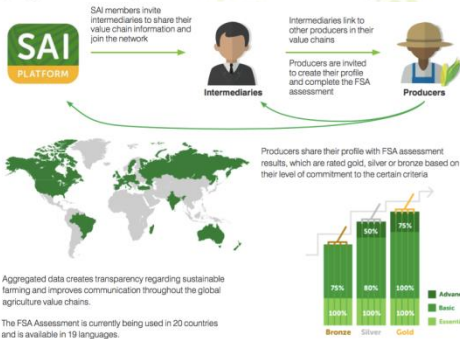
[www.sustainabilitymap.org](http://www.sustainabilitymap.org)



## SPECIAL PROJECTS

Responding to specific needs

Leverages programme's IT platform



## 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

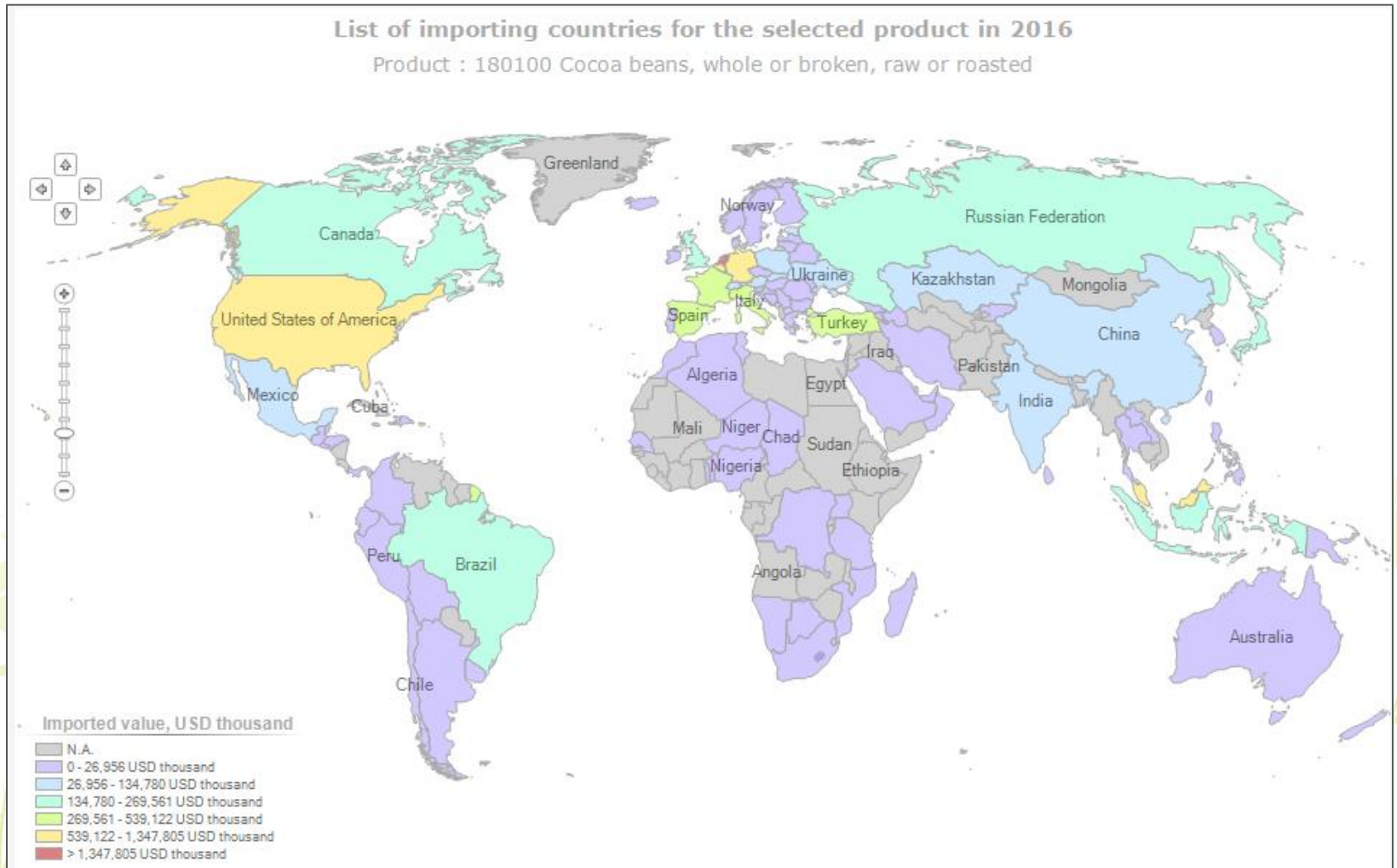


# Cocoa Market Information: Main exporters



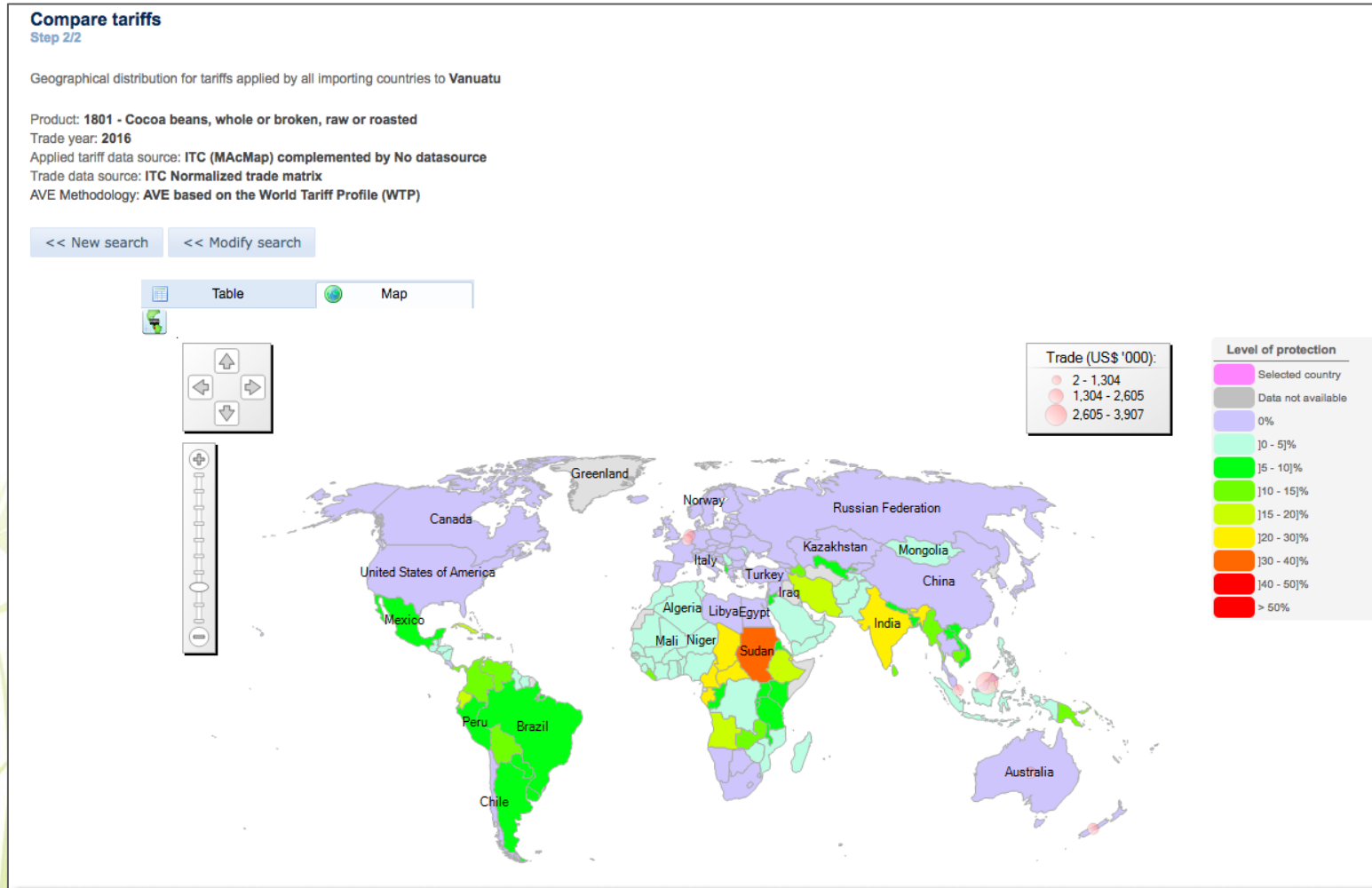
Source: ITC Trade Map – [www.trademap.org](http://www.trademap.org)

# Cocoa Market Information: Main importers



Source: ITC Trade Map – [www.trademap.org](http://www.trademap.org)

# Vanuatu's cocoa exports and tariffs: Vanuatu's opportunities



Source: ITC MacMap – [www.macmap.org](http://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

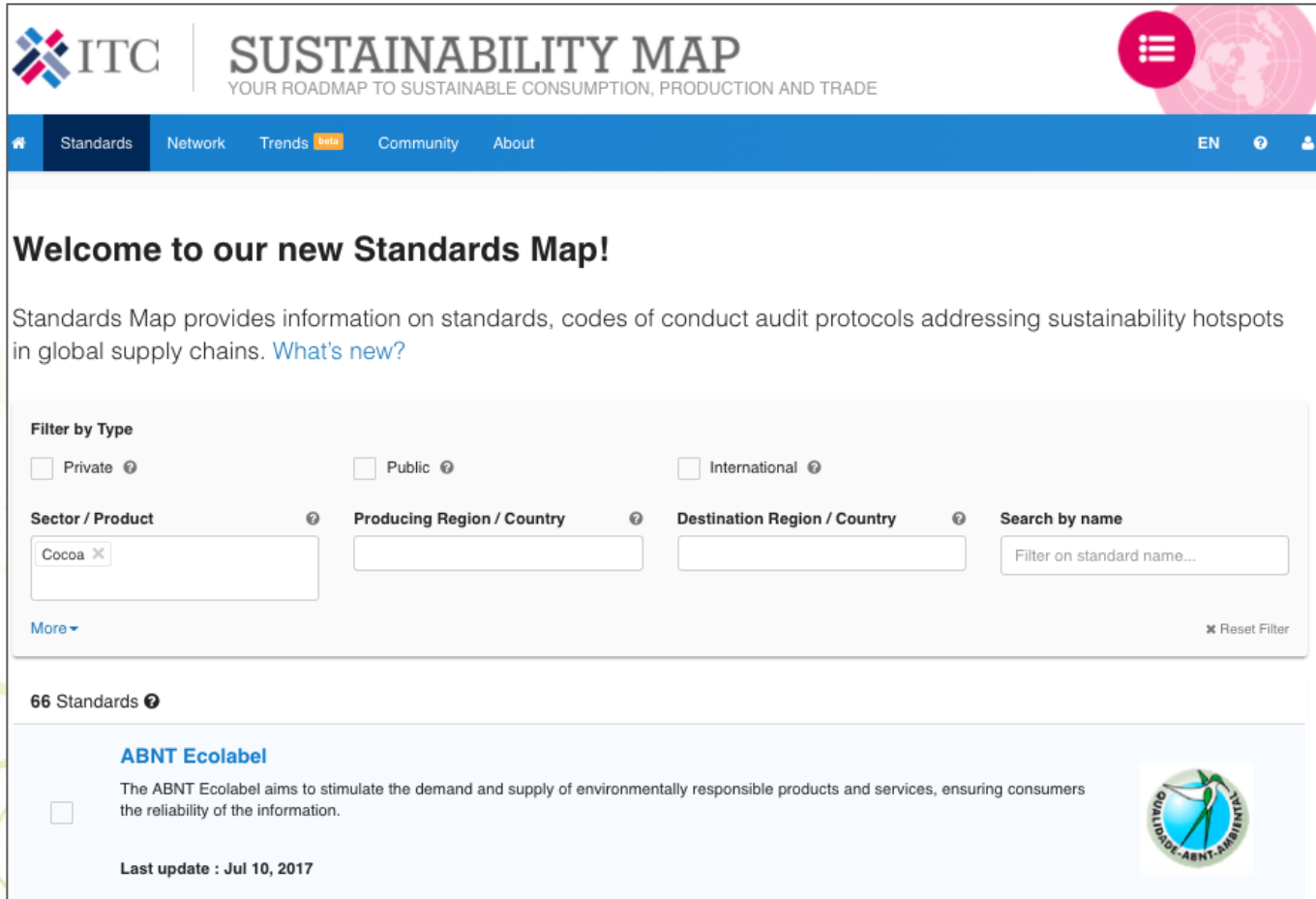
☑ **Product specific requirements applied by Austria on import of HS-1801000000 - Cocoa beans, whole or broken, raw or roasted**

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

<< New search   << Modify search

Source: ITC MacMap – [www.macmap.org](http://www.macmap.org)





**ITC SUSTAINABILITY MAP**  
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

Standards Network Trends **beta** Community About EN ?

## 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?](#)

**Filter by Type**

Private  Public  International

**Sector / Product**  **Producing Region / Country**  **Destination Region / Country**  **Search by name**


[More](#) ✕ Reset Filter

**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.

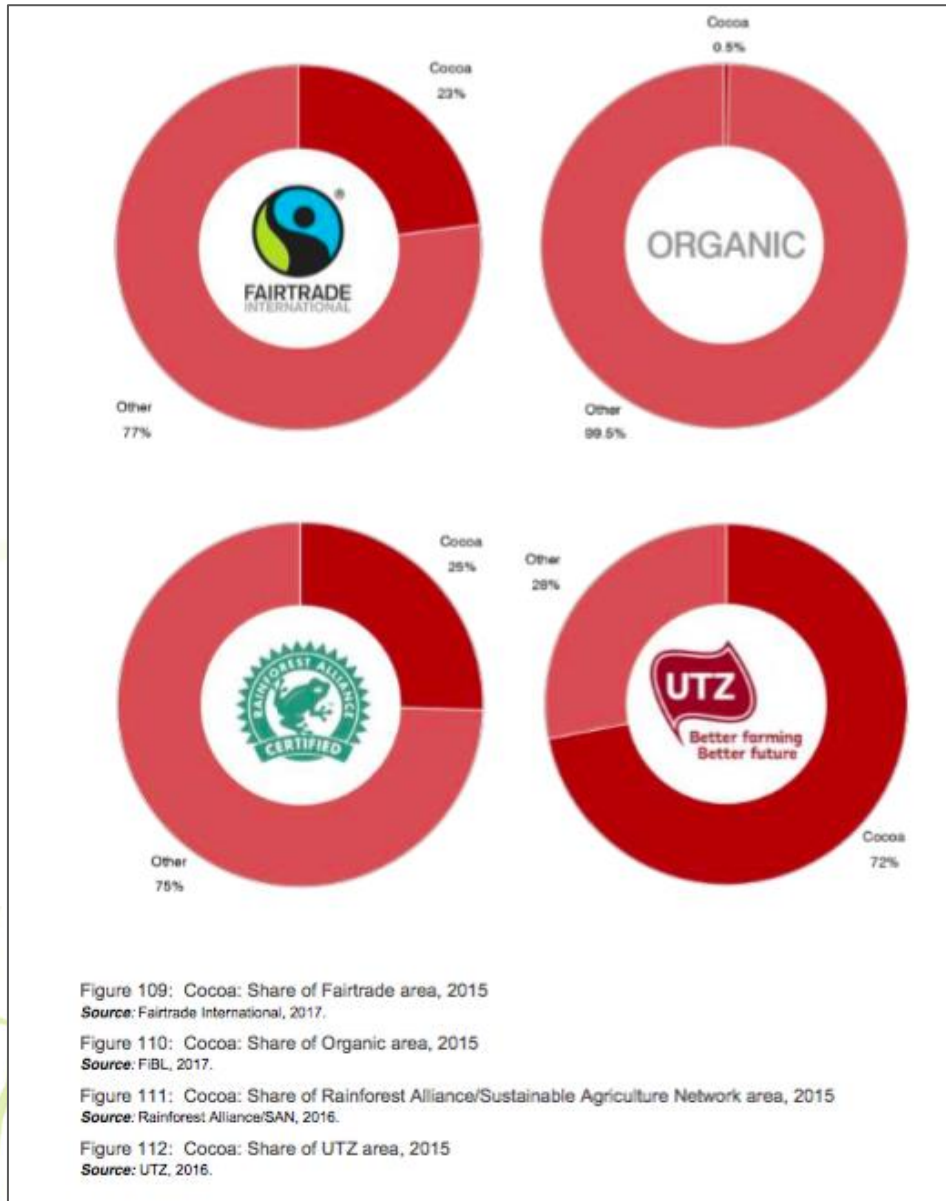
**Last update : Jul 10, 2017**



Source: ITC Sustainability Map – [www.sustainabilitymap.org](http://www.sustainabilitymap.org)



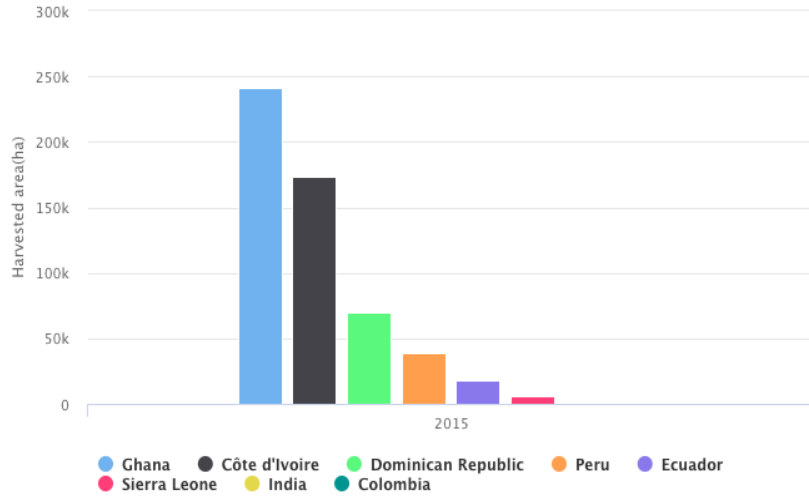
# Applicable VSSs for cocoa



Source: State of Sustainable Market 2017

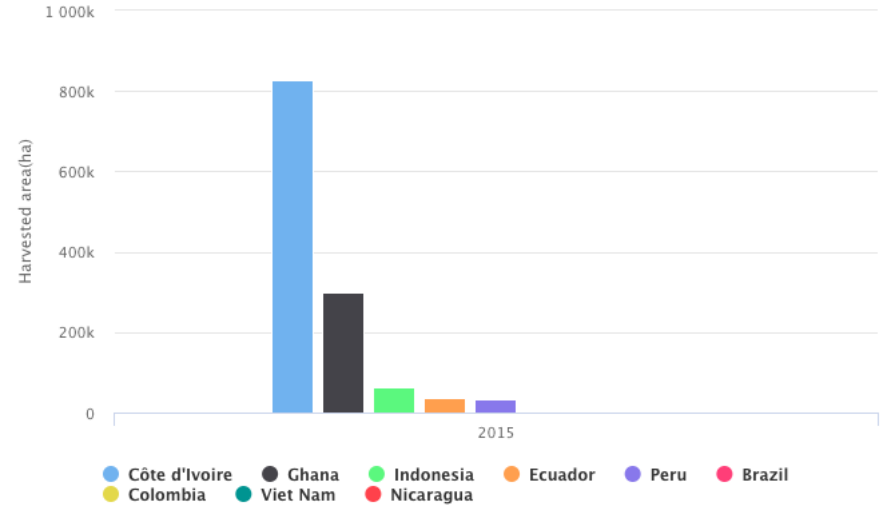
## Cocoa: Fairtrade: Top 10 countries by area, 2015

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



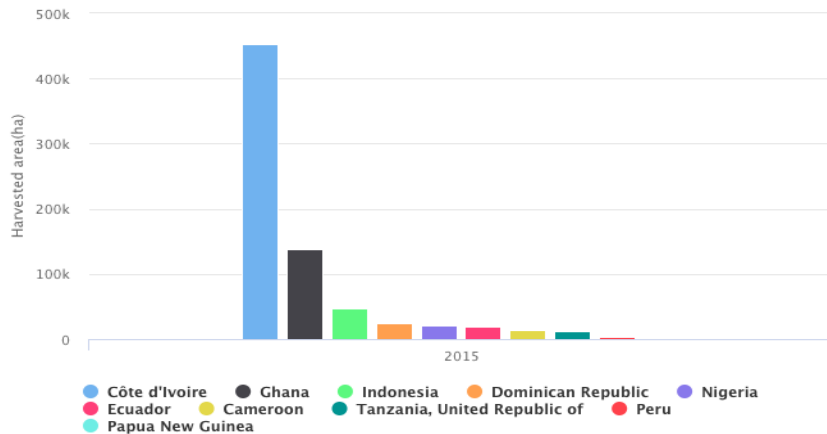
## Cocoa: UTZ: Top 10 countries by area

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).

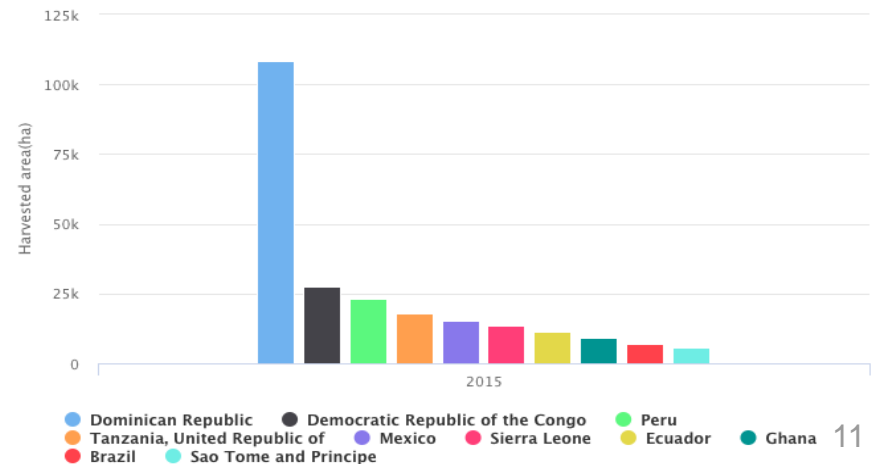
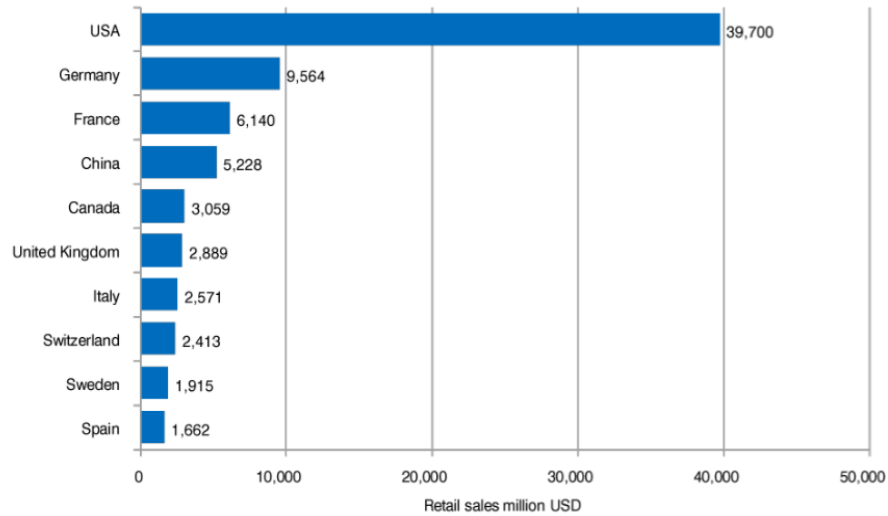
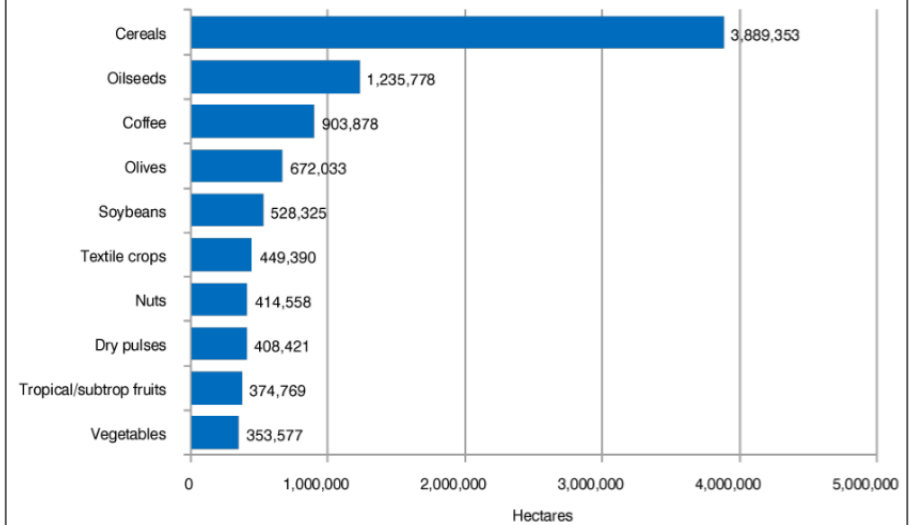


Figure 51: Organic: Top 10 countries by retail sales, 2015



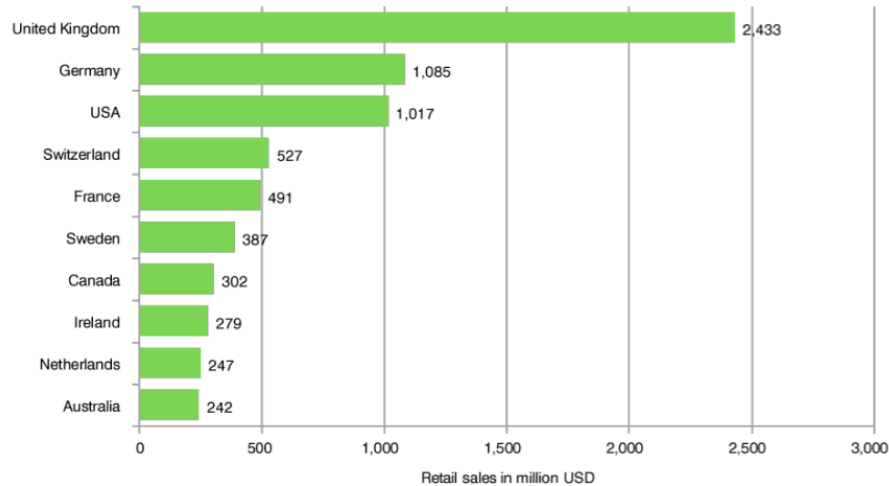
Source: FiBL survey, 2017 (Willer and Lernoud 2017). Based on national data sources.

Figure 52: Organic: Top 10 crops/crop groups



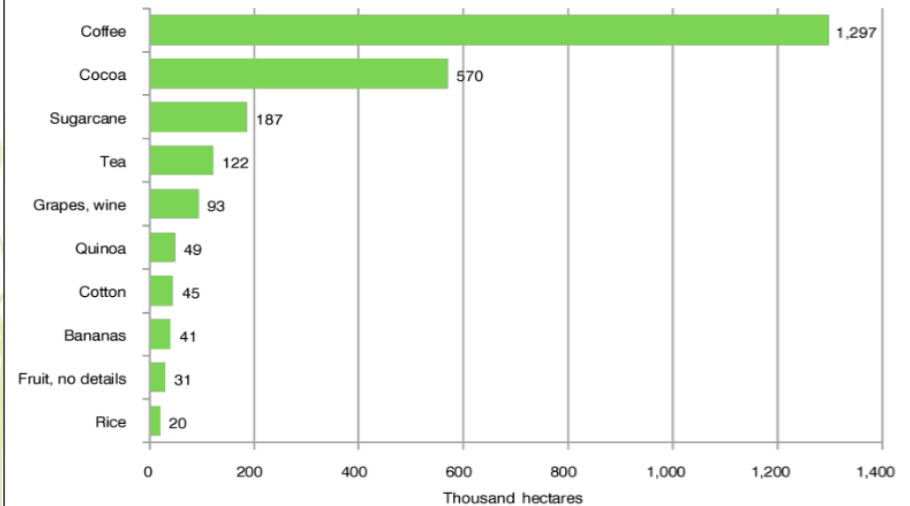
Source: FiBL, 2017 (Willer and Lernoud 2017). Based on national data sources and data from certifiers.

Figure 30: Fairtrade International: Top 10 countries by retail sales, 2015



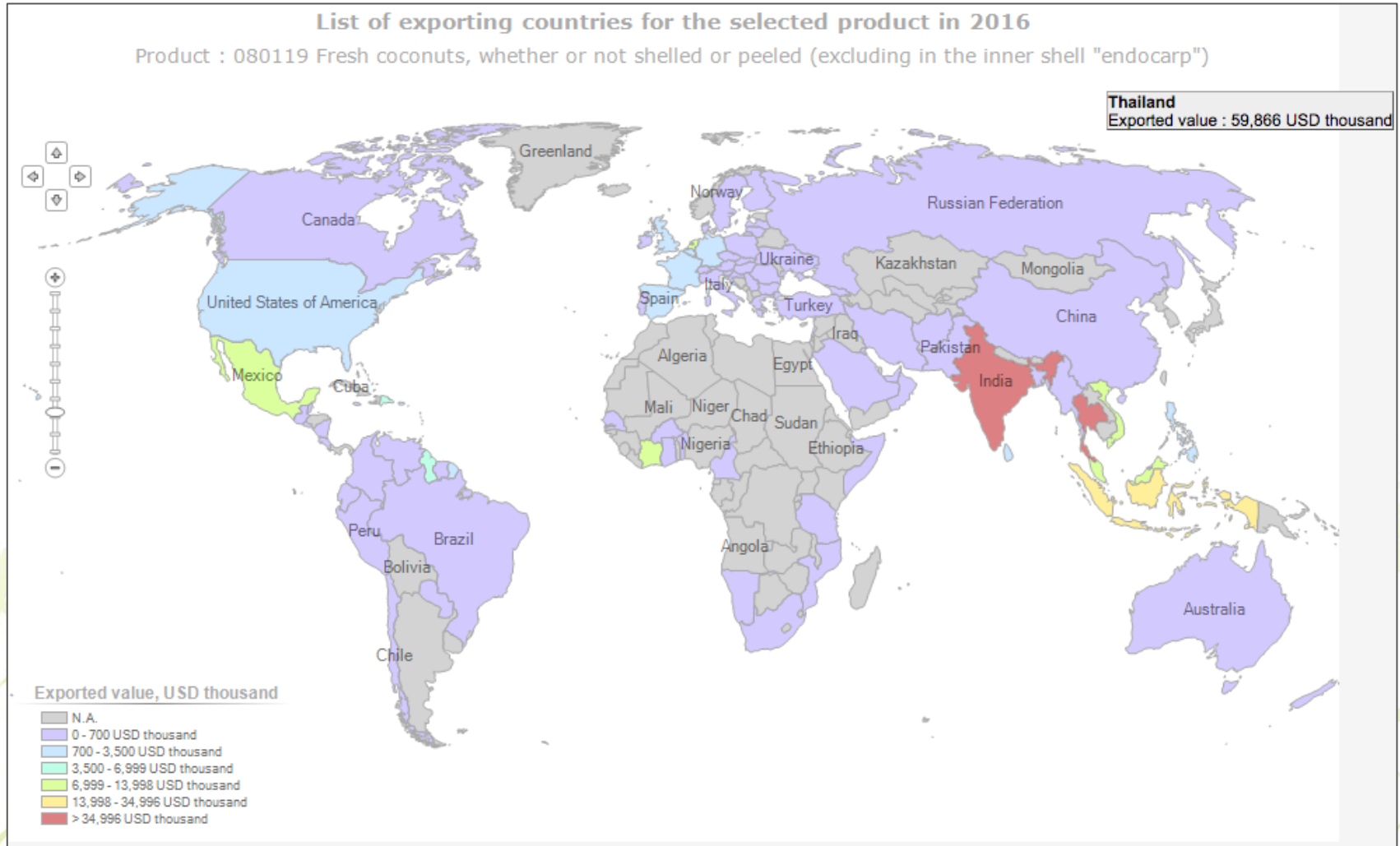
Source: Fairtrade International 2016. Original data in euros; the 2015 annual average exchange rate from the Statistical Data Warehouse of the European Central Bank was used.

Figure 27: Fairtrade International: Top 10 products by area, 2015

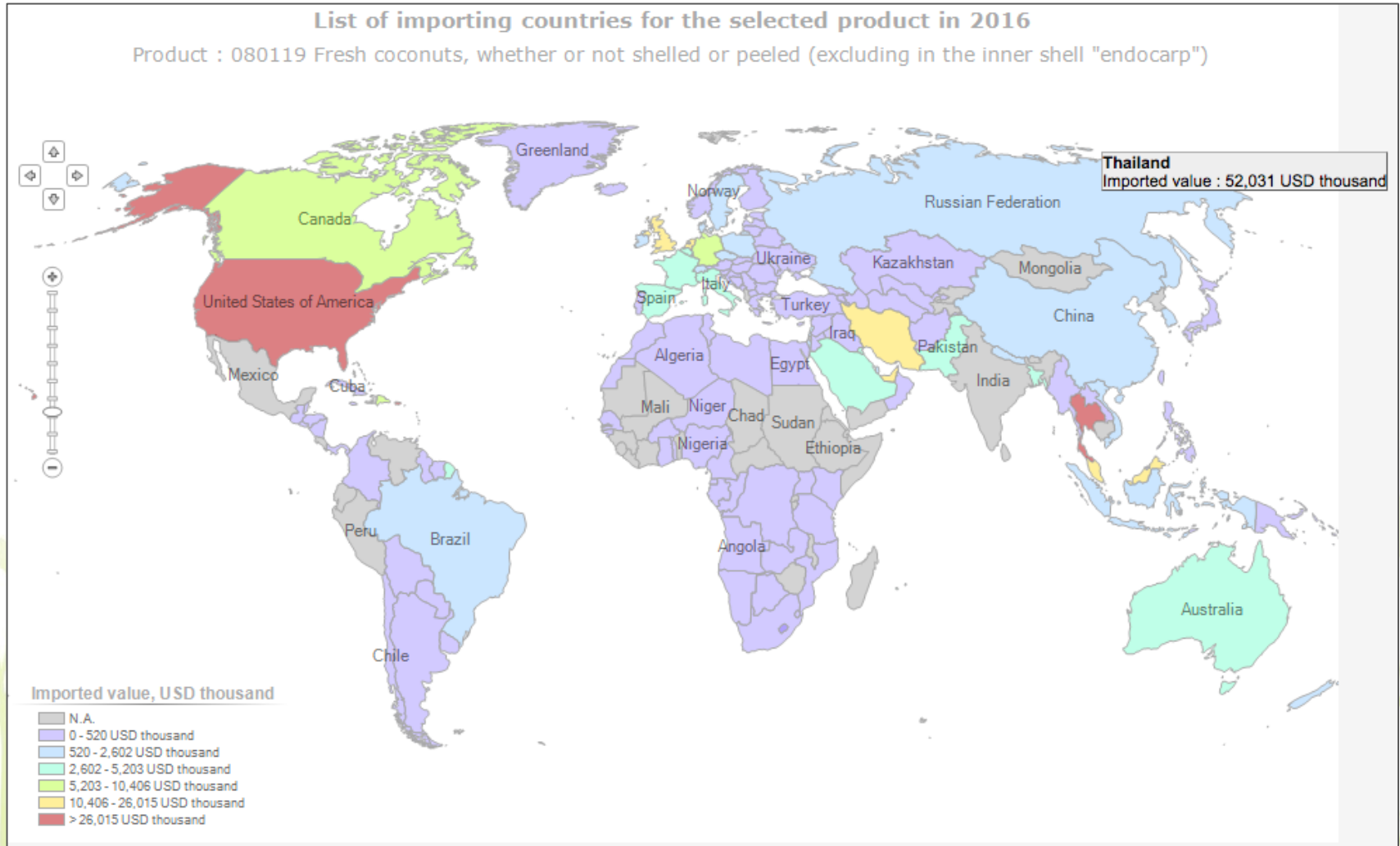


Source: Fairtrade International, 2017.



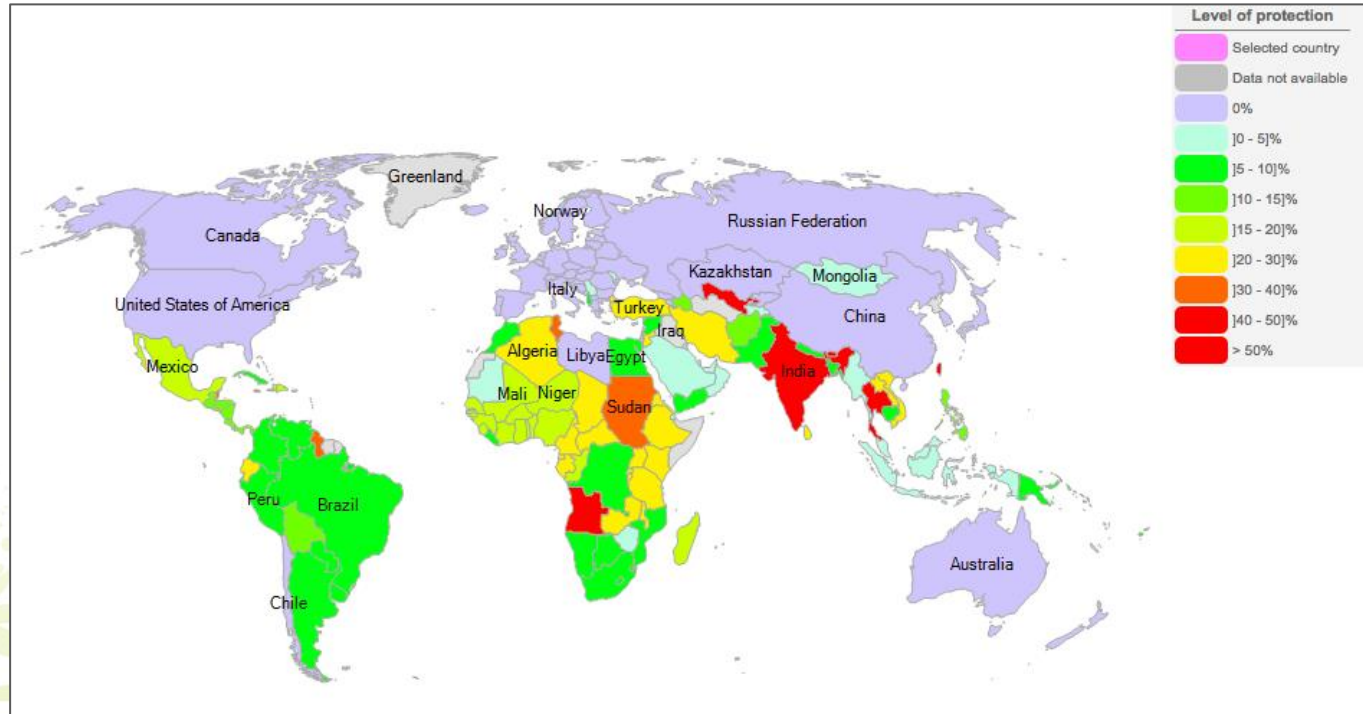


Source: ITC Trade Map – [www.trademap.org](http://www.trademap.org)



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# Vanuatu's coconuts' exports and tariffs: Vanuatu's opportunities



## Compare tariffs

### Step 2/2

Geographical distribution for tariffs applied by all importing countries to **Vanuatu**

Product: **080119 - Fresh coconuts, whether or not shelled or peeled**

Trade year: **2016**

Applied tariff data source: **ITC (MacMap) complemented by No datasource**

Trade data source: **ITC Normalized trade matrix**

AVE Methodology: **AVE based on the World Tariff Profile (WTP)**

Source: ITC MacMap – [www.macmap.org](http://www.macmap.org)



# Vanuatu's coconuts' exports and non-tariffs measures

## Find non-tariff measures

Step 2/3

Requirements applied to 080119 - Fresh coconuts, whether or not shelled or peeled exported to China from Vanuatu

<< New search

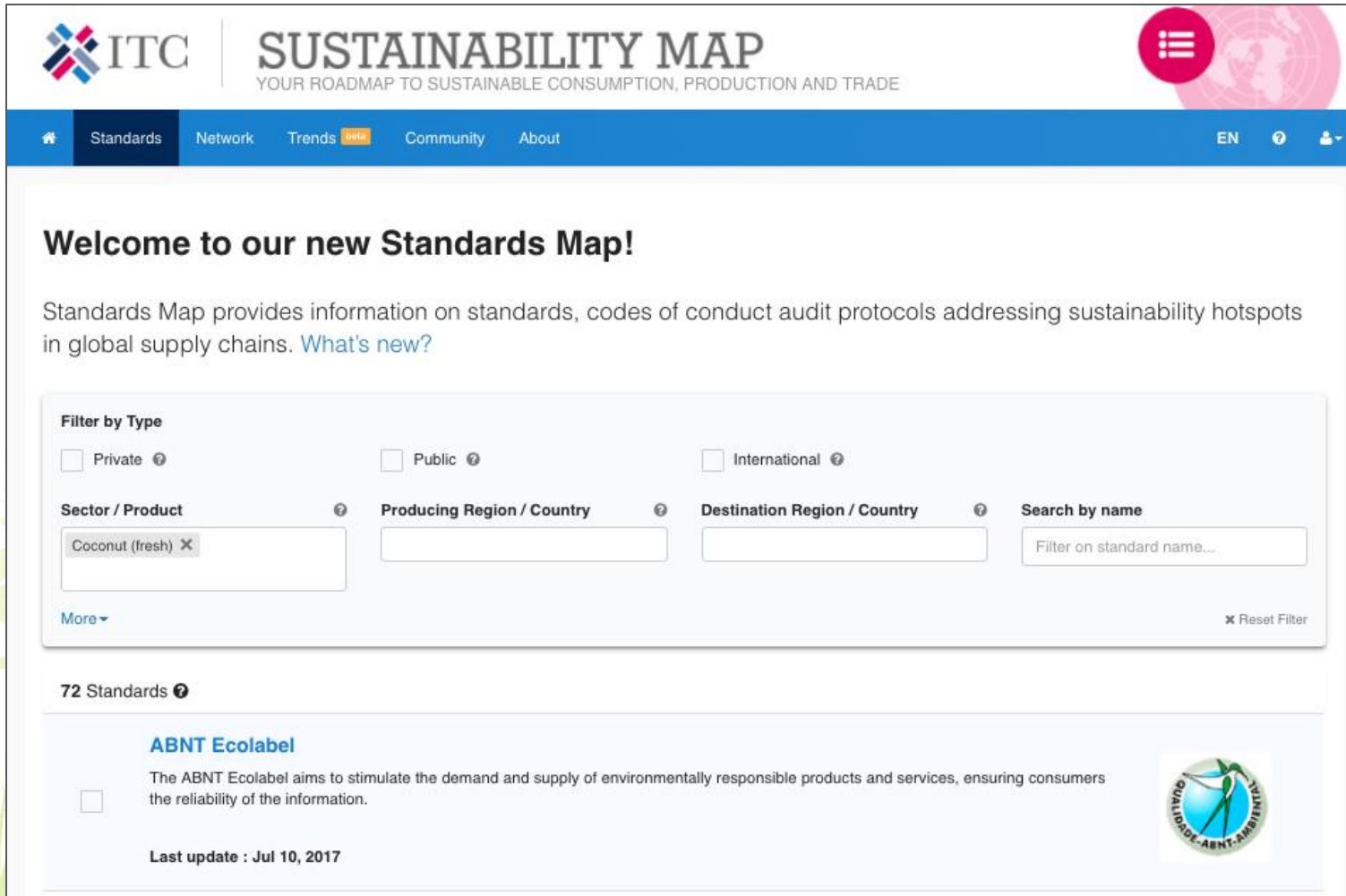
<< Modify search

08011910 - Coconuts, Brazil nuts and cashew nuts, fresh or dried, wheth...

Product specific requirements applied by China on import of HS-08011910 - Coconuts, Brazil nuts and cashew nuts, fresh or dried, whether or not shelled or peeled: **Coconuts:** Other: seedlings

Details	Title and summary of the legislation	Requirements specified in the legislation	Document
	<b>Title :</b> Notice on issuing imported food hygiene supervision and inspection work Statutes	<b>1 requirement</b> (Details +)  Inspection requirement - (SPS)	N/A
	<b>Title :</b> National food safety standard on The General Principles of Pre-packaged foods labels .	<b>1 requirement</b> (Details +)	N/A
	<b>Title :</b> Notice on the issuance of the entry plant quarantine concessionary management approach by the animal and plant quarantine of PRC	<b>1 requirement</b> (Details +)	N/A
	<b>Title :</b> National food safety standard on Mycotoxin limits in food products.	<b>2 requirements</b> (Details +)	N/A
	<b>Title :</b> Implementation regulations on the Import and Export Commodity Inspection Law of the PRC	<b>2 requirements</b> (Details +)	N/A
	<b>Title :</b> Further notice on preventing the Mediterranean fruit fly from spreading into China	<b>2 requirements</b> (Details +)	N/A
	<b>Title :</b> NA	<b>6 requirements</b> (Details +)	N/A

Source: ITC MacMap – [www.macmap.org](http://www.macmap.org)



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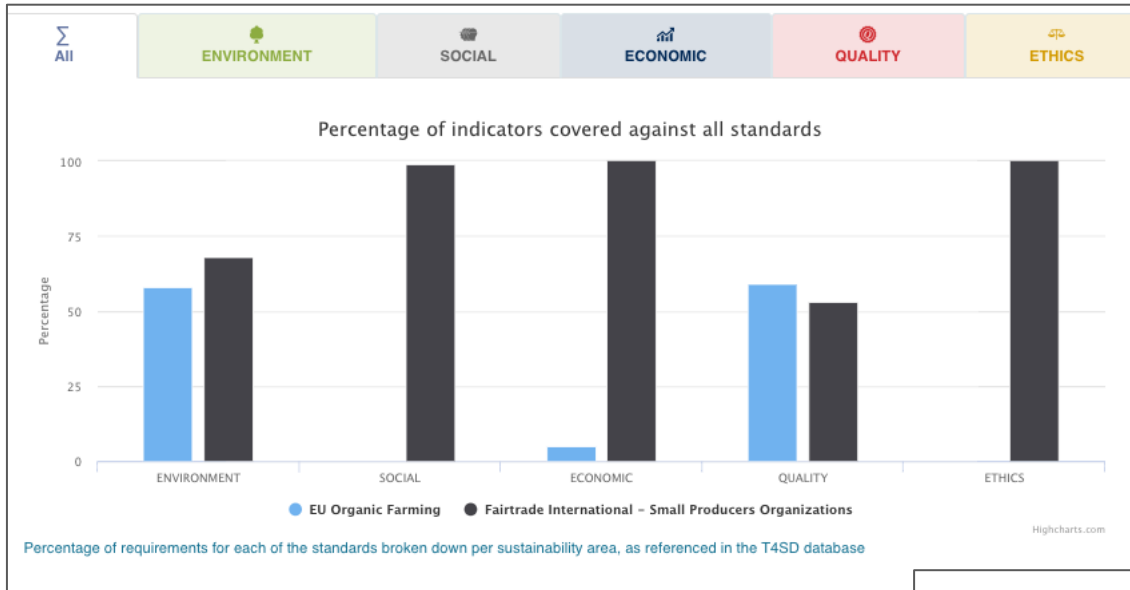
**72 Standards**

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**Last update : Jul 10, 2017**





Source: ITC Sustainability Map  
[www.sustainabilitymap.org](http://www.sustainabilitymap.org)

 EU Organic Farming
  Fairtrade International - Small Producers Organizations

**ENVIRONMENT**

**SOCIAL**

**ECONOMIC**

**QUALITY**

**ETHICS**

**ETHICS & INTERGRITY**

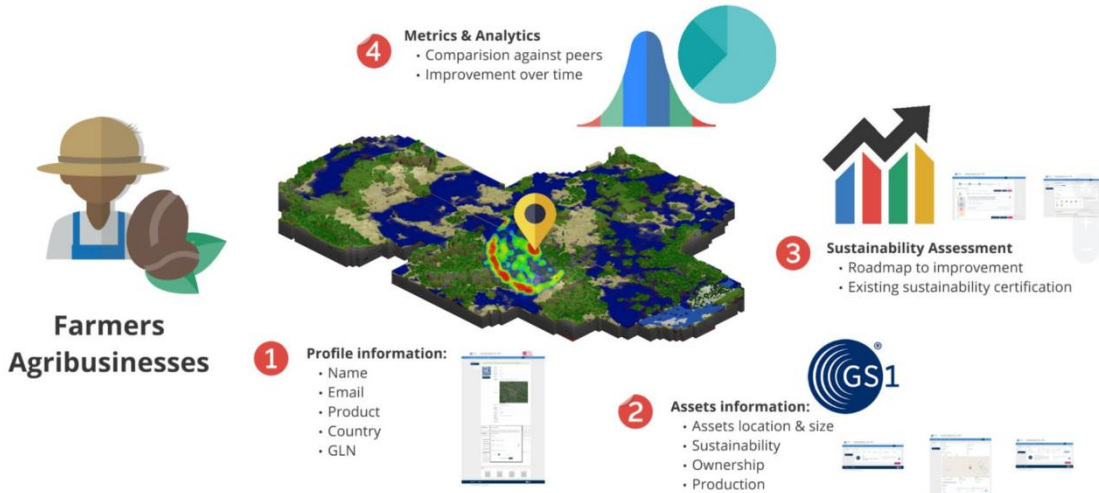
Corruption prevention and bribery: general principle	Requirement covered: <span style="color: red;">✘</span>	Requirement covered: <span style="color: green;">✔</span>
		Degree of obligation: <span style="border: 1px solid blue; padding: 2px;">Immediate</span>
		Explicit reference: <span style="border: 1px solid blue; padding: 2px;">yes</span>
<p>"4.2.9 (Year 0 Core) You must keep records and books that are accessible to all members.[such transparent practices prevent corruption]."</p> <p><a href="#">More information</a></p>		
Anti-bribery - Internal controls, records keeping, M&E	Requirement covered: <span style="color: red;">✘</span>	Degree of obligation: <span style="border: 1px solid green; padding: 2px;">Immediate</span> <span style="border: 1px solid blue; padding: 2px;">Major</span>

19

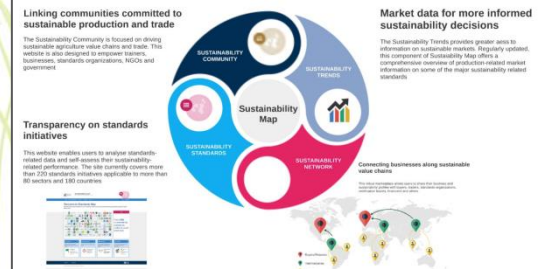




## Farmers & Agribusinesses

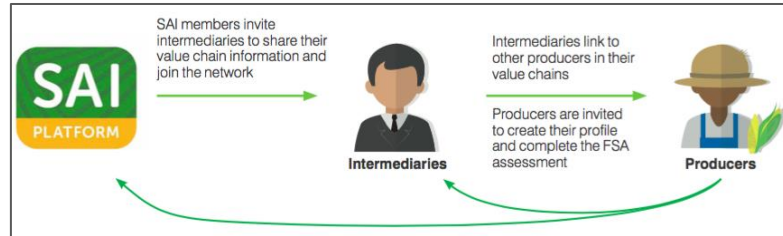


## ITC's Sustainability Tool Kit



# T4SD's special projects in sustainable agriculture

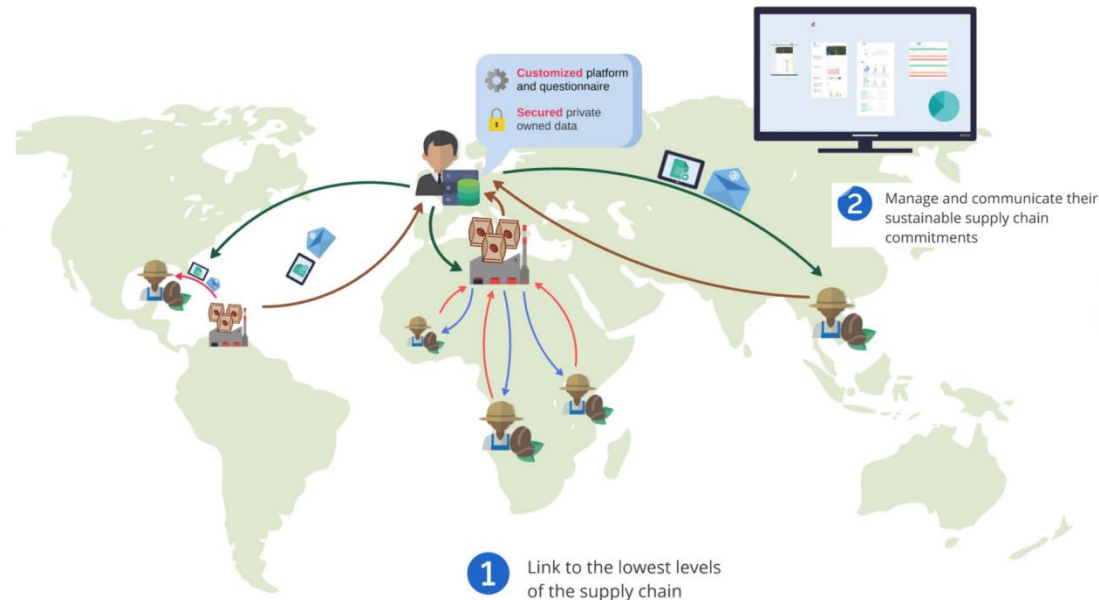
[www.fsatool.com](http://www.fsatool.com)



## For Buyers and Retailers



Buyers/  
Retailers



Thank you! Questions?

For more information:

Sandra Cabrera de Leicht  
Advisor in Sustainability Standards and  
Value Chains ITC

Email: [cabrera@intracen.org](mailto:cabrera@intracen.org)

Create your account at:  
[www.sustainabilitymap.org](http://www.sustainabilitymap.org)