

Bringing Sustainability to the Cocoa Value Chain through Traceability

CASE STUDY



Sustainability



Fair Trade



Food & Beverage

CUSTOMER PROFILE

Our customer processes cocoa beans into cocoa butter, liquor and powder, and provides geotraceable cocoa ingredients to its customers.

One of their customers is an international, family-owned consumer goods company with 15,000 employees offering quality bakery, confectionery, biscuit and grain products, plant-based meals and non-dairy products, as well as food and café services. Established in 1891, the company operates in eight countries and has net sales of 1.6 billion Euros.

CUSTOMER CHALLENGES

This consumer goods company wants to inform consumers on the origin of the raw materials of their ingredients and products and be able to know their history and movements along the supply chain.

Since our customer buys its cocoa butter already processed, to avoid surprises, they want to obtain complete visibility even before it enters the processing plant, i.e., directly from the farm. This visibility will ensure that their supply chain is viable, responsible and sustainable.

DID YOU KNOW?

There are about five million cocoa farms in the world and 80% of the cocoa farmers do not belong to any certification systems that would ensure responsible cocoa growing.

REQUIREMENTS

For each consignment of cocoa butter they receive at their plant, the company wants to know who the cocoa producers are, with granular details about their socio-economic profile, farming practices and potential human and environmental impact.

This information will enable the downstream buyers and processors to support the cocoa producers, so as to:

- Improve their farming practices, the quality of their product, their yield and therefore their revenues
- Mitigate the negative human and environmental impact
- Trace raw materials back to the field and ensure food security
- Report on what drives changes and repercussions



THE SOLUTION

Our customer implemented OPTEL's GeoTraceability solution to obtain granular information on the 4,000+ cocoa bean producers they buy from. The data collected about them, their farming activities and the mapping of their cocoa plantations were used to identify effective areas for intervention and to design capacity building and engagement programs.

The support provided to producers has been recorded in OPTEL's GeoTraceability system, and changes in behavior, farming practices and quality/production have been monitored.

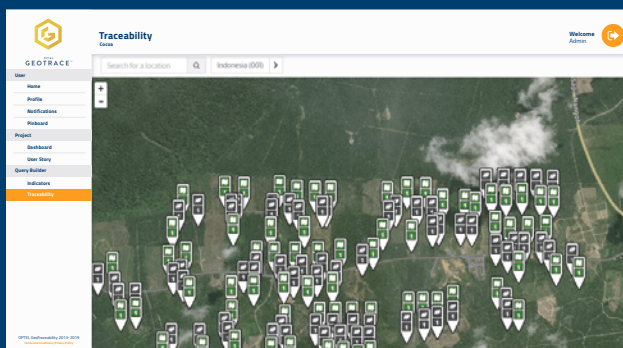
In addition, a physical traceability system has been deployed across the entire supply chain to track and trace cocoa beans, from the farms to the buying centers, from the buying centers to the warehouse, and from the warehouse to the plant. An internal traceability system has been implemented at the plant to maintain the traceability link between beans and batches of cocoa butter.

The traceability solution also records the shipments of containers full of cocoa butter boxes to third-party logistics service providers who melt the butter and ship it in tanks to the consumer goods company's manufacturing facilities. This means full physical traceability from the farm to the manufacturer's doorstep!

RESULTS

Our customer can now sell geotraceable cocoa products prove that the cocoa in their products is responsibly sourced.

Moreover, downstream supply chain stakeholders can now support individual producers with tailored strategies and monitor their progress towards a more sustainable and inclusive economy.



CONTACT US

To learn more about OPTEL's traceability solutions, contact us at optelgroup.com/contact/.

Our customer achieved one of its most important goals: 100% of their cocoa is now responsibly produced.



NORTH AMERICA

OPTEL Canada — HEADQUARTERS
+1 418 688 0334

EUROPE

OPTEL Ireland
+353 61480965

ASIA

OPTEL India
+91 832 669 9600

SOUTH AMERICA

OPTEL Brazil
+55 19 3113 2570



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