UTZ is the largest program in the world for sustainable cocoa.

There are more than 760,000 cocoa farmers in the UTZ program.

UTZ certified cocoa is produced in 21 countries.

Chocolate products with the UTZ name or logo are available in 128 countries.

In 2017, enough UTZ certified cocoa was sold to make 29.2 billion milk chocolate bars.
Introduction

The main goal of this report is to present the scope and scale of the UTZ cocoa program in 2017. The statistics report is written in order to inform our stakeholders and is part of our commitment to transparency.

The statistics report focuses on the key indicators related to:

• **Market uptake:** sales of UTZ certified cocoa
• **Program reach:** UTZ certified cocoa production, premiums being paid and multi-certification of this production

This report is part of the UTZ monitoring and evaluation system. Most of the data in this report is collected via our online traceability system, the Good Inside Portal.

We recognize that there may be shortcomings with the reliability of the data. We look forward to receiving your feedback. For more information, please contact the Monitoring & Evaluation Department at ME@utz.org

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Summary

Higher reach of UTZ cocoa program

The UTZ cocoa program has been able to grow and increase its reach:

- 21% more certified farmers
- 22% higher total estimated production
- The top UTZ producing cocoa countries reflect the world distribution of cocoa production
- 15% of cocoa farmers worldwide are part of the UTZ cocoa program
- New initiatives (Cocoa Action, Cocoa & Forests Initiative) have brought more attention on sustainable cocoa

Increase in demand for UTZ cocoa

Farmers are selling a higher % of their cocoa as UTZ:

- In 2017, 76% of the estimated production of UTZ certified cocoa was sold as UTZ, an increase from 2016 (54%)
- UTZ is continuously monitoring implementation issues (such as traceability and deforestation) in key producing countries and improving its assurance model
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1.1 Geographical reach
The UTZ Cocoa program increased its reach to 21 countries

- New countries: Fiji and Honduras (1 producers’ group each)
- Drop-out country: Togo (1 producers’ group)
1.2 Program reach

The UTZ Cocoa program reached more than 700,000 farmers

- Estimated 15% of the cocoa farmers worldwide are UTZ*
  - Largest absolute increase is seen in Côte d’Ivoire
  - Largest relative growth is seen in Cameroon
- The certified area increased by 29% and the number of workers increased by 8%

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* Based on World Cocoa Foundation 2016 estimate: http://www.worldcocoafoundation.org/about-cocoa/cocoa-value-chain/

Number of workers in 2016 has been reviewed due to higher data quality and is lower than reported in 2016
1.3 Program reach

The number of farmers in the UTZ Cocoa program is steadily growing.

- Global increase of 21% in the number of farmers
  - Largest absolute increase is seen in Côte d’Ivoire
  - Largest relative growth is seen in Nicaragua (+104%)
- Ghana has fewer groups but with increasing number of producers (+16%)
2.1 Global sales of UTZ certified cocoa beans

UTZ cocoa sales increased by 83% over 2017. Lion’s share of this is coming from West Africa.

Sales per crop year are steadily increasing (+26% for main harvest)

- Strong growth in the demand for UTZ certified cocoa. Largest absolute growth in Côte d’Ivoire
  - More demand linked to commitment of important customers
  - National record harvest in 2016/2017 in Côte d’Ivoire

- For administrative reasons and anticipation of Mass Balance changes, some sales were recorded in 2017 instead of respectively 2016 and 2018

- UTZ is continuously monitoring traceability challenges and improving its assurance in key producing countries

'First Buyer Sales' are all the confirmed sales from a certified producers’ group or estate to the first buyer. Years are calendar years.
2.2 Monthly global sales of UTZ certified cocoa beans

- Sales represent the first sales from a certified producers’ group or estate to their first buyer
- For administrative reasons, part of the 2016 harvest was recorded in February 2017
- The market anticipated the UTZ Mass Balance changes in December 2017

‘First Buyer Sales’ are all the confirmed sales from the producer to the first buyer.
2.3 Sales of UTZ certified cocoa beans per origin country

Increase in sales coming from main UTZ producing countries

- Largest absolute change is seen in Côte d’Ivoire
- Ghana sales boosted by new sourcing market members and internal Mass Balance purchases by Licensed Buying Companies
- Cameroon and Nigeria sales boosted by important investments in large groups

*First Buyers Sales* are all the confirmed sales from the producer to the first buyer.

*Other includes Dominican Republic, DR of Congo, Sierra Leone, Uganda, Brazil, Tanzania, Vietnam, Nicaragua, Togo, Mexico and Panama
2.4 Market uptake

The uptake of UTZ cocoa by market continues; amount of licensed supply chain actors and requests for labeling approvals grew again.

- Number of Supply Chain Actors increased by 17%
- 82% of the licensed Supply Chain Actors are based in Europe
- In 2017, 13,158 new consumer-end products on the market with the UTZ label

'Supply Chain Actors’ include traders, manufacturers and retailers.
3.1 Premium transparency

On average 45% of UTZ premium is used to further professionalize at coop level, 55% is paid in cash to group members.

- **Management**
  - 76% of groups use UTZ premium for their IMS
  - 53% of groups use UTZ premium to pay for their external audit

- **Products & services to the group**
  - 62% of groups use UTZ premium to provide productive inputs
  - 78% of groups use UTZ premium to provide technical assistance
  - 31% of groups use UTZ premium for basic community services

- **Group member premium (in cash)**

Based on data from 2013/2014 time period
3.2 Premium

An average of 83 euros/MT was paid in cash premium to UTZ producers’ groups and estates.

- The **UTZ Premium** is an additional cash amount paid above the market price for a similar conventional (non-certified/non-verified) product. It is mandatory and agreed upon between the certified group or producer and the first buyer.
- Additionally to the cash premium, buyers support cocoa producers’ groups with in-kind investment.

UTZ premium calculations are based on transactions data recorded in the GIP. Values under 10 and above 350 EUR/MT are excluded from 2017 analysis.
4.1 Global Estimated UTZ Production
Significant growth to almost 1.5 million tons

- Estimated production is the volume indicated on the certificate of a producers’ group or estate
- The largest increase (232,742 MT, +23%) in volume is seen in Africa

Estimated production is based on license information from licenses valid on December 31st 2017
4.2 Estimated production per origin country

Increase in estimated production in main origin countries

- Largest absolute change is seen in Côte d'Ivoire: estimated production increased by 23%
  - This is mostly due to new members entering the UTZ Cocoa Program
- Cameroon: new certified large groups in 2017

Estimated production is based on license information from licenses valid on December 31st 2017

*Others includes Dominican Republic, Sierra Leone, DR Congo, Uganda, Tanzania, Brazil, Vietnam, Liberia, Colombia, Nicaragua, Mexico, Panama, Honduras and Fiji.
5. Supply-demand trends
Producers sell on average 76% of their estimated production as certified

- Supply-demand ratio measures the share of estimated production (as mentioned on the certificate) that is sold as UTZ
- Increase in supply-demand ratio linked to a higher increase in first buyer sales (+83%) than in certified estimated volume (+22%)
- Supply-demand ratio increased in all regions with a largest relative growth seen in Asia

Supply-demand ratio is based on first buyers sales and estimated production 2017. It indicates a trend but not an absolute number.
6. Multi-certification
The number of multi-certified producers’ groups and estates is stable

- In 2017, 24% of the UTZ producers’ groups and estates were certified for at least another standard
- Double-certification UTZ and Rainforest Alliance is the predominant combination
- Fairtrade: increase mainly because of Ghana and Peru

Multi-certification represents the number of producers’ groups and estates that were UTZ as well as certified for one or more other schemes. ‘Others’ includes schemes such as SPP, SASSANDRA, PROJET QPP, HACCP, FERMICOA, CROP LIFE, CP, COSTCO, cocoa life & COCOA TRACE.