

CULTIVATE BETTER COCOA

DRIVING POSITIVE IMPACT THROUGH SUPPLY CHAIN INNOVATION

At Guitard, we believe expert crafting is as much about making beautifully tasting chocolate as it is about supporting the people and preserving the places behind what we make.

Cultivate Better Cocoa is a premium-based program designed to drive change at the supply chain, benefiting the farmers and communities we work with. It's impact traceable to the farm level—and it's the kind of change needed now more than ever.

- Most cocoa farmers in West Africa live in near poverty, earning less than \$3 per day*.
- Cocoa farmers in Latin America and the Caribbean share similar challenges.
- In these impoverished areas, access to decent education, water, and health services is limited. There is also a significant need for child protection.
- Aging cocoa trees, poor soil, pests, disease, monocropping, and a lack of training have contributed to low yields and low income levels.
- Deforestation has contributed to climate change, putting cocoa farmers at further risk of losing their main source of income.

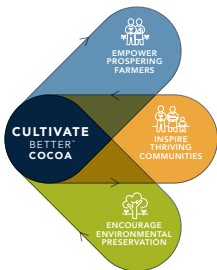
Through Cultivate Better Cocoa, we engage with cooperatives and development partners to create comprehensive programs that boost primary income streams by collaborating with farmers to improve and protect the unique flavor profiles of their cocoa. The premiums we receive are directly allocated to supporting farm-level quality and flavor investments, gender equality, income diversification, health, nutrition, and agroforestry initiatives.

But the benefits of choosing Cultivate Better Cocoa don't stop there. As consumers become more interested in where their food comes from and how it's produced, Cultivate Better Cocoa actively supports your company's commitment to social and environmental sustainability.

* Source: Royal Tropical Institute (RTI)

A COLLABORATIVE PURSUIT

Cultivate Better Cocoa partners directly with local and international organizations to empower cocoa farmers to improve their livelihoods, inspire better social conditions within local communities, and encourage environmental preservation. All of these efforts are centered around protecting the rich, unique, and diverse flavors of the cocoa itself. Women's empowerment is a focal point across every initiative as women are key drivers of change and development in rural communities, and much of a program's success relies on their active involvement.



EMPOWER PROSPERING FARMERS:

Creating value through flavor quality

Cocoa is the primary source of income in many of the communities we work with. By educating farmers on flavor preservation through the use of better planting material as well as soil health, crop diversification, and good agricultural practices, they are able to create a more valuable product. And by recognizing the value of flavor, farmers can access premium markets and build long-term relationships that improve the financial prosperity of their farms.

INSPIRE THRIVING COMMUNITIES:

Uplifting communities through innovation & education

Poverty is a key contributor to many of the social challenges experienced throughout the cocoa supply chain. By partnering with local organizations to implement programs focused on women's empowerment, income diversification, child protection, education, health, and nutrition, we are able to have a positive impact on the farming communities we source our ingredients from.

ENCOURAGE ENVIRONMENTAL PRESERVATION:

Helping farmers protect their farms & the planet

Providing cocoa farmers with resilience to climate change is key to the long-term sustainability of the cocoa sector. By promoting climate-smart agricultural practices like crop diversification, agroforestry, composting, and the conservation of forests for shade and soil health, we help farmers to create the conditions needed to grow high-quality cocoa, ultimately improving farmers' incomes and the long-term sustainability of their farms.

CULTIVATE BETTER COCOA IN ACTION

We've developed programs in conjunction with on-the-ground partners and communities that specifically address opportunities within our three origins. All our programs work together to empower prospering farmers, inspire thriving communities, and encourage environmental preservation.



IVORY COAST

COCOA FARM MANAGEMENT

Farm Management improvement activities through Farmer Field Schools, Farmers Coaching, and Farmer Evening Courses.

CHILD LABOR MONITORING & REMEDIATION SYSTEMS

Child protection committees of trained volunteers operate at the community level to identify at-risk children and remediate cases of child labor.

VEGETABLE GREENHOUSES

We've partnered with FarmStrong Foundation to support women-run vegetable greenhouses that help generate income during the cocoa off-season.

NUTRITION

Implementing nutrition programs and protein-rich foods into the local diet.

YOUTH SPORT PROGRAMS

Inter-community soccer tournaments promote confidence, teamwork, good health, and community spirit.

SHADE TREE NURSERIES

Women-run, community shade tree nurseries provide additional household revenue and support climate change resilience.

ENVIRONMENTAL STEWARDSHIP

Training on agroforestry systems, reforestation, forest preservation, and protecting local water sources.



Clockwise from top: Shade trees are prepared for planting, tomatoes from a women-run greenhouse for sale at a local market, women of the women's soccer tournaments.

GHANA

CHILD LABOR MONITORING & REMEDIATION SYSTEMS

Child protection committees of trained volunteers operate at the community level to identify at-risk children and remediate cases of child labor.

LIVING INCOME PILOT

Working with the Sustainable Food Lab to establish secondary income streams that are developed, organized, and managed by women within the community. By planting yams, baking bread, or making soaps these women gain autonomy and bring in important income during the cocoa off-season that can go towards education.

FINE FLAVOR PROJECT

Grafting high-value cocoa varieties whose unique flavor profiles fetch the highest premiums in Ghana.

AGROFORESTRY AND FARM DIVERSIFICATION

Farmers are planting local timber species for shade and long-term income as well as papaya, cassava, and plantains that provide shade and climate resilience for young cocoa trees while diversifying and increasing family incomes.



Clockwise from left: Grafting high-value cocoa varieties, harvesting secondary crops as an income source, a program's success relies on the involvement of women in the local communities.

ECUADOR

FARM RENOVATION

Renovating cocoa farms with grafted, heirloom genetics and innovative, community-produced, natural agri-inputs.

COMMUNITY GARDEN

Working with schools to plant vegetable gardens to provide nutritional and agricultural training for children plus income opportunities for women.

INCOME GENERATION ACTIVITIES

Creating alternative revenue streams, like honey production, to supplement income during the cocoa off-season.

ENVIRONMENTAL STEWARDSHIP

Innovative on-farm training for the community-based production of micro-nutrients, natural insecticides and compost help build soil health and protect local water sources.



Clockwise from top: A farmer in Ecuador watches over drying cocoa beans, a farm home in Esmeraldas, newly harvested cocoa pods.



CULTIVATE BETTER COCOA



DRIVING POSITIVE IMPACT THROUGH SUPPLY CHAIN INNOVATION



DIRECTLY IMPROVE FARMER INCOME THROUGH IMPROVED FLAVOR QUALITY, VALUE, AND PRODUCTIVITY



SUPPORT COMMUNITIES THROUGH TARGETED PROGRAMS FOCUSED ON WOMEN'S EMPOWERMENT, INCOME DIVERSIFICATION, CHILD PROTECTION, HEALTH AND NUTRITION



PRESERVE THE ENVIRONMENT AND BUILD CLIMATE RESILIENCE THROUGH AGROFORESTRY PROGRAMS



THIRD-PARTY CERTIFIED BY FAIR TRADE USA OR RAINFOREST ALLIANCE



WORK WITH CUSTOMERS LIKE YOU TO PROMOTE A HEALTHY SUPPLY CHAIN THAT SUPPORTS FARMERS, COMMUNITIES, AND THE ENVIRONMENT

HOW IT WORKS

Cultivate Better Cocoa provides an opportunity to purchase chocolate that directly supports cocoa farmers, communities, and the environment while helping to meet your company's sustainability goals. It's good business, literally.

When you choose Cultivate Better Cocoa, you pay a small premium. This premium goes toward program work within our three origins: Ivory Coast, Ghana, and Ecuador.

You'll also receive an annual Cultivate Better Cocoa report of your premium investments, including marketing assets to help tell your sustainability story. Origin visits and opportunities for supplemental program support can also be tailored to your interests.

At Guitard, we believe in the powerful connection between sustainability and community. And the sustainability of the cocoa sector depends on our collective effort to invest in our farming communities. With your help, we can work to build a healthy supply chain that supports the long-term sustainability of farmers, communities, and the environment.