

# Are the artisans of chocolate ready for a sustainable certified cocoa? Willingness to pay and acceptability exploration

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## Introduction

The chocolate supply chain, characterized by a polarization between the area of production of raw material (cocoa) and consumption of the refined product (chocolate), requires a special focus on sustainability issues. To concretely improve the welfare and livelihood of cocoa producers they should be oriented toward supply chain certifications that ensure sustainable production in terms of human rights, environmental protection and living income.

## Aims and methods

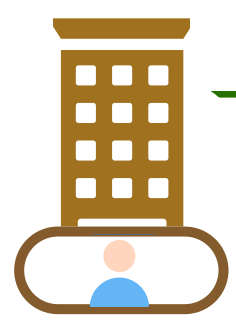


- Interest by Italian transformers, chocolate producers, in buying certified sustainable cocoa
- Willingness to pay for certified cocoa supply chain

30 Italian artisan chocolate producers interviewed during Eurochocolate 2023 (Perugia - Italy) and CioccolaTO 2023 (Turin - Italy). Enterprises divided according to the dimension and average percentage values calculated for each category.



## Results



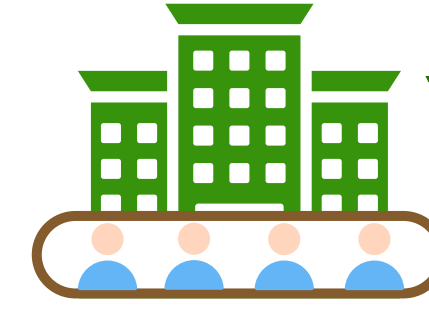
### Micro-enterprises

- **Cocoa origin:** South America (Ecuador, Peru, Venezuela)
- **Cocoa variety:** Criollo



### Small enterprises

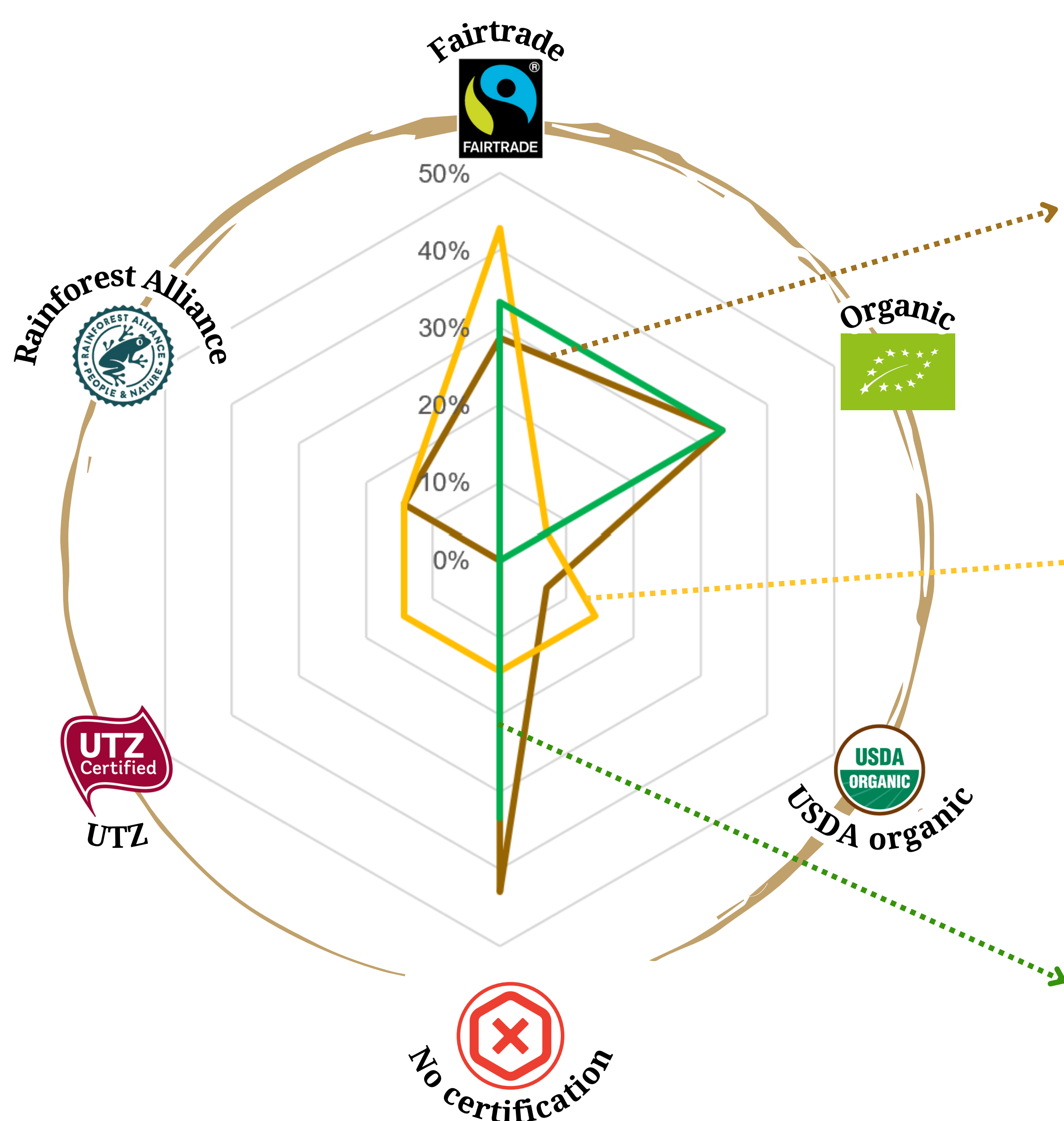
- **Cocoa origin:** South America and Africa (Ecuador, Peru, Ghana)
- **Cocoa variety:** Criollo and Forastero



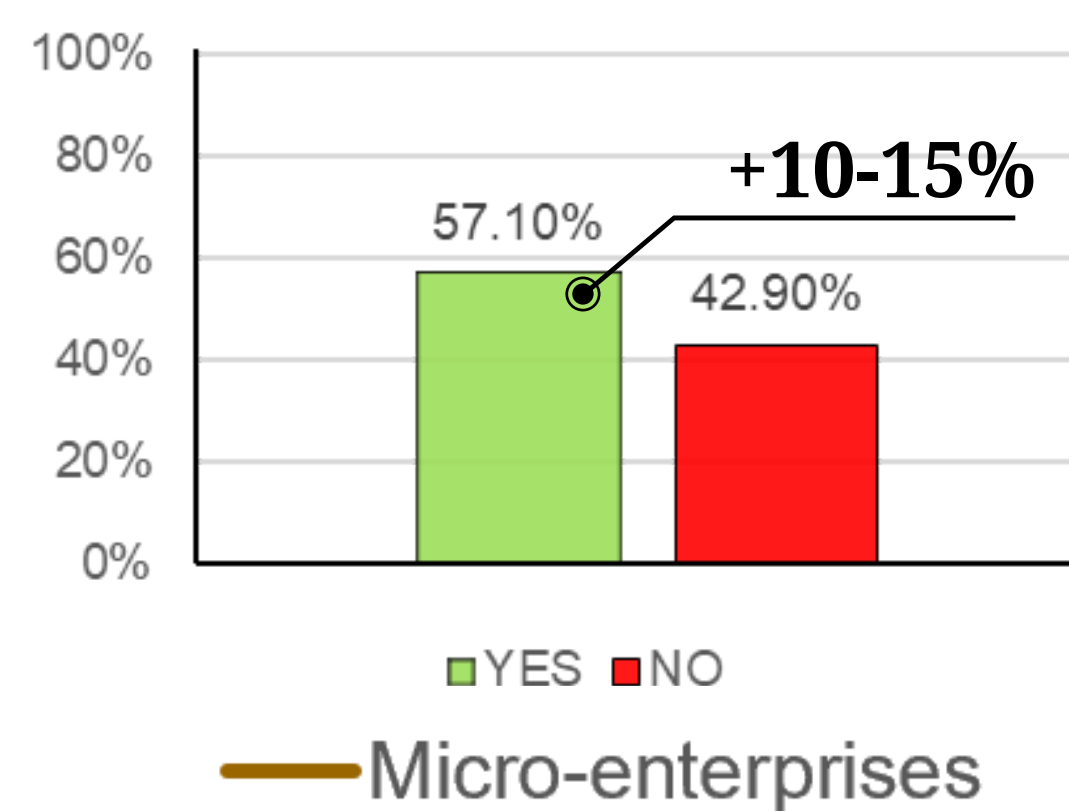
### Medium-sized enterprises

- **Cocoa origin:** South America, Africa and Asia (Perù, Venezuela, Ivory Coast, Dominican Republic, India, Tanzania)
- **Cocoa variety:** Criollo and Forastero

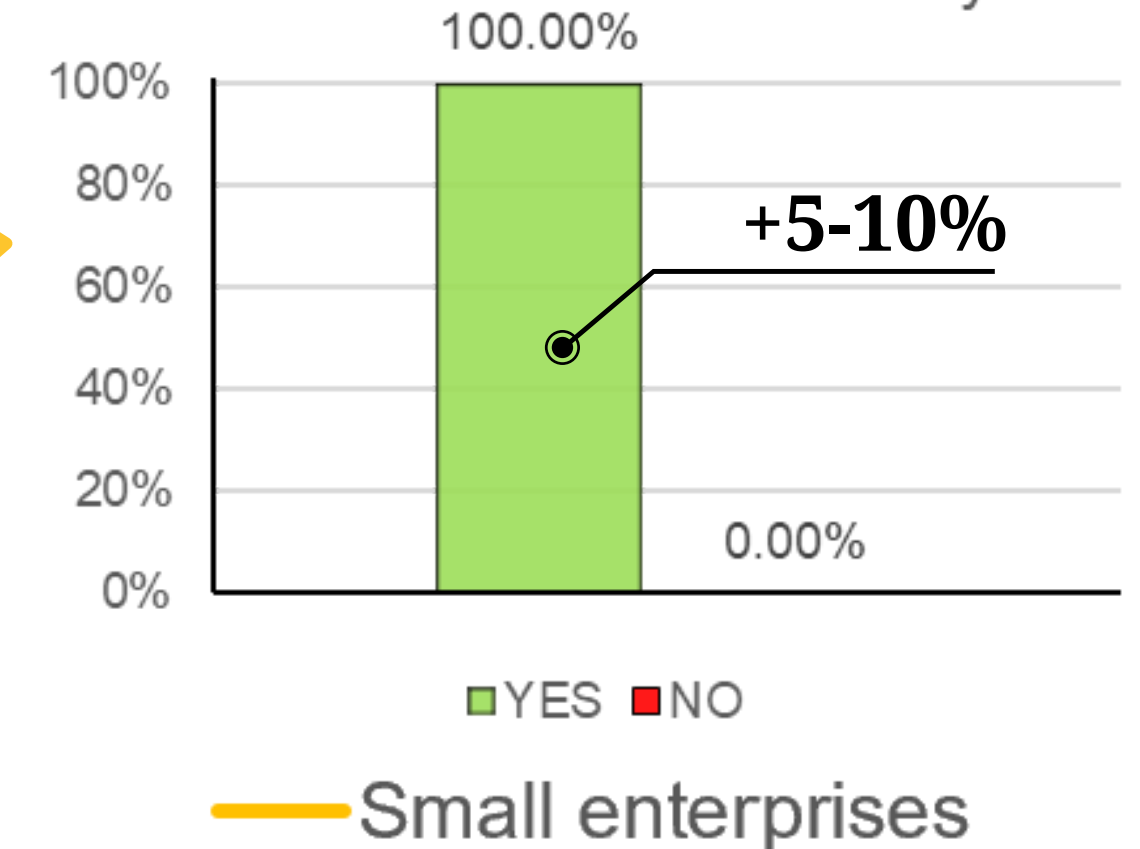
## Certifications adopted from chocolate producers



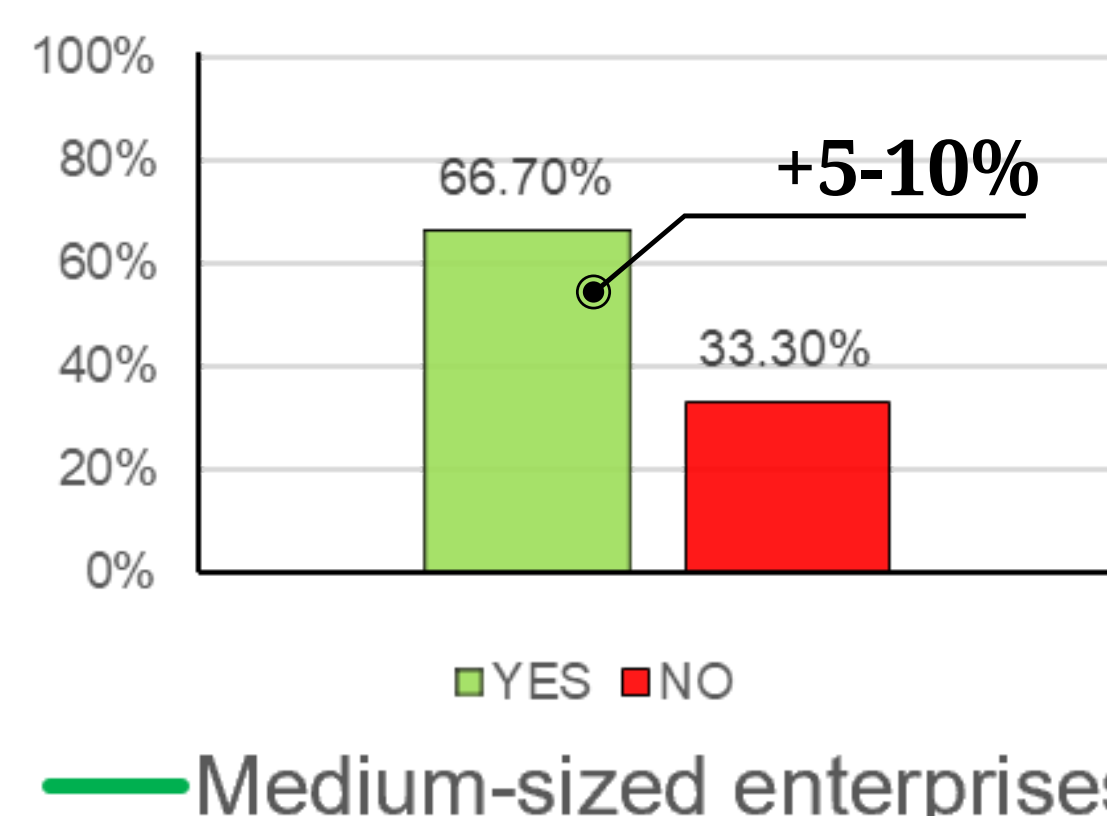
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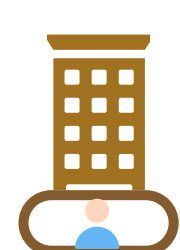


## References

Krauss E.J., Barrientos S., 2021. *Fairtrade and beyond: Shifting dynamics in cocoa sustainability production networks*, Geoforum, 120, pp. 186-197.

Woolley J.L., Pozner J.E., DeSoucey M., 2020. *Raising the Bar: Values-Driven Niche Creation in U.S. Bean-to-Bar Chocolate*, 7, 1, pp. 1-70.

## Conclusions



Supportive towards sustainability, but without validating it with a certification as they trade directly with cocoa producers.



Oriented toward ethical certifications, as proved by the wide choice of fairtrade certification.



Attention to sustainability following law and consumers trend, thus its certification becomes a communication and differentiation instrument.