

- **Beyond Chocolate**

The Belgian chocolate industry is a major importer and processor of cocoa beans. Each year, Belgium imports over 300,000 tonnes of cocoa beans, 70% of which is sourced from two countries, Ivory Coast and Ghana. According to Ghent University, for its annual chocolate production (800,000 tonnes in 2022), the Belgian chocolate industry is dependent on 140,000 to 190,000 cocoa bean farmers.

The Belgian market is witnessing a positive evolution towards greater sustainability. In December 2018, Beyond Chocolate got under way, the Belgian multi-stakeholder initiative to jointly take on the complex challenges in the cocoa sector.

The partnership has prompted a collective movement of the sector to make sure that, as we move forward, the “Belgian Chocolate” brand is not only recognised on the strength of the high quality and excellent craftsmanship but also by dint of the ethical values the Belgian chocolate industry abides by.

Partners who signed the initiative’s statement of intent are working to sustainably improve the living conditions of cocoa farmers in the regions that are relevant to the Belgian market. The partnership is keen to support the cocoa-growing communities in their economic development, give their children access to education and promote the sustainable use of natural resources.

Over 70 chocolate companies, retail chains, universities, (non-)governmental development organisations, impact investors, certification bodies and trade unions have signed up to the partnership. Choprabisco too has been a staunch supporter of this scheme from the outset.

By focusing on sustainability, we are not only creating happiness for ourselves and for our customers, but we are also delivering a better quality of life to the wide number of cocoa farmers. After all, without cocoa and other raw materials there is no future and no tasty chocolate for the generations to come.



The Beyond Chocolate partners' undertakings

- By 2025 at the latest, all chocolate that is produced and/or sold in Belgium shall be compliant with relevant certification standards or come under company-specific sustainability programmes.
- By 2030 at the latest, cocoa farmers supplying to the Belgian market with their produce will earn at least a living income.

Where are we at?

- In 2022, 90% of the chocolate sold in Belgium by the signatories (B2C) was certified or covered by a company-specific sustainability programme, i.e. a 14% rise compared to 2021.
- For the chocolate produced in in Belgium (B2B) – which also includes chocolate that is made in Belgium but shipped abroad - 68% is now certified or covered by a company-specific sustainability programme.
- The share of cocoa volumes that are traceable down to farm level has significantly increased: from 37% in 2021 up to 47% in 2022. This shows that the sector is preparing for the EU Deforestation Regulation set to take effect on 30 December 2024, which requires full traceability down to farm level.





CHOCOLATE | PRALINE | BISCUIT | CONFECTIONERY

Beyond Chocolate co-financing fund

The partnership is funded by the Belgian Development Cooperation Agency and coordinated by IDH, The Sustainable Trade Initiative.

The Belgian government has made a 2-million-euro co-financing fund available for sustainability projects in the Belgian chocolate/cocoa industry. This fund is a driver for change that makes it possible to test scalable models with a big impact, get investments in sustainable cocoa production going and deliver new sustainable chocolate products to the Belgian market.

More details about Beyond Chocolate are available at:

<https://www.idhsustainabletrade.com/initiative/beyondchocolate/>

Other European initiatives for sustainable cocoa

Beyond Chocolate works in close consultation with the platforms for sustainable cocoa in other European countries:

- Germany ([German Initiative on Sustainable Cocoa](#), GISCO)
- France (French Initiative on Sustainable Cocoa, FRISCO)
- The Netherlands ([Dutch Initiative on Sustainable Cocoa](#), DISCO)
- Switzerland ([Swiss Platform for Sustainable Cocoa](#), SWISSCO)