TRANSPARENT AND DEFORESTATION-FREE VALUE CHAINS

How to make Brazilian cocoa farming more competitive and sustainable

Supporting Organizations:

cscp SEBRAE

Funding:

Global Gateway AL-INVEST Verde UNIÓN EUROPEA

PROJECT CONSORTIUM

Lead Partner: Serviço de Apoio às Micro e Pequenas Empresas do Estado de Rondônia (SEBRAE RO), Brazil

Partner: Collaborating Centre on Sustainable Consumption and Production (CSCP), Germany

PUBLICATION CREDITS

Authors: Francesca Capello (CSCP), Daniela Chaves (CSCP), Adriana Ballón Ossio (CSCP), Cristina Fedato (CSCP)

Review: Nilo Vasconcelos de Oliveira (SEBRAE RO)

Graphic design and layout: Camila Lustosa (CSCP)

Icons and illustrations: The Noun Project (in order of appearance: Side Project, UNKNOWN, Zerofoer, Angelo Cagnolino, Uswah Studio, Andi Nur Abdillah, BnB Studio, Icon Master, ALga_design, feri ulan taufiq)

This booklet was developed within the framework of the project “Sustainable Cocoa Cultivation of Native Amazonian Species in Rondônia”, funded by the European Union under AL-INVEST (922-AIV-1/2023-047). The content of this publication is the sole responsibility of the authors and does not necessarily reflect the views of the European Union.

Supporting Organizations:

Funding:

FOREWORD

This booklet aims to present, in a simple and clear manner, the topic of cocoa traceability, which has gained great importance in recent years. Although Brazil is currently not the largest exporter of cocoa to countries in the Global North, the high level of sustainability and innovation in its cocoa sector presents a great opportunity for success beyond its borders.

Here you will find practical sustainability guidelines, information on the European Union Deforestation-Free Products Regulation (EUDR) — a promising new regulation for cocoa -producing countries — sources of support for traceability tools, and an interactive exercise to reflect on your own value chain. Our goal is to encourage you, as a cocoa farmer, to contribute to a more transparent value chain, strengthening the resilience and competitiveness of your production within the sector.

TARGET AUDIENCE

Small and medium-sized cocoa farmers, especially family farmers located in Rondônia, in the Amazon biome.

KEY FINDINGS

- Despite its current low productivity, Brazilian cocoa has great potential in the international market and is recognised for its **high level of sustainability.**
- In the Amazon, the cultivation of native cocoa species integrated into agroforestry systems (AFS) helps prevent deforestation, proving to be a sustainable cocoa chain.
- The main objective of the EUDR (European Union Deforestation-Free Products Regulation) is to prevent commodities associated with deforestation from entering the European Union. Thus, cocoa exported to the EU cannot be linked to deforestation that occurred **after 31 December 2020.**
- To comply with the regulation, each product must be accompanied by a **due diligence declaration**, which must include **traceability via geolocation data from the production areas.**
- In addition, the EUDR requires products to **demonstrate compliance with national laws in the country of origin,** such as land, labour and environmental legislation.

INDEX

INTRODUCTION

Cocoa, with its long indigenous history, has global relevance, being consumed in large quantities and in hundreds of different forms across the planet, as well as being considered a world cultural heritage by UNESCO. In Brazil, cocoa has a long history and has undergone various political and economic dynamics and transformations, such as the emergence of the "witches' broom" disease in the 1990s, which repeatedly altered the role of cocoa in the country (Globo Rural, 2024b).

Nowadays, domestic and international demand for Brazilian cocoa is high and continues to grow, due to the product's high level of sustainability and innovation. In Brazil alone, there is an estimated deficit of 300,000 tonnes per year for domestic cocoa consumption, which means that it is currently not possible to meet all market demand with domestic cocoa, making it necessary to import from other countries, such as Africa, for domestic consumption. Furthermore, it is estimated that demand for Brazilian cocoa between 2030 and 2040 will exceed one million tonnes per year. Given this scenario, there is clear potential for Brazil to expand its business and access diversified markets (MAPA, 2023).

To take advantage of this economic opportunity, it is essential to improve the productive efficiency of Brazilian cocoa farming, as well as ensuring sustainability in cultivation. Although various efforts are already being made in different areas, one of the challenges is the lack of technical expertise in data storage. Today, much of the relevant information about planting and cultivation — essential for buyers and traders — ends up being lost or recorded only manually, without a centralised database for each property. With the introduction of stricter environmental regulations, such as the EUDR, transparency and clarity in value chains are becoming increasingly important for gaining a competitive advantage. At the same time, they represent an opportunity to increase the efficiency and productivity of the cocoa business in Brazil, while also contributing to the availability of sustainably sourced Brazilian cocoa in shops around the world.

IMPORTANT DEFINITIONS

What is a TRANSPARENT VALUE CHAIN?

A transparent value chain means that the entire journey of cocoa can be traced and explained, from harvesting the fruit to becoming chocolate on the shelf.

This means that:

- It is possible to show exactly where the cocoa was harvested
- There are records of the type and quantity produced, inputs for production, and services provided
- It is possible to monitor all post-harvest processes that take place on the farm, such as fermentation and drying
- It is also known who bought it, who transported it, where it was taken, and what the next steps in production were

TRACEABILITY:

What does it mean?

Traceability serves as a tool for “telling the story” of the product. This means that traceability tools record and store information about each stage of cultivation and production that cocoa undergoes until it reaches the end consumer.

Why is this important?

Through transparency in the cultivation and production of cocoa and cocoa products, ensuring that sustainable practices are adopted, farmers have the opportunity to add value to their products and thus conquer new markets and receive fairer prices.

DEFORESTATION:

What does it mean?

Deforestation is defined as the conversion of forests to agricultural use, whether induced by humans or not, including situations caused by natural disasters.

CURRENT SITUATION

Cocoa plays an important role in Brazil's agricultural economy. In the early 1980s, Brazil produced around 430,000 tonnes of cocoa beans per year. Today, however, that volume has fallen to less than **200,000 tonnes per year.** The decline in production began in the late 1980s, when falling prices on the international market and the spread of a fungal disease known as witch's broom triggered a crisis in the sector. As a result, Brazil lost its position as the world's second largest producer, which it held in the 1980s, and now ranks seventh (Cocoalife, 2025).

Brazil also stands out on the global stage for bringing together all aspects of the cocoa production chain: cultivation, processing, and chocolate manufacturing, making it one of the world's largest consumers of chocolate (Valorinternational, 2025). Furthermore, in 2018, Brazil gained recognition that placed it on the ICCO's (International Cocoa Organization) list of fine cocoa producing countries (MAPA, 2023b).

Brazil is currently the world's seventh largest cocoa producer

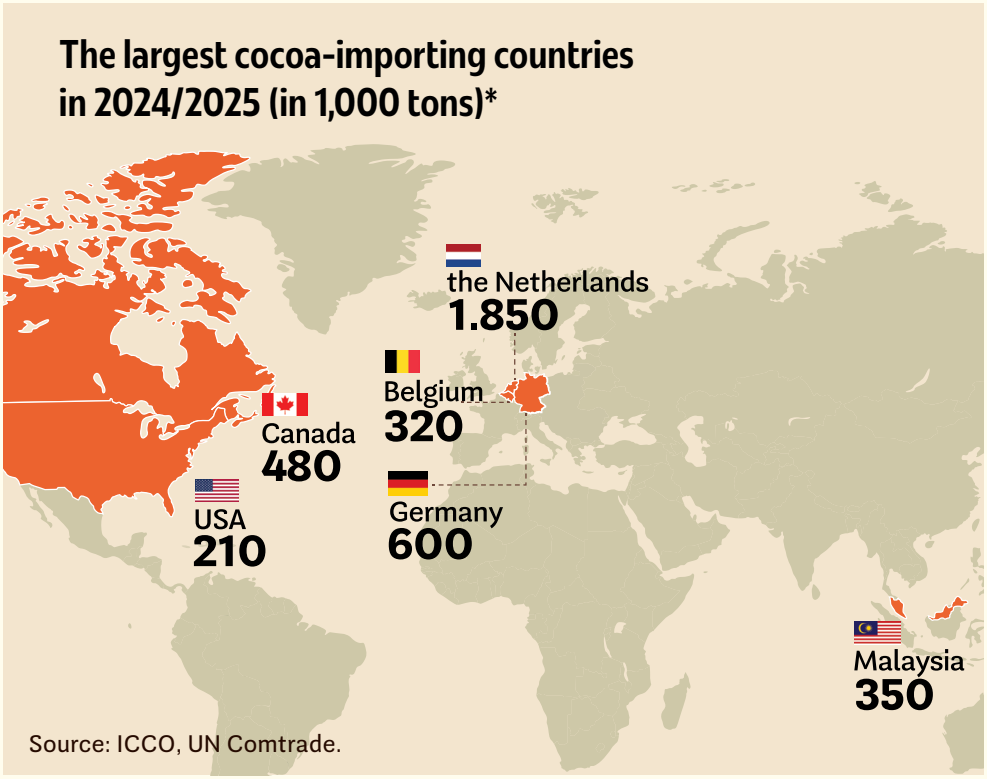
Over 90 per cent of global cocoa production comes from family farming (Kongor et al., 2024).

GLOBAL COCOA PRODUCTION

*2024/2025 season, estimated in February 2025; 2024 data.
Source: ICCO - International Cocoa Organization, UN Comtrade

The largest importers of cocoa

Cocoa is widely consumed and appreciated around the world, but its production is concentrated exclusively in tropical countries such as Brazil, Ivory Coast, and Ghana. The largest importers of cocoa, however, are located in the Global North, for example, the Netherlands, Germany, and Belgium. Therefore, Europe leads the ranking of largest cocoa importers and traders, with an estimated volume of 47.3 billion dollars (CBI, 2025), a figure that is expected to continue growing until 2030. In second place are the United States and Canada, followed by Malaysia.



COCOA PRODUCTION IN BRAZIL, SPECIFICALLY IN RONDÔNIA

It is already clear that the Brazilian cocoa economy is of great global importance. In 2024 alone, the annual value of cocoa production in the country reached R$ 15.3 billion. Bahia and Pará remain the main producing states, but thanks to favourable climate and soil conditions, the role of the states of Roraima and Rondônia in the cocoa sector has been growing steadily.

Overall, cocoa grown in the Brazilian Amazon is extremely significant, accounting for about 52% of the country's production (Igawa et al., 2022). Studies have also shown that the Amazon biome has 17% of the soil areas suitable for planting the fruit.

R$ 15 BILLIONS

This is the value generated in 2024, based on Brazil's annual cocoa production of approximately 297,000 tons.
IBGE, 2024

LEADER IN INNOVATION

Brazil's cocoa production is a leader in agricultural innovation, including crop diversification, regenerative agriculture, and small-scale mechanization.

5,100 TONS

This represents the annual cocoa production from an area of 9,400 hectares, making Rondônia the fourth-largest producer in Brazil.
MAPA, 2023b

Rondônia, in particular, already stands out as one of the states with the highest growth in cocoa production, driven by a socially focused and sustainable model. Most cocoa farms in the state are owned by small producers. In addition, the use of agroforestry techniques allows for the integration of cultivation into the Amazon biome, making production highly beneficial to the environment. The potential is huge, especially for serving new markets that value products with sustainable origins and positive social impact.

SUSTAINABILITY OF COCOA IN BRAZIL (SPECIFICALLY RONDÔNIA)

In the Amazon region, it is common to find native and wild cocoa trees growing spontaneously along river floodplains, contributing to socio-environmental balance. The rational and conscious exploitation of these cocoa trees through the cabruca system allows for the use of already forested areas without the need for deforestation, which keeps the sector's deforestation rate very low. In addition, cocoa cultivation, a species native to the Amazon, can be associated with other trees in agroforestry systems (AFS), making the soil more productive and helping with reforestation. This type of management, which combines cocoa with at least 20 native or exotic species, recovers degraded areas, increases vegetation cover and contributes to carbon capture from the atmosphere. In Rondônia, approximately 10% of production takes place after the recovery of degraded areas, such as former livestock farming areas (MAPA 2023, b).

It is worth noting that Brazil has labour and environmental legislation in line with international market requirements, reinforcing its commitment to sustainable and socially responsible production. As one of the largest consumers of products originating from deforestation, the European Union has decided to actively prevent deforestation in other countries, including Brazil, through the EUDR.

Source: Embrapa, 2024

THE EUDR

Meaning	European Union Regulation on Deforestation-free Products (abbreviation: EUDR)
Main Goal	The European Union aims to prevent deforestation in countries from which it imports products.
Why are we talking about it?	Brazilian cocoa production is innovative and already adopts sustainable practices. Cocoa from the Amazon regions, especially Rondônia, adopts practices that reduce deforestation, promote biodiversity and healthy ecosystems. Given the new environmental regulations and sustainability-oriented markets, Brazilian cocoa has great potential to gain international recognition, as it complies with the EUDR.
Products covered by the EUDR	Coffee, Palm Oil, Cocoa, Beef, Soybeans, Timber and Rubber.

Increased sustainability standards

Looking at the large number of environmental policies today, it is clear that sustainability is no longer just a trend, but rather the norm. Between 1960 and 2022, at least 6,124 agri-environmental policies were implemented in 200 countries (Wuepper, 2024). With the emergence of the Paris Climate Agreement (2015) and the European Green Deal (2019), sustainability regulations became part of national legislation and began to have an effect on products purchased in third countries.

Paris Agreement: Limit global warming below 2°C, preferably to 1.5°C, and achieve net-zero global greenhouse gas emissions by 2050

European Green Deal: Transform the European Union into a sustainable, carbon-neutral economy by 2050

EUDR: Ensure that products marketed in the EU do not contribute to deforestation or forest degradation worldwide

THE THREE PILLARS OF THE EUDR

The regulation is based on three main criteria that must be met for a product to be imported into the European Union.

DEFORESTATION-FREE

Products cannot have been produced in areas deforested after 31 December 2020, even if the deforestation is considered legal under the legislation of the country of origin.

LEGALLY COMPLIANT

The product must comply with the national laws of the country of production, e.g. labour laws.

DUE DILIGENCE STATEMENT

The due diligence statement proves the compliance of a deforestation-free product through geolocation data.

ROLE OF THE PRODUCER

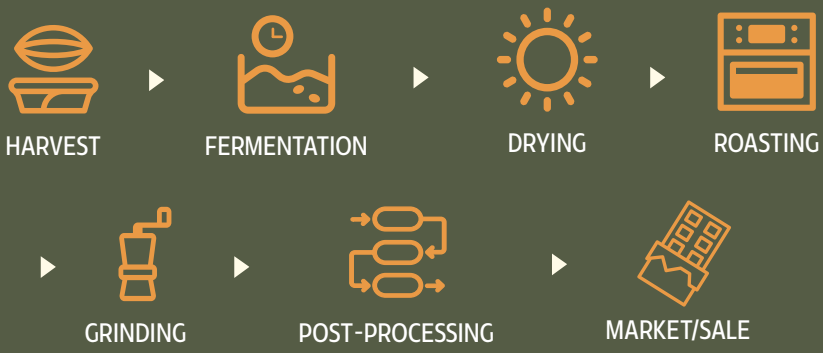
Important: cocoa farmers will not submit the due diligence declaration. The exporter is responsible for this, i.e. the person who places the product on the EU market for the first time.

Cocoa farmers need to:

- Maintain constant communication with buyers/cooperatives in the need of data for a due diligence statement
- Provide geolocation data for production plots (point or polygon, depending on the size of the farm)
- Ensure that cocoa to be exported to the European market does not come from areas that have been deforested after 31 December 2020.
- Prove the legality of land use (e.g. land title, CAR in Brazil or other official documentation).

TRACEABILITY

Is the ability to track a product throughout its entire production and distribution chain.



Being able to track your own product means having detailed information about what happened at different stages of the value chain and where.

Depending on the environmental regulations or certification system that a producer wishes to comply with, different data is required.

In the context of the EUDR, this means that the producer can demonstrate the exact origin of the product (fields/polygon where it was grown), proving that it came from legal land that is free from deforestation.

Here is a list of the data that may be required:

1. PRODUCTION DATA (FARM/PLOT)

- **Identification of the property and/or plot**
  - Name of producer/cooperative
  - Geographical coordinates of the property (as in the CAR)
  - Exact geographical coordinates of the production area (polygon of the planted area)
  - Land documents/land use rights
- **Area characteristics**
- **Cocoa plantation area (ha)**
  - Cultivation system (monoculture, agroforestry system [ASF])
- **Environmental / Sustainability**
  - Registration of any conservation areas
  - Data on input use and agricultural practices

- Information on fires, degradation or recovery

2. PRODUCTION AND HARVEST DATA

- Planting and harvesting records: date, quantity (kg per harvest) and location
- Date and quantity during fruit separation, breaking and pulp removal for almond selection
- Fermentation/drying method
- Storage (location and conditions)

3. PROCESSING DATA

- Roasting
- Shelling (extraction of nibs)
- Grinding (result: cocoa mass)
- Tempering
- Updated record of inputs: presentation of invoices (or receipts) and services used

4. PURCHASE AND TRANSPORT DATA

- Who bought from whom (producer > cooperative > trader)
- Volume sold, dates, batch numbers, value and destination
- Transport: route, place of delivery, invoices, transport documents

Important:

From this stage onwards, producers are generally no longer responsible for providing this data, as the next stages are the responsibility of the next actors in the value chain.

5. TRANSFORMATION DATA

- Processors and exporters:
  - Origin of each batch of cocoa received
  - Blending record (if a batch of chocolate contains beans from multiple farms, this must be documented)
- Associated certifications (Fairtrade, Rainforest, Organic, etc.)

6. DOCUMENTS FOR EUDR COMPLIANCE

- Due Diligence Statement (DDS):
  - Statement submitted on the portal
  - Guarantee that the lot does not come from an area that was deforested or degraded after 12/31/2020
  - Guarantee of legal compliance (land use, labour rights, local environmental laws)

FIND OUT MORE!

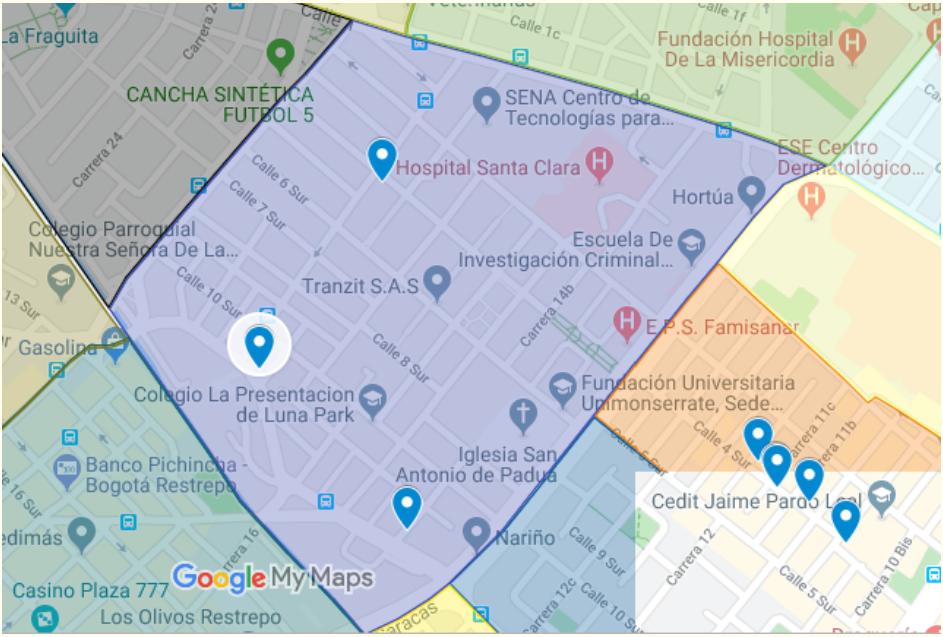
What is a geographical coordinate?

A geographical coordinate describes a point on the map that exists only once on the Earth's surface. It is always defined by two numbers (latitude, longitude) with six decimal places.

Example: **Brasília > Latitude -15.7939, Longitude -47.8828**

What are polygons?

A polygon is when, instead of giving a single point, you mark several points (coordinates) that connect and form a closed shape, representing the boundaries of an area of land.



Source: google maps, https://support.google.com/maps/thread/22281224/¿como-puedo-saber-que-puntos-hay-dentro-de-un-poligono?hl=es

EUDR: For properties larger than 4 hectares, it is mandatory to provide digitised polygons of the productive areas.

BENEFITS OF IMPLEMENTING A TRACEABILITY SYSTEM IN YOUR PRODUCTION

The goal of transparency in the value chain is to provide greater access to information about each stage of the production process. This generates benefits both for the companies responsible for the product and for the consumers who purchase it. Among the main benefits are:

- Gain a clear and detailed view of your entire production.
- Identify blind spots, increase productivity and better control costs.
- Ensure continuous access to demanding markets, such as the European Union.
- Increase competitiveness in an increasingly data-driven environment.
- Ensure complete chain transparency, facilitating compliance with environmental legislation and obtaining certifications.

KEY CHALLENGES AND OPPORTUNITIES

General challenges

1. Brazilian cocoa productivity remains low, and management techniques to increase fruit yield will be necessary.
2. Although it is not a common practice among Brazilian cocoa farmers, the risk of deforestation still exists: old-growth tropical forests are still cleared from time to time to make way for cocoa farms (Parra-Paitan et al., 2024).

Specific challenges

1. The more fragmented the supply chain (the more intermediaries: collectors, cooperatives, processors), the greater the difficulty in ensuring individual traceability, especially when batches are mixed.
2. Technical traceability tools tailored to individual farmers have become a major market in their own right, driving up costs for producers.
3. Some traceability tools require an internet connection in the field -> infrastructure that is not always available.

Opportunities

1. The sector is growing: The Brazilian government has invested heavily in sustainability projects in cocoa farming, such as agroforestry systems, technical courses (Globo Rural, 2024) and programmes to increase productivity
2. Brazil has the support of Embrapa and the Executive Committee of the Cocoa Plan (Ceplac), making it one of the world's largest producers of cocoa seedlings and specialised machinery (Valorinternational, 2025)
3. Brazil already applies many genuinely sustainable practices such as agroforestry cultivation
4. Cocoa can be used to restore land where there was previously pasture or old land available
5. Traceability is not a new issue for Brazil. Government systems such as CAR are already established and used by producers. Compared to other global producers, Brazilian producers are well prepared
6. Brazil is one of the few countries that has all stages of cocoa production, from bean to bar, within its territory, which facilitates traceability and communication between producers, processors, and chocolate factories.

#PRACTICAL GUIDE FOR COCOA PRODUCERS

General sustainable practices

1. Implement or continue to develop cocoa production integrated into an agroforestry system.
2. Do not clear old-growth tropical forests to make way for cocoa production.
3. Do not produce or trade cocoa from land deforested after 31 December 2020 (to comply with EUDR requirements).

Traceability practices

1. Keep clear records of the different steps in your value chain and collect the necessary data (location, date, value, etc.)
2. Implement a georeferencing system that maps and documents the total area of the property.
3. Store this data in labeled folders and in a field notebook.
4. Document and, preferably, digitise this process, either manually using a local folder or through a systematic traceability platform.
5. Implement or continue to develop strategies based on data specific to your production cycle: income tracking, crop forecasting, disease monitoring (pest observation, severity of damage)

6. Have your property registered and kept up to date through the “Rural Environmental Registry” (CAR), keeping all documentation accessible for future consultation and audit, maintaining proof of environmental compliance available, and facilitating the demonstration of compliance when necessary.

7. Seek and/or provide adequate training for workers in the use and handling of geolocation tools and digital applications

8. Provide all necessary information on the product packaging (such as the producer’s profile and the product’s origin)

9. Maintain good communication and an accessible line of contact with the trader or cooperative, ensuring that all necessary information is shared clearly and promptly

10. Continuously seek out certifiers and platforms to create greater transparency in your value chain, and share appropriate programs with neighboring cocoa producers.

ACTION PLAN: A TRACEABLE COCOA VALUE CHAIN

Description: Think about what you have just read and consider the following steps or any other measures you deem appropriate. Describe your individual action plan here. Indicate which measures related to a transparent value chain you have already implemented and which you intend to implement in the short term (1 year), the medium term (2–5 years), and the long term (5+ years).

WHAT TO CONSIDER WHEN ADAPTING:

1. Traceability Systems
2. Digitisation of field notebooks
3. Financial instruments and public policies
4. Use of public systems and certifications
5. Communication channels with cooperatives/exporters

MEASURES RELATED TO A TRANSPARENT SUPPLY CHAIN IN ITS PRODUCTION

What steps have already been taken? (current situation)	What is missing?

PATHWAYS TO A MORE TRANSPARENT VALUE CHAIN	
What can be done in the **short term** (1 year)?	What is needed to achieve this?
What can be done in the **medium term** (2–5 years)?	What is needed to achieve this?
What can be done in the **long term** (+5 years)?	What is needed to achieve this?

SUCCESS STORIES

Technical training and production expansion in Rondônia grow every day

The Federal Institute of Rondônia (IFRO) received R$ 13 million, directly benefiting around 500 people who will receive training in almond classification, sectoral analysis and quality chocolate production. The contribution strengthens cocoa production in Rondônia and helps to re-establish the international market.

Brazilian Cocoa Traceability System (SBRC)

A pioneering project in traceability tools was developed for cocoa producers in Rondônia. The Cocoa Innovation Centre (CIC) developed it in partnership with the start-up Trace Tech. Fifty-one small family farmers in Rondônia are currently using the tool (with an additional cost to register the property).

The benefit that cocoa producers can obtain is a sophisticated traceability tool that allows for complete transparency in their production. Despite the existing costs, chocolate manufacturers such as Dengo Chocolate have signed an agreement to pay a 25% premium on the value of cocoa to producers who use the technology. This demonstrates not only the growing availability of digital tools, but also the competitive advantage that traceability can bring to producers.

For further information: https://portal.agrosummit.com.br/brasil-lanca-sistema-pioneiro-de-rastreabilidade-do-cacau

Sustainable expansion of cocoa in the Amazon Region

A study conducted by Embrapa and partner institutions has shown that the sustainable expansion of cocoa has been extremely beneficial for the Amazon region, combining job and income generation with forest conservation. 70% of the crop is

grown mainly by family farmers in agroforestry systems. This has resulted in the recovery of these areas, most of which had been converted into pastureland, with a consequent reduction in forest fires and deforestation in the region.

The presence of cocoa enriches the forest, maintaining forest diversity and preventing deforestation.

Two brothers who are local cocoa producers, based in São Francisco do Pará, transformed a 35-year-old pasture on the property into an Agroforestry System (ASF) that they inherited from their family. Their parents were cattle farmers, but they wanted a perennial activity and found it in ASF. Cocoa was planted along with açaí and bananas. The agroforestry production area covers 25 hectares, with another 20 hectares in the implementation phase. Complementary banana and açaí fruit trees grow well in the region, complement each other and are highly profitable.

In the farmer's words: "We have to move from horizontal agriculture to a vertical production model, and agroforestry systems, with their gradient of crops in the same space, are indispensable for this."

For further information: https://www.embrapa.br/en/busca-de-noticias/-/noticia/71719295/study-shows-sustainable-cocoa-expansion-in-the-amazon-region?

Scan the QR Code to watch a video about the sustainable expansion of cocoa farming in the Amazon region or click here.

SUPPORT

MORE INFORMATION ON THIS TOPIC

A AIPC (Associação Nacional das Indústrias Processadoras de Cacau)

Technical Guide to Cocoa Traceability: A Guide for Producers, Cooperatives, and Others on Origin Verification and Supply Chain Transparency.

To know more: https://aipc.com.br/wp-content/uploads/2025/08/CARTILHA-RASTREABILIDADE-AIPC-DIGITAL_compressed.pdf

TECHNICAL SUPPORT

Serviço Brasileiro de Apoio às Micro e Pequenas Empresas - SEBRAE

Consultancy services to implement traceability systems, training, online courses, support in certifying cocoa production, alignment with export standards or specialised market standards that require certification.

To know more: https://sebrae.com.br

Serviço Nacional de Aprendizagem Rural – SENAR

Accompanying a technician during daily activities in the field or on the farm; online or in-person courses and training, such as “Cocoa Cultivation in Sustainable Systems” and “Plant Traceability”.

To know more: https://ead.senar.org.br/ (Cursos-online)

EMATER - Empresa de Assistência Técnica e Extensão Rural

Daily on-site support in the field or on the farm, courses, workshops, field days, and in-person and online training sessions.

To know more: http://www.emater.ro.gov.br/

PUBLIC TRACEABILITY PLATFORMS

Sistema de Cadastro Ambiental Rural (CAR)

Contains information from producers on: rural property boundaries; legal reserve and APP areas; declared land use; overlaps with protected or deforested areas.

To know more: https://www.car.gov.br/#/

MapBiomas (including MapCacau)

Maps and analyses of land use and land cover in Brazil, based on satellite imagery and AI. The platform shows where cocoa is grown in Brazil (with georeferenced data) and whether it is in agroforestry systems, monoculture, degraded areas, etc.

To know more: https://brasil.mapbiomas.org/en/mapbiomas-cacau/

Ministério da Agricultura e Pecuária (MAPA) e o Serviço Federal de Processamento de Dados (Serpro)

Programa Agro Brasil + Sustentável

A voluntary participation platform that recognizes and values farmers committed to good agricultural and environmental practices. The program offers institutional support and easier access to credit lines and financial incentives, with a focus on the adoption of traceability systems, sustainability certification, and practices aligned with responsible production. Producers who join the platform and demonstrate the use of sustainable practices can obtain discounts on financing and priority in credit analysis with financial institutions authorized by the Central Bank, under the 2024/2025 Harvest Plan.

To know more: https://agrobrasil.agricultura.gov.br/abs/home

Rainforest Alliance

Certification Program 2020 (“2020 Sustainable Agriculture Standard”)

The standard applies to agricultural production (including cocoa) and the supply chain (companies, buyers, processors) and includes requirements for traceability, geographic data, environmental conservation, human rights, etc. In the specific case of cocoa, the program has implemented stronger traceability mechanisms: for example, in 2020, certified groups

were required to submit the GPS coordinates of 100% of farms and land parcels for better monitoring. This makes it clear to buyers (exporters, cooperatives, chocolate manufacturers) that the origin of the cocoa is traceable and compliant with the EUDR. It allows for demonstrating to buyers (exporters, cooperatives, chocolate manufacturers) that the origin of the cocoa is traceable and thus proving compliance with the EUDR.

To know more: https://knowledge.rainforest-alliance.org/docs/how-to-get-certified

Fairtrade (Small-scale Producer Organizations - SPOs)

Fairtrade International is a global certification initiative that aims to ensure fair trade, better conditions for farmers and workers, and sustainable production. In the cocoa sector, the "Fairtrade Standard for Small-Scale Producer Organizations (SPOs)" applies to cooperatives and family farmer organizations. The standard requires producer organizations to implement traceability systems ("product tracing solutions") or documented methods that allow beans sold to be traced back to members' farms.

To know more: https://www.fairtrade.net/iberica-pt.html

FINANCIAL SUPPORT

Banco da Amazônia (BASA)

Microcredits can finance initial investments in traceability, such as tablets or smartphones for field data collection, servers or management systems, training, and audits.

To know more: https://www.bancoamazonia.com.br/

PRONAF – Programa Nacional de Fortalecimento da Agricultura Familiar

Cocoa producers who qualify as family farmers can access PRONAF, which offers low-interest loans for sustainable practices such as agroforestry, agroecology, and traceability. There are specific programs, such as Pronaf Floresta and Pronaf Agroecologia, that directly support sustainable investments.

To know more: https://www.gov.br/pt-br/servicos/acessar-o-programa-nacional-de-fortalecimento-da-agricultura-familiar-pronaf

REFERENCES

Cocoalife, 2025: (https://www.cocoalife.org/in-the-cocoa-origins/cocoa-life-in-brazil/)

CBI, 2025 https://www.cbi.eu/market-information/cocoa/what-demand

EMBRAPA, 2024: https://www.embrapa.br/busca-de-noticias/-/noticia/96735408/artigo-oportunidades-para-a-producao-de-cacau-na-amazonia

Globo Rural 2024a: https://globorural.globo.com/agricultura/noticia/2024/01/o-que-e-vassoura-de-bruxa-no-cacau-praga-que-devastou-lavouras-na-bahia.ghtml

Globo Rural 2024b: https://globorural.globo.com/especiais/fazenda-sustentavel/noticia/2024/05/rondonia-tera-r-33-milhoes-para-cultivo-de-cacau-sustentavel.ghtml

GloboRural, 2025: https://globorural.globo.com/tecnologia-e-inovacao/noticia/2025/05/cacau-de-rondonia-adota-ferramenta-inedita-de-rastreamento-da-producao.ghtml

Igava et al., 2020: https://pmc.ncbi.nlm.nih.gov/articles/PMC8765622/#pone.0262729.ref008

IGBE, 2024: https://www.ibge.gov.br/explica/producao-agropecuaria/cacau/br

MAPA 2023: https://www.gov.br/agricultura/pt-br/assuntos/ceplac/publicacoes/inova-cacau-2030/inova-cacau-2030.pdf

MAPA, 2023b: https://www.gov.br/agricultura/pt-br/assuntos/ceplac/publicacoes/folders/cartilha-cacau-do-brasil-versao-ingles.pdf

Kongor et al., 2014: https://cabiagbio.biomedcentral.com/articles/10.1186/s43170-024-00310-6?utm

Parra-Paitan et al., 2024: https://www.sciencedirect.com/science/article/pii/S1462901124001308?via%3Dihub

UNESCO: https://whc.unesco.org/en/tentativelists/6091/

Valorinternational, 2025: https://valorinternational.globo.com/agribusiness/news/2025/03/05/brazil-could-capture-13percent-of-global-cocoa-market-study-finds.ghtml

Wupper, 2024: https://pmc.ncbi.nlm.nih.gov/articles/PMC11045445