

Puratos partners with PUR Projet to implement an agroforestry approach within its cocoa supply chains.

Puratos partners with PUR Projet to implement agroforestry projects as part of their innovative in-house programme Cacao-Trace. Born from a desire of producing great tasting chocolate while being committed to the sustainability of the industry Cacao-Trace is engaged to create sustainable livelihoods to reduce economic gaps and disparities within cocoa smallholder farmers.

Aware of the importance to protect the environment and adopt practices resilient to the adverse effects of global warming, the company has committed to ensure carbon neutral operations by 2025 for which the carbon emission footprint will be compensated, partly through a novel agroforestry program



[Cacao-Trace](#) focuses on quality and through improved taste creates added value for everyone involved with chocolate, from farmer to consumer. The programme lies on education, training and empowerment of local farmers to increase their productivity, bridging economic gaps and enhancing sustainability. After performing field feasibility studies, Puratos programme with PUR Projet will be implemented in 5 countries where Puratos sources cocoa: Mexico, the Philippines, Papua New Guinea, Ivory Coast and Vietnam. Planting is already ongoing in the Philippines and in Vietnam.

To support the initiative, PUR Projet is bringing its field expertise to implement agroforestry at a landscape level with smallholder cocoa producers working with Puratos. The objective is to reconnect communities and economy with the ecosystem, bringing nature-based solutions in the conversation to create a business model resilient to climate change and improve farmers livelihoods.

“Over the past decades we have seen extensive deforestation all over the world. The livelihoods of cocoa farmers are significantly impacted by the effects of climate change, which are accelerated by deforestation. Puratos is leading the way in undertaking actions to ensure cocoa will be available for

