



TV

# UNITED NATIONS NATIONS UNIES

UN In Action

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## SAO TOME: SAVED BY CHOCOLATE

### VIDEO

CHOCOLATE MONTAGE

MORE CHOCOLATE PRODUCTION

PEOPLE EATING/BUYING CHOCOLATE

ISLAND/BIODIVERSITY

OCEAN

### AUDIO

MUSIC

### NARRATION

The world loves chocolate. Each year more than 83 billion US dollars are spent on it. The average European eats up to a kilogram of it every month. (12)

But did you ever think that your choice of chocolate could help save one of the world's most threatened environments? (6)

With hundreds of unique plant and bird species, the remote archipelago, Sao Tome and Principe is one of the world's biodiversity hot spots. (10)

Located more than 230 kilometres off the West African coast, it's also one of the world's poorest countries. (9)

Farmers are clearing this unique forest for farmland. (4)

ANDREA SERPAGLI ON-CAM

ANDREA SERPAGLI: (In English) M  
*“Farmers, to make a living, are more and more exploiting available resources. Their approach at the moment is very invasive and not sustainable.”* (11)

SUSTAINABLE FARMING

NARRATION

But there’s one type of farming that is sustainable – both for farmers’ incomes and for the environment – organic cocoa. (9)

This nation was once the world’s largest exporter of cocoa, but in the 1990s a global price crash destroyed the industry here. (9)

Farmers like Joao Jose almost abandoned the crop. (3)

JOAO LINDA JOSE ON-CAM

JOAO LINDA JOSE: (In Portuguese) M  
*“We didn’t have anyone to buy our cocoa. We’d go break the cocoa in the field and bring it back to the village and it would just rot there and then we had to throw it away.”* (10)

CHOCOLATE BUYING/PRODUCTION

NARRATION

But recently, organic chocolate – cocoa beans which aren’t treated with synthetic fertilizers, herbicides or pesticides - became a phenomenon and global sales doubled.(11)

The International Fund for Agricultural Development, or IFAD, had been working in Sao Tome and Principe to revive the island's economy and this growing demand for organic cocoa presented a whole new opportunity. (14)

BUSINESS PARTNER/IFAD

So IFAD looked for a buyer who could partner with them to develop the industry. A French company called Kaoka, which specializes in fair-trade organic chocolate, visited this island nation and immediately saw its potential. (14)

SEBASTIEN BALMISSE ON-CAM  
SEBASTIEN BALMISSE  
Programme Manager, Kaoka

SEBASTIEN BALMISSE: (In English) M  
*“First of all the quality of its cocoa is quite exceptional. I think also Sao Tome is, by its history, quite an interesting place to work to try to give confidence and dignity to the farmers again.”* (17)

FRENCH COMPANY  
FARMERS

#### NARRATION

So Kaoka and IFAD worked together to set up the first farming cooperative on the island known as CECAB, providing members with funding and training to produce organically certified high quality cocoa. (14)

Kaoka also committed to buying all its produce. CECAB now comprises of 2,000 farming families – almost one-fifth of Sao Tome's rural population. Together they have revived the cocoa industry. (15)

HIGINO DO SACRAMENTO CATARINA ON-CAM  
Former President, CECAB

HIGINO DO SACRAMENTO CATARINA:

(In Portuguese) M

*“In 2005, it was the first productive year. We produced 67 tons of cocoa. In 2014 we produced 1,200 tons.”* (12)

JOAO ON HIS FARM  
HOME

NARRATION

Joao is a member and he now has a guaranteed buyer who is willing to pay forty percent more than the conventional market for this high quality, organic product. Joao's income increased by more than twenty times – improving his family's life. (16)

Fatima Horta, who manages this group of farmers, is proud of her work. (5)

FATIMA HORTA ON-CAM

FATIMA HORTA: (In Portuguese) F

*“People talk about small farmers, but I consider myself a big farmer, a great farmer. I'm getting better and better and I like what I do.”* (10)

FATIMA AT WORK

NARRATION

Now IFAD is brokering more partnerships – this time for organic pepper and coffee. (6)

PEPPER/COFFEE  
FOREST

In the process, new trade agreements with five European food companies have been secured so farmers no longer have to destroy the forest to make a living. (10)

Global demand for organic food might have

ORGANIC CHOCOLATE

just saved this island. (5)

UN LOGO

This report was produced by Joanne Levitan  
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