



**7.07.2016 – Chocolate is one of the world's most desired flavours and possibly the most loved taste across seven continents. The future of the cocoa production, however, is at risk. On [World Chocolate Day](#) we celebrate an industry integral to our civilisations and culture.**

Steady growth over the last hundred years has transformed the chocolate confectionary market into an \$80bn a year global industry. But now, with demand forecast to outstrip supply, a crisis is looming for the industry.

Cocoa prices are volatile and influenced by many factors – from extreme weather, pests and disease to speculation and political instability in producing countries. Even as cocoa prices rise, farmers have not been capturing their fair share meaning that many cocoa farmers are abandoning the industry. Low prices paid to farmers result in low productivity and poverty in farming communities.

# Chocolate: Fairtrade tastes sweeter

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[the UN's seven Sustainable Development Goals](#)



[Did you know? Cocoa is one of the most important crops in the world and is a natural in climate change. It is a](#)  
[tree that grows in the tropics and is harvested on small-scale family farms,](#)