



## Media Release

### The Swiss Chocolate Sector Sets Ambitious Sustainability Goals

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**The Swiss Platform for Sustainable Cocoa adopted its substantially revised Roadmap 2030. This strategic document raises the sustainability ambitions of the Swiss chocolate industry and introduces new elements. The Platform's annual import statistics also show: the share of sustainable cocoa in Switzerland's imports has risen to 84%.**

At their annual general meeting held at the Research Institute of Organic Agriculture (FiBL) in Frick, members of the Swiss Platform for Sustainable Cocoa adopted the thoroughly revised Roadmap 2030. The Roadmap continues to pursue the goal of importing 100% sustainable cocoa into Switzerland by 2030.

The comprehensive revision process actively involved all sectors of the Platform – business, NGOs, research institutions, and public authorities. The goal was to develop a Roadmap that presents ambitious opportunities for improvement and strengthens collaboration among members.

#### **The 6 Ambitions of the Roadmap 2030**

1. All cocoa farmers with viable farm sizes and sustainable yields earn at least a living income.
2. Cocoa production safeguards human rights by ensuring fair labour conditions and eliminating child and forced labour.
3. Cocoa production does not contribute to deforestation and actively supports the restoration of degraded forest ecosystems.
4. Agroforestry practices are widely adopted in cocoa production.
5. Cocoa production aligns with achieving global climate goals through reducing emissions for both near-term (2030) and long-term (2050).
6. The physical flow of products containing cocoa to Switzerland relies on fully traceable and transparent supply chains.



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### What's New in Roadmap 2030?

Clearer focus: The Roadmap now centers on six specific ambitions – making it easier to measure the collective progress of members.

More binding: It clearly defines who does what and how each goal will be achieved.

More practical: A three-tier implementation model helps companies get involved according to their capabilities.

### Share of Sustainable Cocoa Imports Continues to Grow

Each year, the Cocoa Platform publishes import statistics showing the share of sustainable cocoa in Switzerland's total imports. **In 2024, 84% of cocoa imported into Switzerland came from sustainable sources.** This share consists of cocoa certified according to internationally recognized standards such as Fairtrade Max Havelaar or Rainforest Alliance or sourced through company programs verified by independent third parties. Compared to 2023, this represents an increase of two percentage points. The Platform's goal is to ensure that by 2030, 100% of cocoa imported into Switzerland is sustainable.

### Press Contact

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Swiss Platform for  
Sustainable Cocoa

We are a **multi-stakeholder initiative** that brings together organisations based in Switzerland that are relevant to the cocoa value chain – including chocolate manufacturers, cocoa traders and importers, food retailers, public authorities, non-governmental organizations, and research institutions. Our members account for 94% of all cocoa products imported into Switzerland.

Our **more than 100 members** combine their knowledge and efforts to promote greater sustainability in the cocoa value chain. They aim to improve the living conditions of cocoa farmers and their families, protect natural resources, and create a viable and resilient cocoa value chain for present and future generations.

[Swiss Platform for Sustainable Cocoa](https://www.kakaoplattform.ch)