

FCIA Fine Chocolate Ecosystem Glossary: Definition Template & Sample Entries

Thank you for authoring a definition for the FCIA Glossary of Terms!
Please adhere to the following when writing your definition:

- Aim for approximately **50-200 words** / 1-2 brief paragraphs for the main definition (excluding example if you are including one; see below)
- Please **submit your definition in English**. If English is not your first language, please have a friend or colleague review/translate it for you. The glossary review committee will make every effort to revise all definitions for clarity. Please note that the FCIA website allows visitors to translate pages from English to Chinese (Simplified), French, German, Japanese, Portuguese, and Spanish; the Glossary will also offer this function.
- **Use language that a layperson/non-expert will understand**. Please avoid technical terms; if you must use one, define it briefly (in parentheses). Remember that the glossary is publicly accessible, which means people without any cocoa/chocolate expertise will be reading your definition (e.g., students, journalists, chocolate lovers). We want to bring them on a learning journey!
- If you like, you can include a **“deeper dive” with technical terms** as a separate paragraph at the end of your definition. The committee will review this paragraph separately to the main definition.
- If the term you are defining is not specific to cocoa or chocolate (e.g., “direct trade” or “origin”), then please **include an example** specific to cocoa or chocolate to illustrate. For a model, see sample definitions for “Clean Label” and “Farmgate Price” below. (example can be in addition to above word count)
- If your term has a **significant date/year** that locates it historically, please include that date/year. For example, the sample “Living Income Differential” definition below states that the LID was first implemented in the 2020/21 cocoa season.
- Include **1-4 links to credible sources** that support your definition and provide evidence to back it up. If you use an example to illustrate a non-cocoa/chocolate term, then include a source for the example as well. **Submissions without at least one credible supporting source will not be included in the glossary.** Ideally, sources should be easy to access; that is, they should not be behind a paywall or require a subscription to read.

SOURCE FORMAT: The entry form for definitions includes fields for source information: title, author, publication title / organization top level, publication section or series / organization sub-section, date, and links for each. Please include all of these, if all are available. You do not need to format your source according to APA, MLA, or any other guidelines; the Glossary will automatically format your credible sources using the information you enter on the sheet.

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Credible sources can include (but are not limited to):

- Government regulatory agency (Food & Drug Administration, Ghana Cocoa Board)
- Non-governmental organization or charity (CARE, Fairtrade Foundation)
- Inter-governmental organization (any United Nations body, International Cocoa Organization ICCO)
- Private sector firm or umbrella organization related to chocolate ('57 Chocolate, Barry Callebaut, World Cocoa Foundation)
- Private sector firm or umbrella organization not related to chocolate (Illovo Sugar Africa, ICE Exchange)
- Academic / scholarly article, book, or chapter (peer-reviewed)
- Professional publication (that is, written by a lawyer, accountant, trade analyst, market researcher, etc., & published by their firm or organization)
- Reports from research institutes (KIT Royal Tropical Institute, International Food Policy Research Institute IFPRI)
- Article, video, podcast from an industry-specific media outlet (*Confectionery News, Confectionery Production*)
- Article, video, podcast from an international, national, or local media outlet (fact-checked and written by professional journalists) (NPR radio segment, article from *The Economist*)
- Thought piece by a recognized expert (can be a blog post)
- Personal communications are OK (see “Farmgate Price” sample definition), but only if there is no published source to back up the information

Not ideal, use only if there is no other option:

- * personal opinion blogs (your own or someone else's)
- * social media posts (your own or someone else's)
- * op-eds

- **Include your name + title** as you would like them to appear, and a link to your website or social media. You will be credited for your authorship/co-authorship in the Contributor field of your definition.
- If you **reference an external site** in your definition, please include a link. External sites should only be referenced when necessary, and are distinct from your credible sources. For example, the sample definition for “Living Income Differential” below includes external links to Ghana Cocoa Board and Le Conseil du Café-Cacao in Ivory Coast, because these marketing boards created the LID.
- Your definition **can include other terms that appear in the Glossary**. When a Glossary term appears in your definition, it will be linked to that entry. See sample definition below for “Clean Label,” which includes a link to “Two-Ingredient Chocolate,” another Glossary entry.

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- When glossary terms are related in some way, or when several terms have the same definition, the glossary will point readers to related terms. For example, the sample definition for “Clean Label” points readers to “Certification,” which may be of interest to readers as a related concept. If you would like to **suggest related terms** for your entry, please feel free to do so, but this is not required.
- Please keep in mind that this glossary is a “**living document**,” and all definitions are subject to revision/addition. Periodically, the review committee will solicit feedback on definitions, according to guidelines laid out in advance and with a clear adjudication process. We hope that you will welcome this opportunity for collaborative, ongoing revision with your fine chocolate peers. Thank you!

SAMPLE DEFINITIONS

Clean Label [see also [Certification](#)]

“Clean” is not a certification. It is a concept that describes products with a minimal number of ingredients, where those ingredients are natural or naturally derived, minimally processed, and transparently sourced. All ingredients should offer a nutritional or functional benefit. There is currently no industry standard for “clean.”

An example of a fine chocolate product that might fall under the “clean label” concept is [Two-Ingredient Chocolate](#), which is made using only cocoa mass and sugar, no additives (such as lecithin), where the cocoa is transparently sourced and the processing is fine-tuned to the natural flavors/textures of those ingredients.

Contributed by: FCIA Value Chain Committee

Source(s)

- “[A Legal Look at the Definition of ‘Clean Label,’](#)” Steven Shapiro, *Clean Label Digital Magazine*, Rivkin Radler Attorneys at Law, August 2017

Farm Gate Price [see also [Producer Price](#), [Wet Cocoa](#), [Dry Cocoa](#)]

The price paid directly to a farmer for their product, at the farm. Theoretically, the Farm Gate Price would be lower than the price the farmer would receive if they transported their product to another location to sell it, for example to a town market or buying shed in a different village. The price received at off-farm locations should be higher, to reflect the costs of transport and marketing. However, in practice, the Farm Gate Price is often the same price a farmer will receive elsewhere.

Sometimes the price beyond the farm gate is in fact higher. For example, some farmers in Sierra Leone Gola Rainforest-edge communities live near the large trading town of Kenema, where a number of cocoa buyers operate. If a farmer sells cocoa directly from their farm, they receive the Farm Gate Price. If the farmer transports cocoa to Kenema, they receive the “Kenema price,” which is higher than the Farm Gate Price, because it reflects the costs of transporting cocoa from the farm to Kenema.

FCIA Fine Chocolate Ecosystem Glossary: Definition Template & Sample Entries

Contributed by: FCIA Value Chain Committee
Kristy Leissle, Scholar & Author, Cocoa & Chocolate Industries

Source(s)

- [Concepts on Price Data, Economic and Social Development Stream, Food and Agriculture Organization of the United Nations \(FAO\)](#), not dated
- Personal communication: “Kenema price” example described to [Kristy Leissle](#) by members of [Ngoleagorbu Cocoa Farmers’ Union](#), Kenema, Sierra Leone, 2018

Living Income Differential (LID) [see also [Living Income](#)]

A \$400 MT premium affixed to all cocoa sales from Côte d’Ivoire and Ghana, the world’s first and second largest cocoa producing countries, as of the 2020/21 season. The LID was enacted by joint agreement between the countries’ respective cocoa marketing boards, Le Conseil du Café-Cacao ([CCC](#)) and Ghana Cocoa Board ([COCOBOD](#)). The boards agreed to legislate a minimum price paid to farmers of 70% of \$2600 MT FOB ([Free on Board](#)). This amount was considered a step towards paying a [Living Income](#) to cocoa farmers. Assuming a \$2200 MT FOB price, which was roughly the world market price when CCC and COCOBOD were establishing LID terms (2019/2020), the additional \$400 MT would ensure a gross FOB of \$2600 MT, the target living income price floor.

The initial reaction to the introduction of the LID was contentious. While most buyers publicly supported the LID, the heads of CCC and in particular COCOBOD accused several [Big Chocolate](#) companies, notably Hershey, of finding ways to avoid making the LID payment. In response, COCOBOD and CCC threatened to suspend the in-country cocoa sustainability programs of any company that did not meet LID terms. At the time of writing, the future of the LID was uncertain, with some analysts suggesting it could not be maintained over the long term.

Contributed by: [Kristy Leissle](#), Scholar & Author, Cocoa & Chocolate Industries

Source(s)

- [“Côte d’Ivoire & Ghana set a fixed living income differential of \\$400 per tonne of cocoa to relieve farmer poverty,”](#) Business & Human Rights Resource Centre, [Latest News](#), July 15, 2019
- [“Dawn of the Living Income Differential’s potential major impact on West African cocoa farming,”](#) Neill Barston, [Confectionery Production](#), October 7, 2020
- [“Ghana and Côte d’Ivoire threaten cocoa sustainability schemes if producers don’t pay more for beans,”](#) Anthony Myers, [Confectionery News](#), October 14, 2019
- [“Hershey move of buying cocoa on futures market threatens LID agreement with Ghana and Côte d’Ivoire,”](#) Anthony Myers, [Confectionery News](#), November 23, 2020