

CNN International launches 'Cocoa-nomics'

CNN has launched a new CNN Freedom Project documentary, 'Cocoa-nomics', from the cocoa plantations of the Ivory Coast presented by Richard Quest. The documentary highlights the fight against child labour.



Two years ago CNN presented a documentary on the issue of child labour in the chocolate industry in "Chocolate's Child Slaves".

In 'Cocoa-nomics', Quest goes on a journey in search of progress in the fight against child labour, which ultimately has its roots embedded in poverty. Following the supply chain from bean to bar, he examines the collective efforts to reform the cocoa industry - the fundamental socio-economic solutions needed to secure a sustainable future for cocoa farming and the chocolate industry.

The complicated dynamic

His travels coincide with a country-visit from Nestlé's executive vice president, José Lopez - a key figure within the \$110 billion chocolate industry. 'Cocoa-nomics' offers viewers an insight into Nestle's operations, in the country where it sources its key commodity. This is rare opportunity to witness the complicated dynamic between the world's biggest food corporation and the thousands of farmers who grow its cocoa.

It's reported that as the global demand for chocolate rises, so does the threat to the supply of cocoa. It's a pivotal time in the development of the cocoa economy in West Africa, for the industry, and the next generation of cocoa farmers.

Mike McCarthy, senior vice president, Programming at CNN International says: "When the CNN Freedom Project first reported on the dynamics of child labor in Ivory Coast, it was not enough to do a standalone report. By drawing the line from poverty to profit, 'Cocoa-nomics' explores how progress has been made in the effort to combat child labour. By following up our original documentary, we continue to evolve The Freedom Project's core mission from not raising awareness but to driving effective change."

'Cocoanomics' can also be seen at the following times:

- Saturday, 1 March at 4pm and 1.30am
Sunday, 2 March at 12.30pm and 9.30pm
- Monday, 3 March at 3am, 6.30am and 10.30am
- Wednesday, 5 March at 7.30pm

For more, [view the trailer](#).

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