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Mars andÂ ofi Collaborate to Accelerate Net Zero Cocoa in Ecuador

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Mars, Incorporated andÂ Olam Food Ingredients (ofi), a global leader in naturally good food and beverage ingredients and solutions, announced a five-year strategic collaboration (2025-2029) to help advance climate-smart and regenerative agriculture practices in cocoa production in Ecuador, acrossÂ ofiÂ and Marsâ?? shared cocoa supply chain.

Partnering for more than 15 years of joint sustainable cocoa sourcing globally and a decade jointly in Ecuador, the latest collaboration combines Mars and ofiâ??s shared 2050 Net Zero vision with both companiesâ?? commitments validated by the Science Based Targets initiative (SBTi).

In the first phase, more than 960 farmers across major cocoa growing regions of El Oro, Esmeraldas, Guayas, Los RÃos, ManabÃ and Santo Domingo in Ecuador are expected to implement regenerative agriculture across more than 9,000 hectares of farmland, an area roughly the size of the Greek island of Santorini. Farmers are transitioning from full-sun monoculture to multistrata agroforestry. By mimicking natural forest ecosystems, these systems boost cocoa production, support microorganisms and pollinators, and create natural barriers against pests and disease.

Farmers will also be equipped with tools to use low-carbon fertilisers, improved crop residue management, and biochar applications. Together, these interventions aim to help participating farmers strengthen long-term resilience in cocoa farming by enhancing soil health, reducing GHG emissions, increasing COâ?? removals, and improving their cocoa crop yields. Approximately 4,800 people in surrounding cocoa-growing communities are also estimated to benefit from these on-farm investments.

â??Building on our long-standing collaboration in cocoa sourcing, this effort demonstrates our belief that when companies share common goals, they can deepen cooperation and drive more meaningful impact at scale. We value ofiâ??s ongoing commitment to helping Mars realise our vision of a more modern, inclusive, and sustainable cocoa ecosystem that can support farmers and the environment,â?• said Benjamin Guilbert, Global Vice President, Cocoa at Mars.