



PRESS STATEMENT

13 February 2025

Accra

NATIONAL CHOCOLATE DAY CAMPAIGN: *SAVE CHOCOLATE, SAVE LOVE:* *END GALAMSEY NOW*

SAVE CHOCOLATE, SAVE LOVE: END GALAMSEY NOW

As Ghana joins the rest of the world to celebrate Valentine’s Day, a time associated with love, and sharing, we must confront a growing threat to our ‘Golden Tree and love for chocolate. National Chocolate Day, observed annually on February 14, was instituted to promote the consumption of locally manufactured chocolate and support the sustainability of Ghana’s cocoa industry. However, this tradition is under serious threat due to the alarming rate of illegal mining, commonly known as *galamsey*.

Cocoa farming is the backbone of Ghana’s economy, employing over 800,000 farmers and contributing significantly to the country’s GDP and foreign exchange earnings. Ghana is the second-largest cocoa producer in the world, with cocoa exports generating approximately \$2 billion annually. Beyond its economic value, cocoa is a key ingredient in chocolate, which is not just a sweet treat but also an essential part of promoting good health and emotional well-being. Research shows that chocolate consumption helps reduce stress, enhances mood, and improves heart health, making it a vital part of our lifestyle and traditions.

However, the spread of *galamsey* is threatening the very foundation of this industry. Illegal mining has led to the destruction of vast cocoa farmlands, deforestation, and pollution of vital water bodies, all of which negatively impact cocoa production. If urgent action is not taken to combat this menace, Ghana risks losing its status as a leading cocoa producer, jeopardizing thousands of livelihoods and the future of our beloved National Chocolate Day.

Without cocoa, there will be no chocolate, and without chocolate, we risk losing a key part of our heritage, economy, and even our way of celebrating love on Valentine’s Day. This is why the Ghana Civil-society Cocoa Platform is calling on the government, policymakers, traditional authorities, the private sector, and all Ghanaians to unite in the fight against *galamsey* to protect our cocoa farms and secure the future of our chocolate industry.

To raise awareness, GCCP is launching a nationwide social media campaign under the theme “**Save Chocolate, Save Love: End Galamsey Now.**” As part of the campaign, GCCP members



and the general public are encouraged to take part in a digital advocacy movement by sharing messages with the following key slogans:

- **Save the Golden Tree, End Galamsey!**
- **Let's stand up for our farmers! #StopGalamseyNow**
- **No Cocoa, No Chocolate, No Valentine!**
- **We love our Golden Tree Chocolate, let's protect the cocoa farms that make it possible!**
- **Ghana's cocoa is a global treasure—let's safeguard it from illegal mining!**
- **A Ghana without cocoa? That's a future we can't afford! #StopGalamseyNow**

We urge all Ghanaians to support this cause by raising their voices against *galamsey*. The time to act is now! If we do not protect our cocoa farms today, we risk losing the very essence of our National Chocolate Day celebrations and a key driver of our economy.

GCCP remains committed to advocating for sustainable cocoa farming and working with all stakeholders to ensure that Ghana's cocoa industry thrives for generations to come.

Let's say NO to *galamsey*, protect our cocoa farms, and secure a future where Ghanaian chocolate continues to be a symbol of love, unity, and prosperity.

Long Live the Cocoa Farmer

Press for details and fellow up contact:

Nana Yaw Reuben (+233240763318)

Media Team Lead; Ghana Civil-Society Cocoa Platform (GCCP)