



Fay Fay Choo
Asia Cocoa Director
Mars Incorporated

Fay Fay Choo is the Asia Cocoa Director for Mars Wrigley and responsible for Mars' sustainable sourcing strategies in Asia. In this role, she is humbled to be able to serve tens of thousands of cocoa smallholder farming families and communities in Indonesia, Philippines and PNG. Fay's passionate about transferring science and technology solutions from Mars research centers, through community and farmer empowerment based approaches, to enable adoption at scale for improved yields and income. The next movement is now focused on scaling diversified cocoa agroforestry, which brings resilient farmer livelihoods and environmental protection across landscapes together, to make chocolate that brings smiles to farming families and consumers around the world.