

1 Problem

A CHOCOLATE SHORTAGE?

Cause Map

What	Problem(s)	Possible chocolate shortage
When	Date	Ongoing
	Different, unusual, unique	Increased demand of chocolate
Where	Facility, site	Cocoa farms and chocolate production facilities
	Task being performed	Growing and producing chocolate
Impact to the Goals		
Economic		Increase in price of cocoa
Customer Service		Potential shortage of chocolate
Production/ Schedule		Potential shortage of cocoa grown

Chocolate Makers Warn Demand Exceeds Supply

Chocolate is one of the most beloved foods, but it may be becoming a little too popular. Major chocolate makers have warned of a possible chocolate shortage looming in the near future.



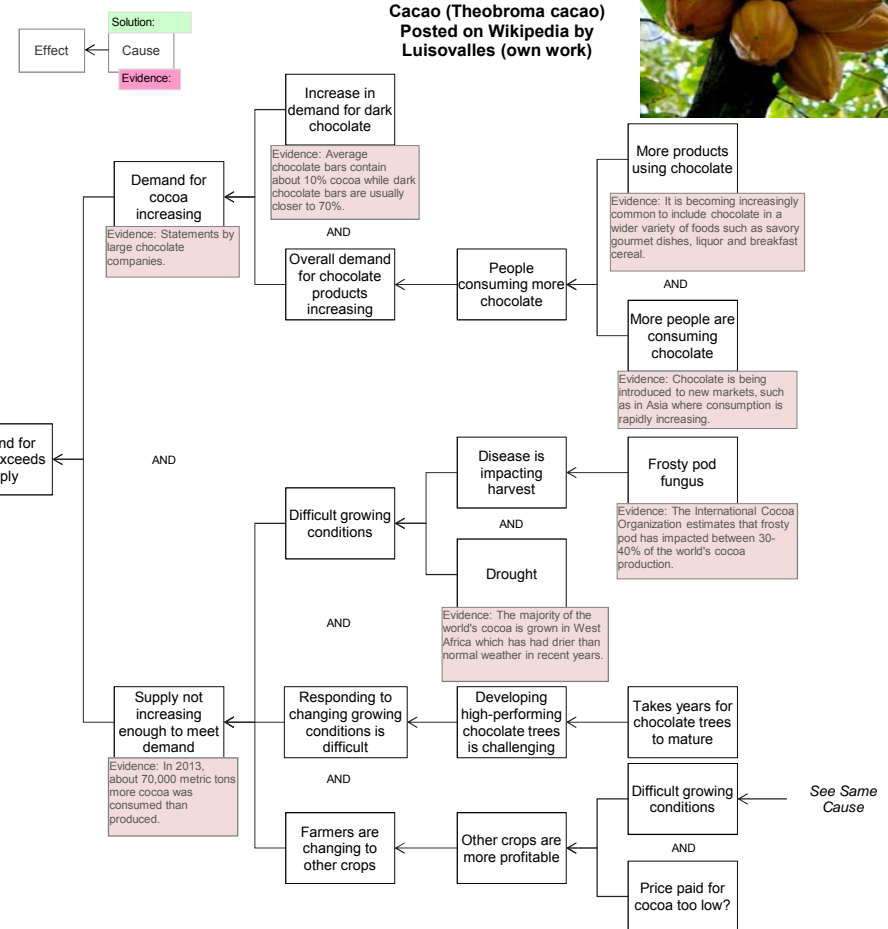
2 Analysis

Basic Level Cause Map - Start with simple Why questions.

Basic Cause-and-Effect



The chocolate shortage is a classic example of supply and demand in action. The demand for cocoa is rising at the same time that the supply is dropping. The price consumers are paying for chocolate is already increasing and likely to get significantly higher if these trends continue.



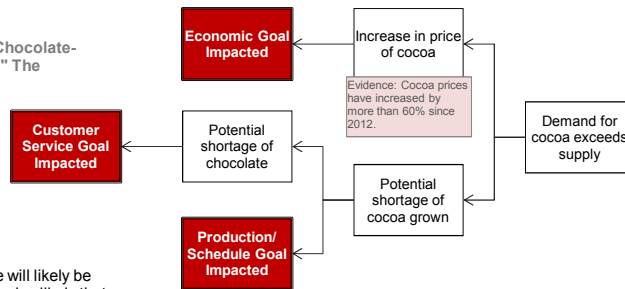
Cacao (Theobroma cacao) Posted on Wikipedia by Luisovalles (own work)

"Chocolate deficits, whereby farmers produce less cocoa than the world eats, are becoming the norm. Already, we are in the midst of what could be the longest streak of consecutive chocolate deficits in more than 50 years."

-Ferdman, Roberto A. "The World's Biggest Chocolate-maker Says We're Running out of Chocolate." The Washington Post, 15 Nov. 2014.

More Detailed Cause Map -

Add detail as information becomes available.



3 Solutions

The end result of higher demand for chocolate will likely be further increases in the price of chocolate. It's also likely that chocolate-makers will continue to develop candy that includes non-chocolate ingredients such as nuts, raisins or nougats to meet the demand for treats using less actual chocolate. Farmers are also working to develop new strains of cocoa that are resistant to disease and drought and/or produce more cocoa per plant which would increase the supply of cocoa.

For a free copy of our Root Cause Analysis Template in Microsoft Excel, used to create this page, visit our web site.



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CAUSE MAPPING

Problem Solving • Incident Investigation • Root Cause Analysis

- Step 1 Problem** What's the Problem?
- Step 2 Analysis** Why did it happen?
- Step 3 Solutions** What will be done?

See Same Cause