



# Improving Cocoa Productivity and Quality Through an Integrated System

World Cocoa Conference  
Amsterdam, June 12, 2014

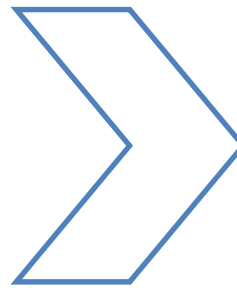
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**idh** the sustainable  
trade initiative

# Urgency for change

- Cocoa farming is not profitable for farmers
  - Aging trees
  - Soil depletion
  - Pests and diseases
- The cocoa market poses challenges
  - Demand is growing while supply is declining
  - There is a lack of market transparency
  - Over 80% of all cocoa is grown by smallholders
- There is pressure on the environment
  - Encroachment of the tropical forest
  - Need for diversification and food security

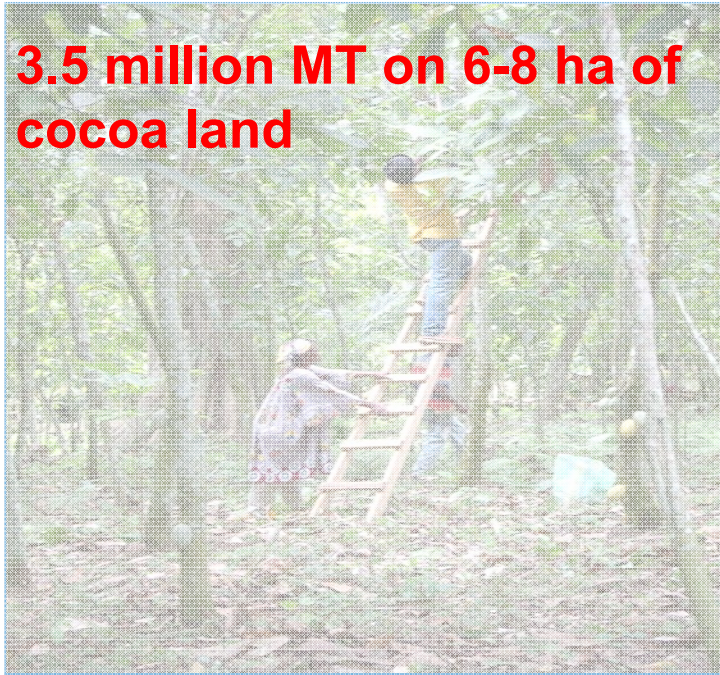
# The change from **scarcity** to **sustainability**



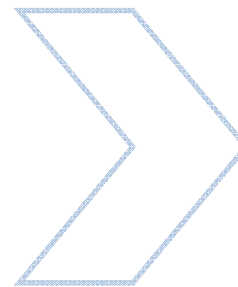
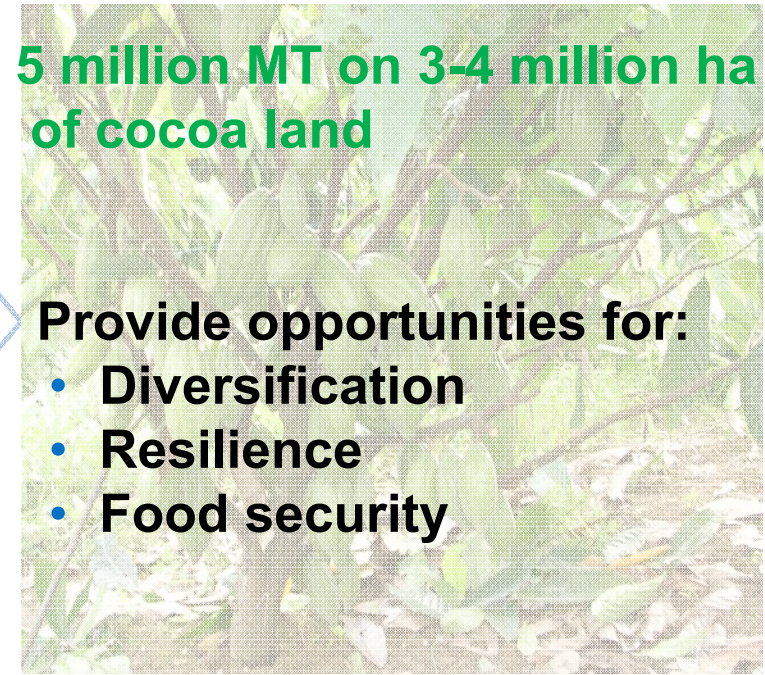
# The change from **scarcity** to **sustainability**

Move from growing

**3.5 million MT on 6-8 ha of cocoa land**



**5 million MT on 3-4 million ha of cocoa land**



**Provide opportunities for:**

- **Diversification**
- **Resilience**
- **Food security**

# “productivity package” = the key

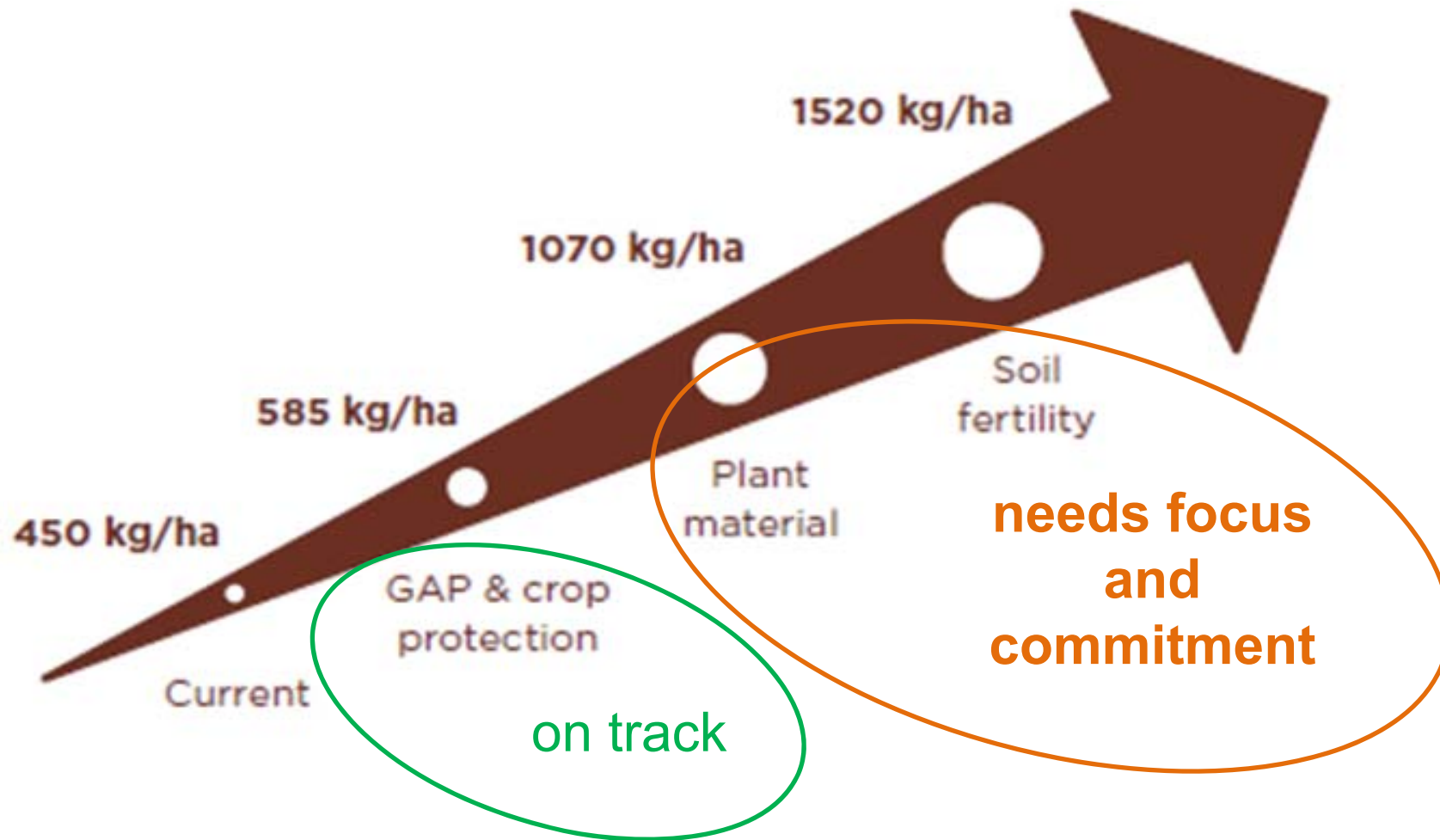
- GAP
- Crop protection
- High Yielding Planting material
- Soil fertility

Higher productivity will bring improved:

- profitability
- farmers’ resilience (**diversification**)
- land efficiency (**intensification**)



# Is the work succeeding so far?



# A way to go = From marketing beans to providing services



The cocoa industry works through

- Cooperatives
- Cocoa Village Centers
- Fermentation Centers
- Farmer Development Centers
- Farmer Shops

to provide

- Training
- Crop protection
- Seedlings
- Fertilizer
- Access to finance

# 3A= Accessibility + Availability + Affordability

Improve access to the productivity package through

**Accessibility** = Right delivery mechanisms

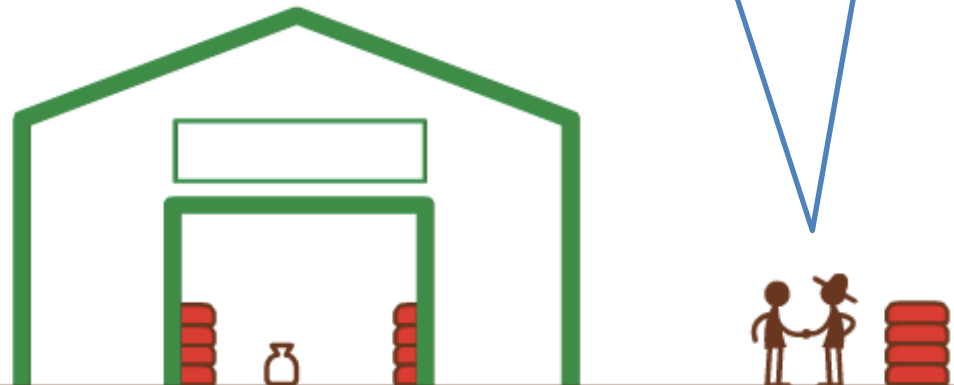
**Availability** = Volume, quality, timely

**Affordability**= price and risk sharing mechanisms

Are inputs **A**vailable & **A**ccessible?  
Are they close to the farmers?



Are inputs **A**ffordable?  
Are financial risks reduced of  
farmers and/or suppliers?





**Thank you for your attention!**



**the sustainable  
trade initiative**