

Promoting Local consumption in Nigeria

Value Addition & Domestic Consumption Goal

- Strategy

1. Raise local grinding capacity through engagement with processors & investors → Policy dialogue
2. Support for SMSEs capacity growth for making fast moving cocoa-based products

- Progress

- Value Addition Advocacy & Policy (VAAP) dialogue
- MDG Program Support for women and youth – training & small machines



- **Strategy**

1. Advocacy support: State Govts, Industry players to support local cocoa product consumption → **Health benefits**
2. School feeding , hotel & hospital ‘ hand-out’ programs
3. National Cocoa Day
4. NGO/CBO Support program: Center for Cocoa Development Initiative
5. Radio & television programs

- **Progress**

- ***Sustained Campaign: “Have you had your cocoa today?”***



Thank
you

