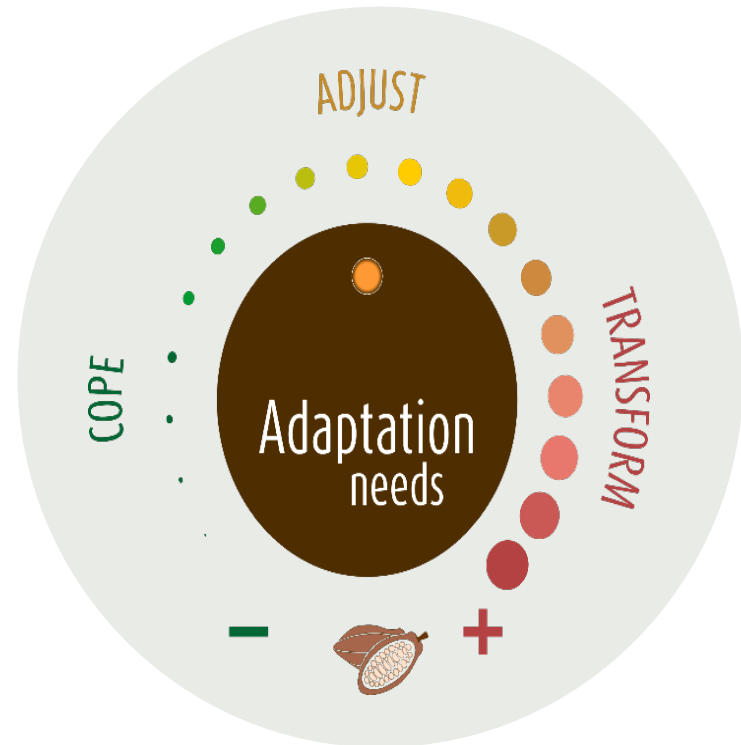


# What are the opportunities in diversification and the alternative methods to generate additional income (a business case approach)?

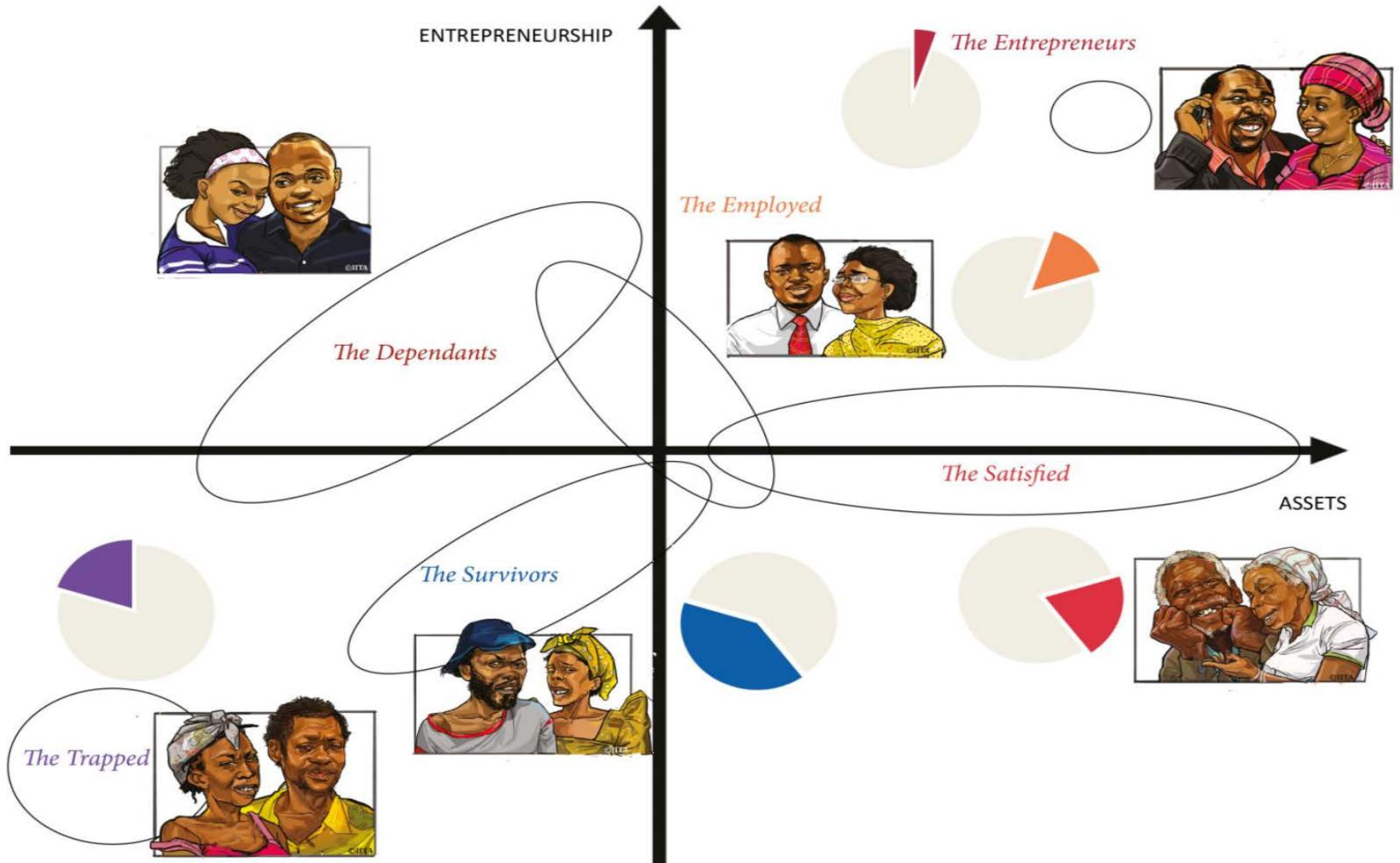
Diversification in the cocoa enterprise involves a portfolio of strategies designed to reduce exposure to product and income risks by combining a variety of activities (production, marketing, product transformation, input supply etc.) to improve productivity, farm income, and household welfare



# Diversification: an old strategy in a new vision for sustainable cocoa cultivation

- Diversified cocoa systems host about 76.5 % of plantain production and large proportions of cassava-based intercrops in Africa in the early stages of the plantations – a strong opportunity for food security
- Provides about 15-26% of revenue as a result of sales from non-cocoa component to support household economies
- In countries like Ghana, about 80% of annual allowable cut for timber is generated from diversified shaded cocoa systems
- Internal market value of timber is \$109/ha while world market value is \$1,460/ha
- Farmers save up to \$27 a year from buying orthodox malaria medicines by using medicinal plants from cocoa agroforest
- Provides habitat and serve as corridors for various species of animals

# Farmer segmentation



# If the farmer only has limited amount of money to invest, what should he/she invest in first?

