The Farmer in the cocoa value chain: How to improve his income?
Global Chocolate Confectionery Sales
versus
Global Farm-gate Value of Cocoa Production

Sources: Euromonitor, ICCO
US Chocolate Confectionery Retail Price vs Farmgate Cocoa Price

(Index: 100 in 1990/91)

Sources: LMC, ICCO
International Cocoa Price vs Farm-Gate Price

Source: ICCO
CHOCOLATE: A LUXURY PRODUCT?
International Cocoa Price vs Farm-Gate Price

Average farm-gate price (year average)
ICCO Indicator price (year average)
Farmers’ share in value of chocolate bar in 2012

- Retail/supermarket margins: 43%
- Marketing: 10%
- Manufacturing costs: 20%
- Grinder/processors: 7%
- Local taxes and cocoa buyers: 5%
- Transport, storage and trade: 12%
- Farmers: 3%

Source: Oxfam
Current cocoa programmes and their impact on global output in 10 years

<table>
<thead>
<tr>
<th>Country</th>
<th>2013/14</th>
<th>Low Target</th>
<th>Medium target</th>
<th>High target</th>
<th>Political Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>425,000</td>
<td>700,000</td>
<td>745,000</td>
<td>800,000</td>
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<tr>
<td>Ghana</td>
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<td>1,200,000</td>
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<tr>
<td>Côte d’Ivoire</td>
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<tr>
<td>Others</td>
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<td>1,065,000</td>
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<td>World total</td>
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<td>5,500,000</td>
<td>5,850,000</td>
<td>6,200,000</td>
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</tbody>
</table>
ICCO Forecast

Low target

Medium target

High target
The case for better coordination

- **NATIONAL LEVEL** – National Cocoa Plan - PPPs
- **REGIONAL LEVEL** – Regional Coordination
- **INTERNATIONAL LEVEL** – International Coordination

Sustainable World Cocoa Economy

GLOBAL COCOA AGENDA
Balancing Supply and Demand
VIETNAM
Recommendation

Diversification
HOW TO INCREASE COCOA FARMERS’ INCOME?

LET’S DROP MONOCROPPING

LET’S GO MULTICROPPING