



The Farmer in the cocoa value chain: How to improve his income?

Second World Cocoa Conference Amsterdam

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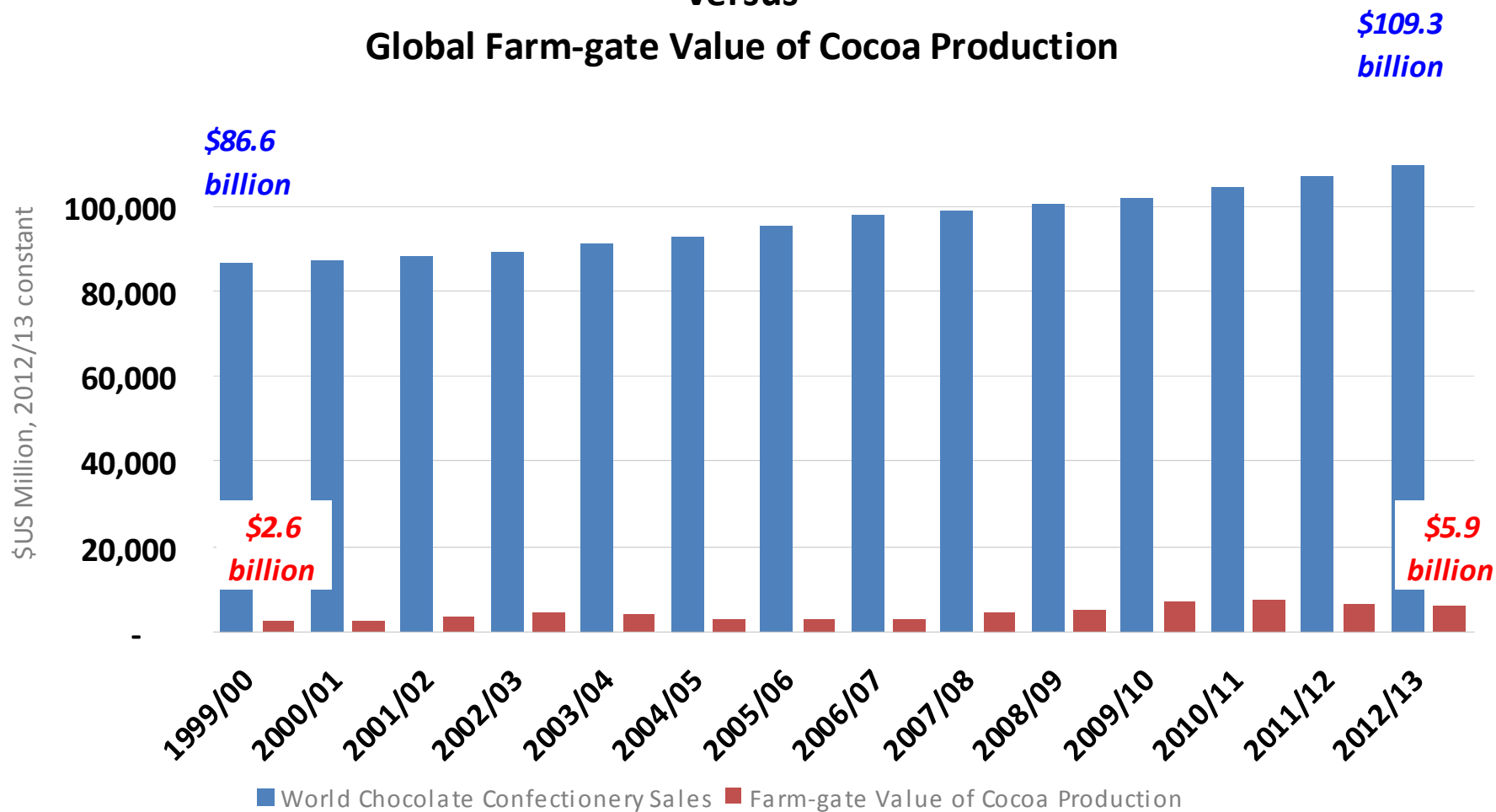
Executive Director
International Cocoa
Organization (ICCO)





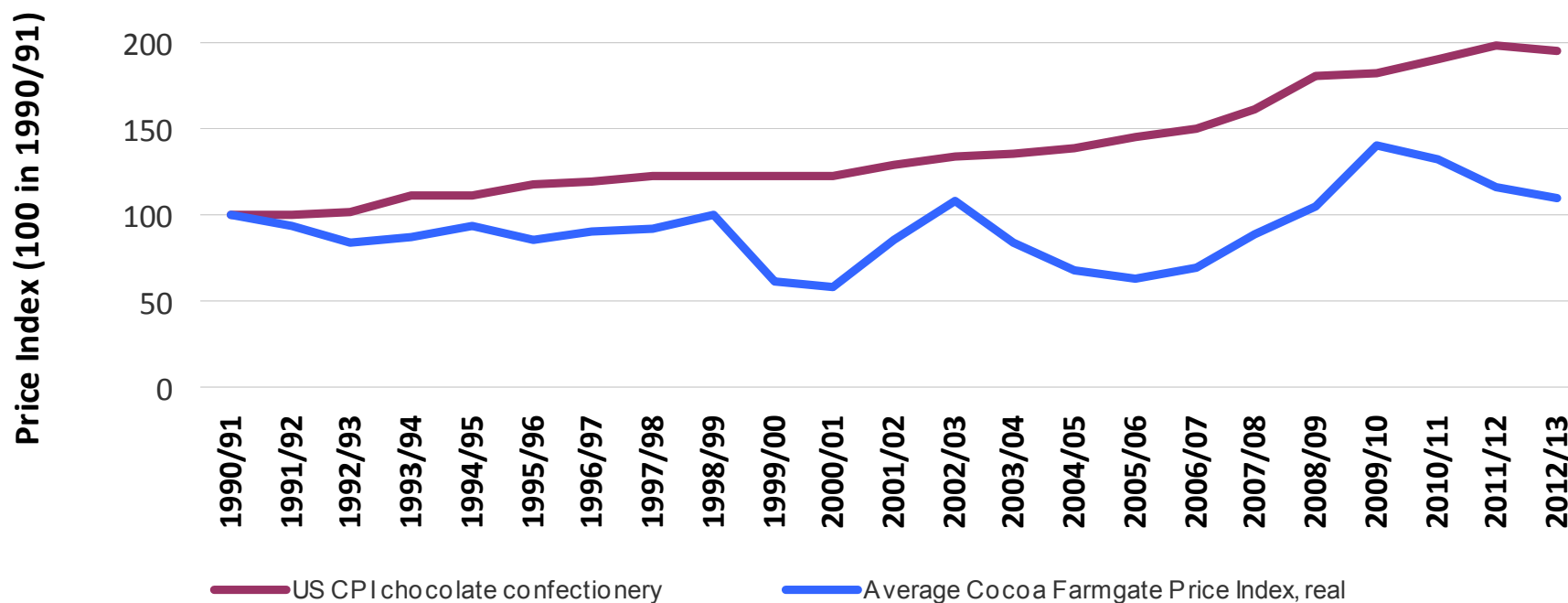


Global Chocolate Confectionery Sales versus Global Farm-gate Value of Cocoa Production

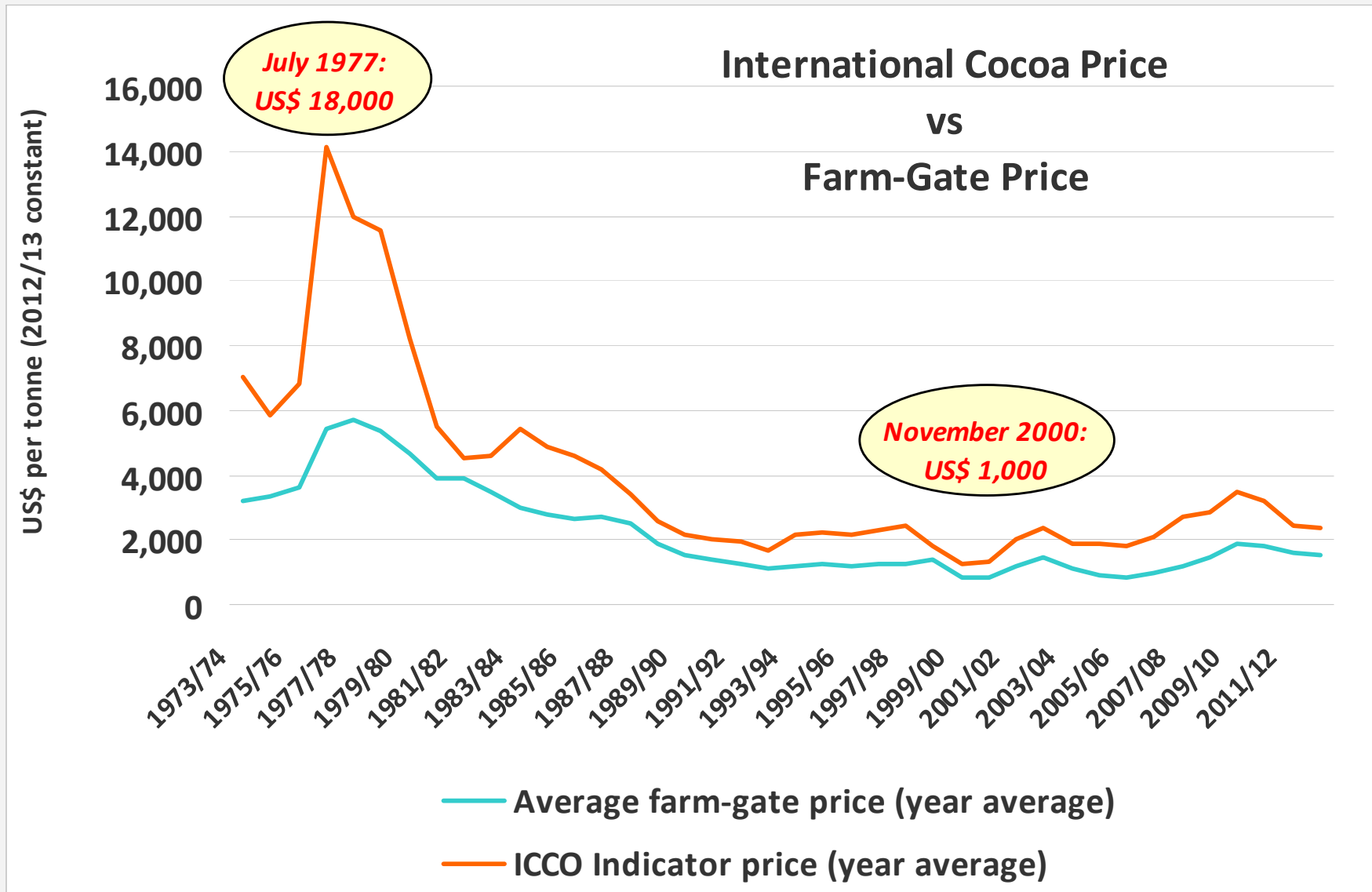




US Chocolate Confectionery Retail Price vs Farmgate Cocoa Price (Index: 100 in 1990/91)

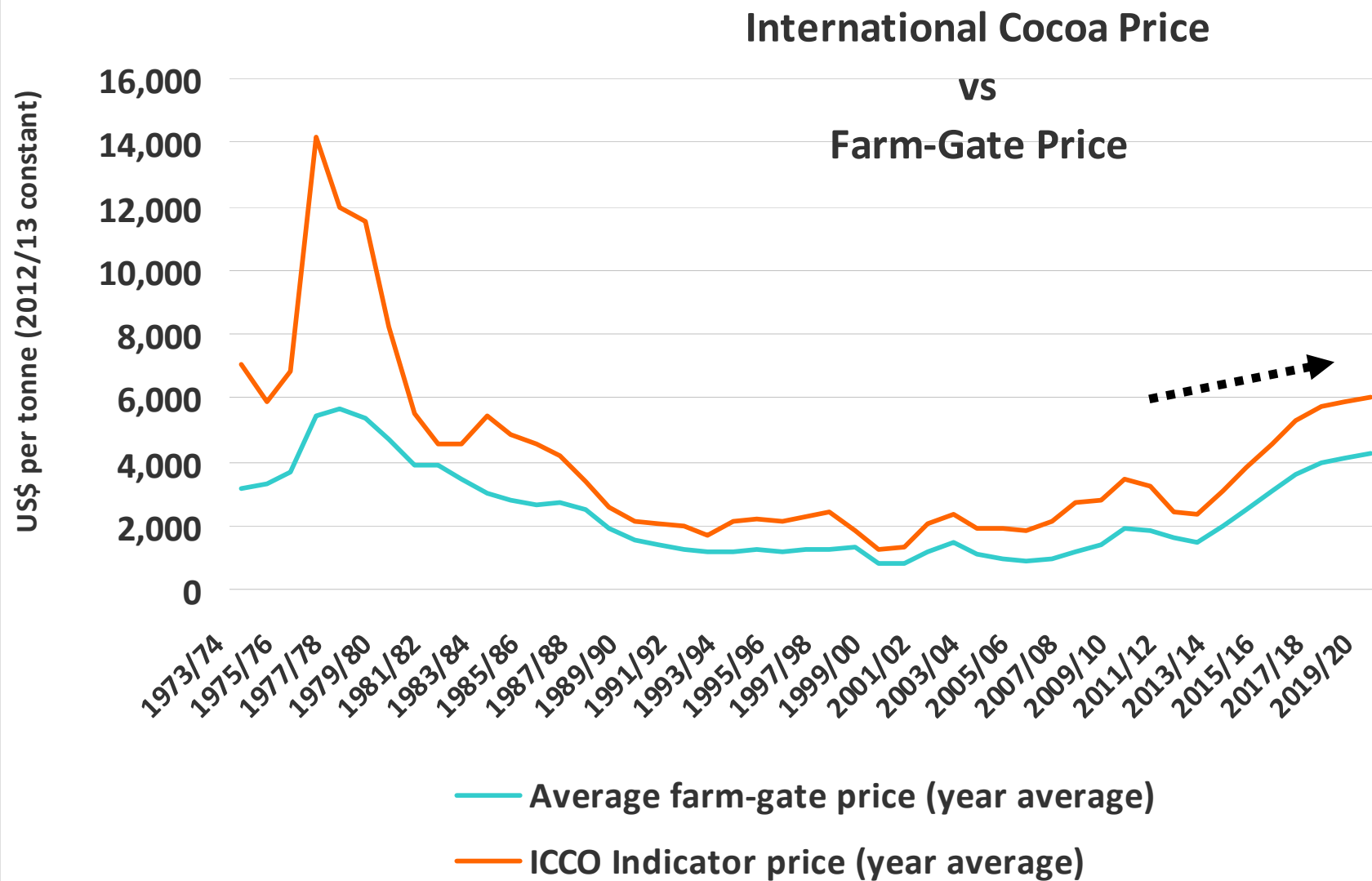


Sources: LMC, ICCO



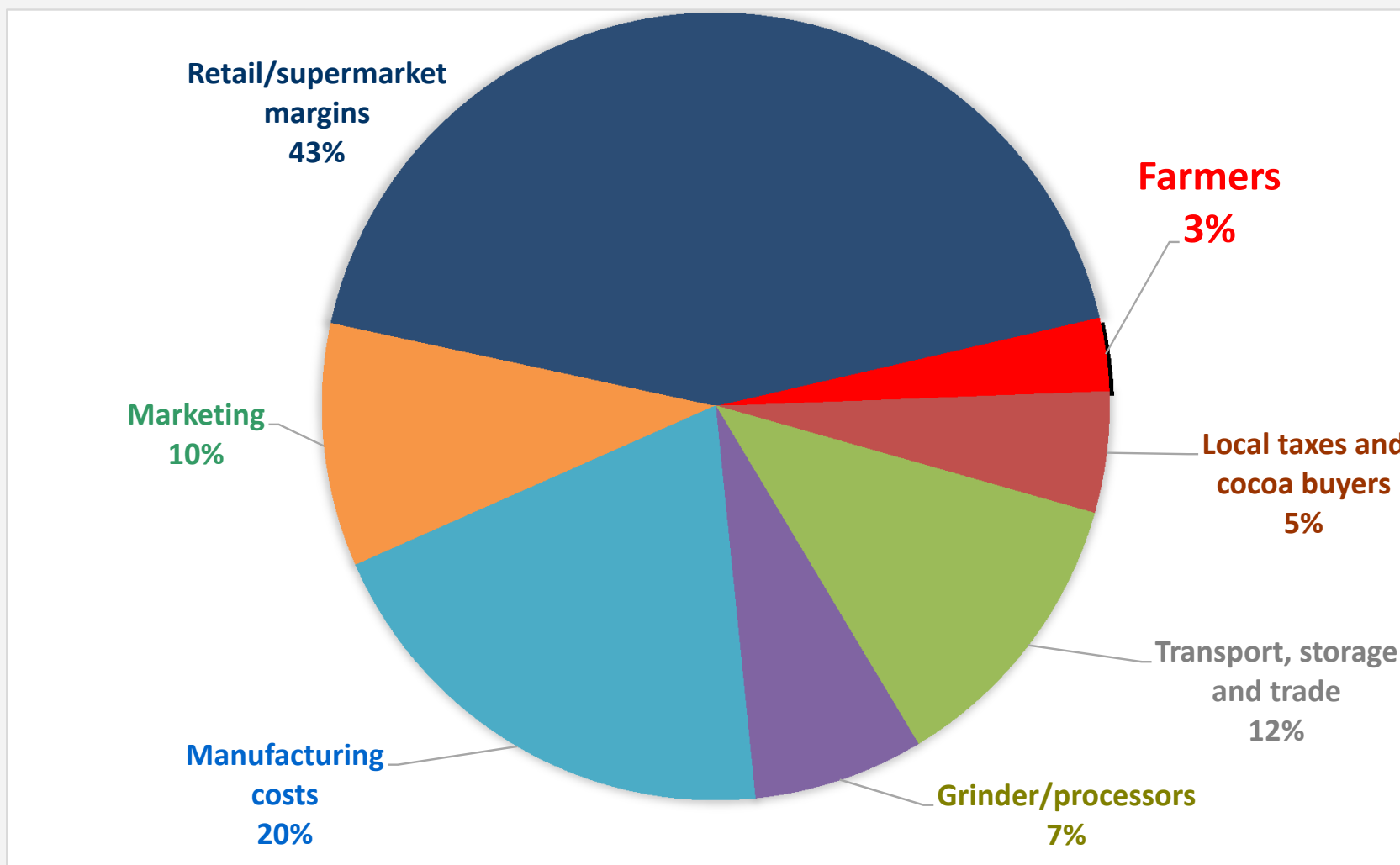


**CHOCOLATE:
A LUXURY PRODUCT?**





Farmers' share in value of chocolate bar in 2012



Source: Oxfam

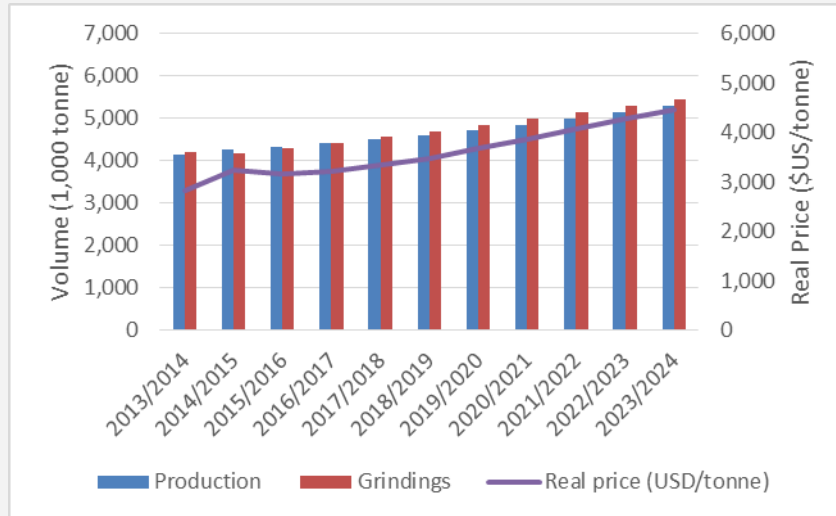


Current cocoa programmes and their impact on global output in 10 years

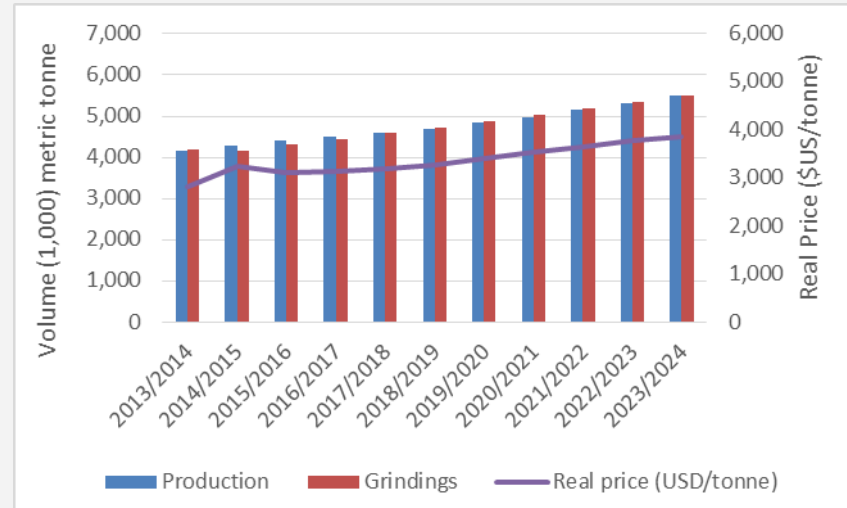
	2013/14	Low Target	Medium target	High target	Political Objective
Indonesia	425,000	700,000	745,000	800,000	1,000,000
Ghana	900,000	1,200,000	1,280,000	1,300,000	1,500,000
Côte d'Ivoire	1,700,000	1,950,000	2,070,000	2,100,000	2,500,000
Cameroon	210,000	300,000	320,000	450,000	600,000
Nigeria	250,000	350,000	370,000	600,000	1,000,000
Others	765,000	1,000,000	1,065,000	1,150,000	1,450,000
World total	4,250,000	5,500,000	5,850,000	6,200,000	8,050,000



ICCO Forecast



Low target



Medium target



High target



The case for better coordination

NATIONAL LEVEL –

National Cocoa Plan - PPPs



REGIONAL LEVEL –

Regional Coordination



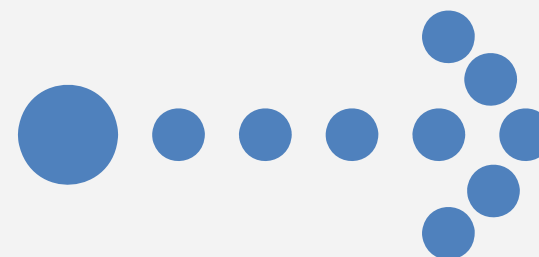
INTERNATIONAL LEVEL –

International Coordination



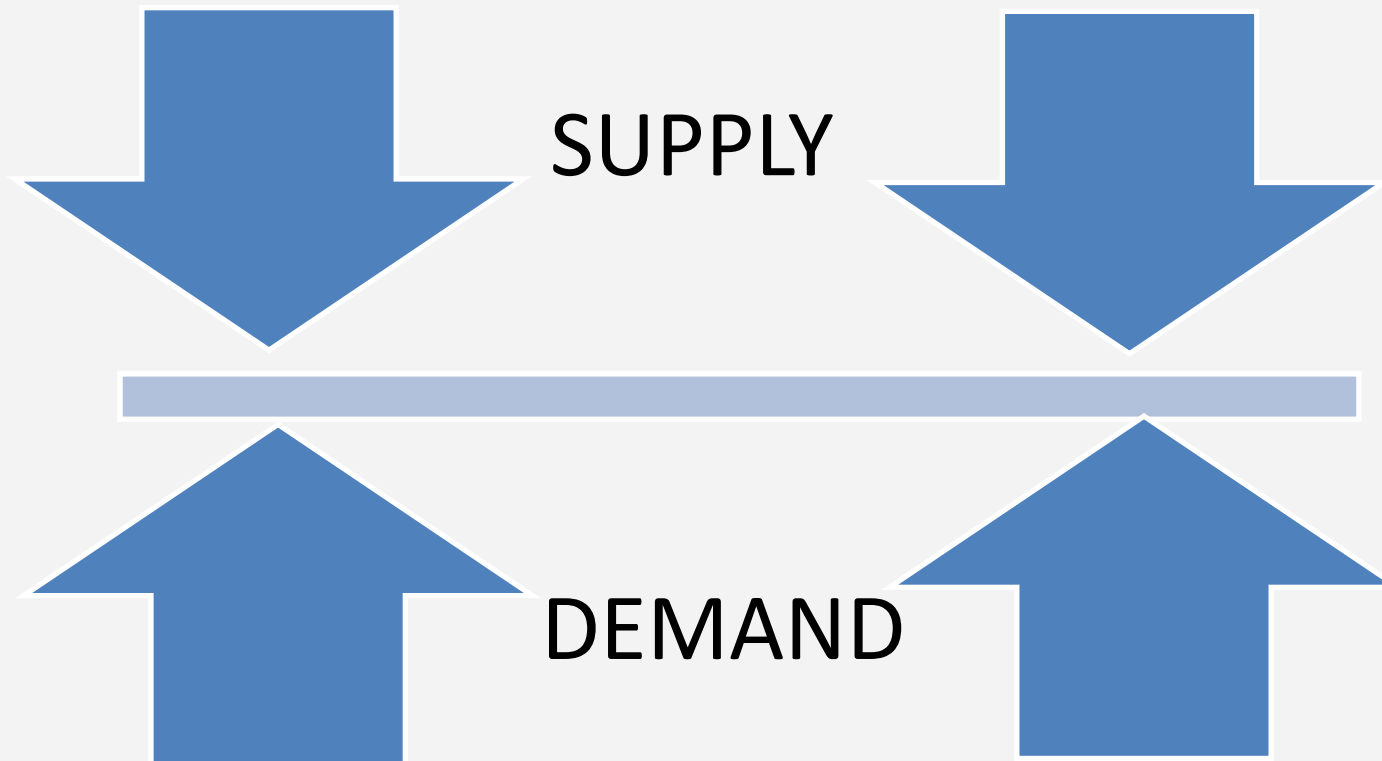
GLOBAL
COCOA
AGENDA

SUSTAINABLE
WORLD
COCOA
ECONOMY





Balancing Supply and Demand





VIETNAM





Recommendation

Diversification



HOW TO INCREASE COCOA FARMERS' INCOME?

LET'S DROP MONOCROPPING

LET'S GO MULTICROPPING