Promoting Local consumption in Nigeria
Value Addition & Domestic Consumption Goal

• Strategy
  1. Raise local grinding capacity though 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