« DIVERSIFICATION PACKAGE »:
The innovative cocoa business model toward a more sustainable cocoa economy
2. Revenues from the « Diversification Package »

2.4 Package
The package would be determined based on short cycle crop available in the region.

**REVENUES**

- Revenues estimates for a cocoa producer who buys in the diversification package vision
  - 1ha for CACAO production with inputs will produce 1 Tonne, 1,15 $ per kilo
    - Annual Revenue from cocoa would be: 1150 $
  - ¼ ha irrigated land for pepper with annual production of 1,5 Tons, Price per kilogramme: 3,35 $
    - Annual revenue = 1 500 * 3,35 = 5025 $
  - ¼ ha of irrigated land for tomatoes Annual Production = 25 Tons, price per kilogramme is 0,85 $
    - Revenue = 25 000 * 0,85 = 21250 $
  - ¼ ha irrigated land for EGGPLANT
    - Annual Production = 20 Tons, Price per kilogramme : 0,50 $
      - Revenue = 20 000 * 0,50 $ = 10 000 $
      - Annual revenue of producer : 37 425 $
2. Revenues from the «Diversification Package»

\[ R/M = 3\ 175 + 3\ 175 + 3\ 079,5 + 3\ 079,5 + 3\ 079,5 + 3\ 022 + 3\ 022 + 3\ 175 + 3\ 175 + 3\ 175 = 37\ 412 \text{ $} \]
2.2. Diversification, a threat to the cocoa sustainability

With limited lands (3 ha) farmers have the tendency to go in crops where they make more money. (case of coffee and rubber in Cote d’ivoire)

2.3 Conditions for success

2.3.1 Crop package

Identify crop packages based on regions capacity of production

2.3.2 Estimate the cost of the package

2.3.3 Industry’s commitment to support

Industry’s commitment should be through a financial platform where every farmer can have access to his sustainability fund

2.3.4 Land commitment from farmers

In return of the industry’s Financial commitment the farmer has to commit a portion of land for cocoa cultivation. Cocoa will be the entry to access to the funds.
THANK YOU