Professional Farmers for a Sustainable Future

ADM International Sarl
Cocoa Division
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Agenda

1. Sustainable Cocoa Economy: An Issue
2. Sustainability for ADM Cocoa
3. Engagement through S.E.R.A.P.
4. Four Key interventions areas
5. Achievements of S.E.R.A.P.
6. Developments & Improvements
Sustainable Cocoa Economy: An Issue

- Complex & climate sensitive small holder crop
- Insufficient (business) training and inputs
- Health, social and demographic concerns
- Less and less suitable soil or land available
What is Sustainability to ADM Cocoa?

- **Multi-stakeholders** along the supply-chain to improve the **Livelihoods** of cocoa farming **communities** whilst **assuring** bean supplies in terms of **Quantity** and **Quality**.

- As farmers become more **Professional** they grow more **more** and **better** crops, they have better chances for **Incremental** income.

- **Socially** and **Environmentally** Responsible **Agricultural** Practices and compliant with **Sustainability Standards**.
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Organised & Independent

S.E.R.A.P.
Socially and Environmentally Responsible Agricultural Practices
SUSTAINABILITY PROGRAM FOR COCOA FARMING
Focus on 4 Key Intervention Areas

1. Social Responsibility
2. Environmental Stewardship
3. Quality Management and Productivity
4. Producer Group Organization
Focus on Social Responsibility

- **Incentives** for Compliance to SERAP and other programs' integrated social standards.

- **Health & Nutrition**, understanding and respecting applicable **Laws** and **rights**.

- The role of **Women** in farming communities and cocoa supply-chain.

- **Education** and **Vocational Training**.

- **Working Conditions** and **Safety**.
Environmental Stewardship

- **Safe** and **rational use** of crop-protection products and fertilizers.

- **Biodiversity**, **soil fertility** and **water conservation**.

- **Plantation rehabilitation**, **forest protection** and **reforestation**.
3 Quality Management & Productivity

- Farmers receive training on **Good Agriculture Practices** (yields & quality)
  - Crop Husbandry
  - Integrated Pest Management
  - Fermentation, clean bean quality
  - Agricultural inputs

- \( (\text{Price} + \text{Program} + \text{Quality premium}) \times \frac{\text{volume}}{\text{ha}}. \)
Professional Farmer Group Organization

- Fostering community-based approach to common challenges
- Farmers Group Organizations are trained on:
  - Producer Group Governance
  - Fiscal & Operational Responsibility
  - Market Understanding & Access
  - Transparency & Compliance
  - Business Principles & Corruption
  - Gender Equality & Non-discrimination
Achievements of S.E.R.A.P. so far…

• **First** of its kind with a holistic approach to cocoa **sustainability**

• **67 cooperatives** involved in SERAP **Cote d’Ivoire** alone

• SERAP groups certified by **Rainforest Alliance, UTZ and Fairtrade**

• Training **independent farmers** in **group** structure

• SERAP expanding in **Nigeria, Indonesia** and other origins
Program Developments & Improvements

• Food Security, Drink Water and Nutrition Components

• Gender Equality and Women

• Independent farmers in Cote d’Ivoire. Reaching out to the largest group

• Traceability combining ICT & GPS
Diffusion of an Innovation in a Population (Rogers, 1962)

- < 20% organised farmers
- > 80% independent farmers

2.5% Innovators
13.5% Early Adopters
34% Early Majority
34% Late Majority
16% Laggards
Smart Sourcing and Traceability Support System
What does SERAP offer?

- A model for a Global Sustainability Platform with 3rd party verification
- Tailor-made sustainability initiatives under SERAP program umbrella
- Certification on request
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BE PROUD TO BE PART OF THIS FUTURE