Improving Cocoa Productivity and Quality Through an Integrated System

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the sustainable trade initiative

Urgency for change

- Cocoa farming is not profitable for farmers
 - Aging trees
 - Soil depletion
 - Pests and diseases
- The cocoa market poses challenges
 - Demand is growing while supply is declining
 - There is a lack of market transparency
 - Over 80% of all cocoa is grown by smallholders
- There is pressure on the environment
 - Encroachment of the tropical forest
 - Need for diversification and food security





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The change from scarcity to sustainability







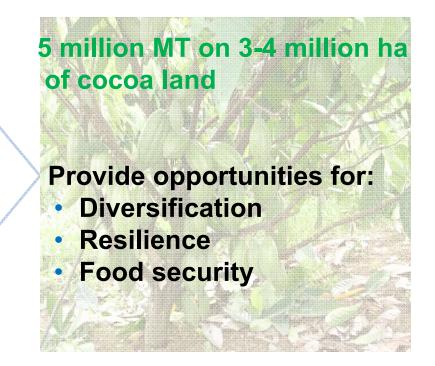
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The change from scarcity to sustainability

Move from growing









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"productivity package" = the key

- GAP
- Crop protection
- High Yielding Planting material
- Soil fertility

Higher productivity will bring improved:

- profitability
- farmers' resilience (diversification)
- land efficiency (intensification)



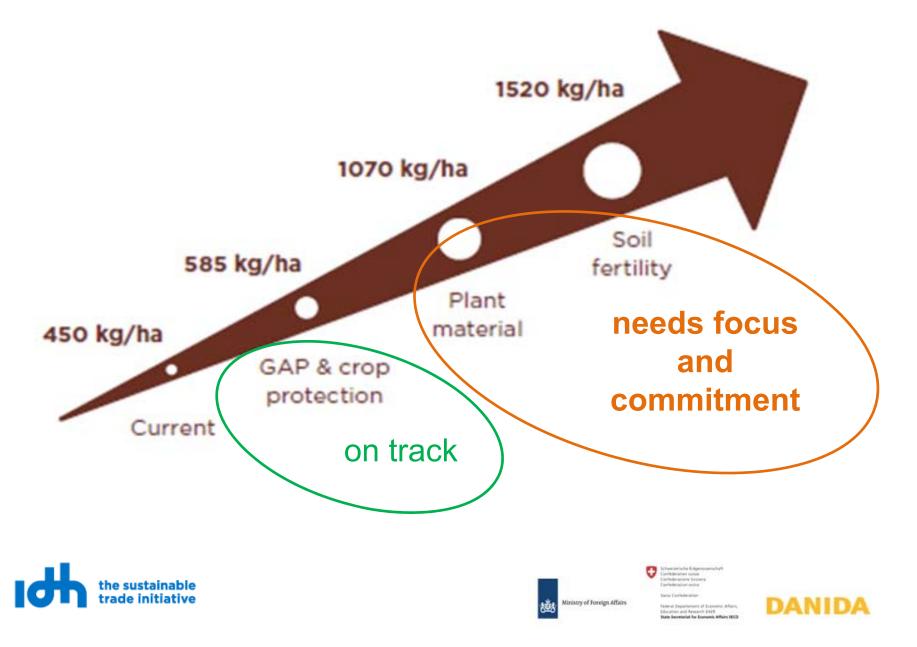




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Is the work succeeding so far?



A way to go = From marketing beans to providing services



The cocoa industry works through

- Cooperatives
- Cocoa Village Centers
- Fermentation Centers
- Farmer Development Centers
- Farmer Shops

Training

- Crop protection
- Seedlings
- Fertilizer
- Access to finance



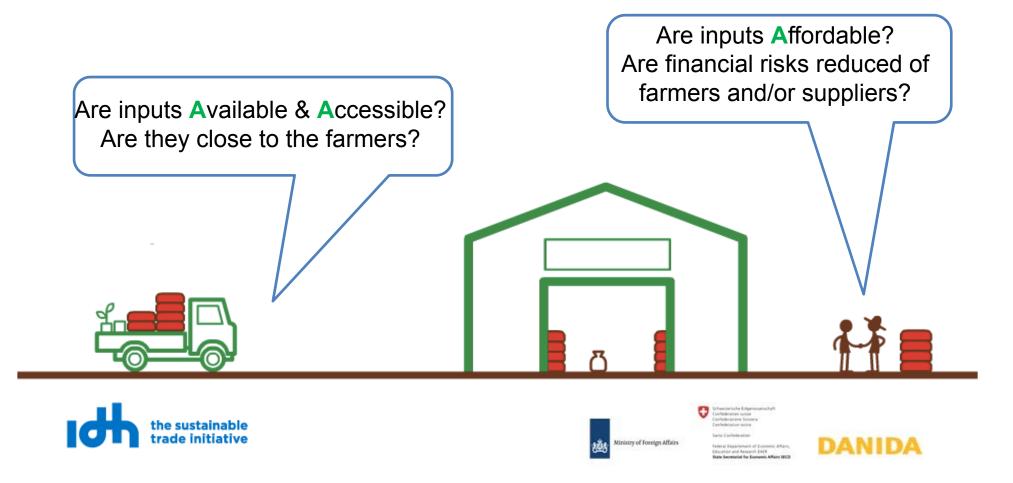


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3A= Accessibility + Availability + Affordability Improve access to the productivity package through Accessibility = Right delivery mechanisms Availability = Volume, quality, timely Affordability= price and risk sharing mechanisms



Thank you for your attention!



