



CocoaAction

ICCO, Amsterdam

June 2014



World Cocoa
Foundation

WorldCocoa.org

World Cocoa Foundation (WCF)

Mission

We are committed to creating a sustainable cocoa economy by putting farmers first – promoting agricultural & environmental stewardship, and strengthening development in cocoa-growing communities.

Members

116 members (as of June 2014)

Approach

Through partnerships which focus on farmer-centric solutions.



Our Challenge

- How better to align well-intentioned, fragmented company programs?
- How to get the attention of highest level representatives within companies and governments?
- How to effectively measure improvements and impact over time?
- How to provide cocoa farmers with the “full package” of tools to improve incomes and livelihoods?

CocoaAction



A rejuvenated and economically viable cocoa sector, starting in Ghana and Côte d'Ivoire, that can compete with alternative crops and provide opportunities to cocoa farmers and cocoa communities.



Productivity package that allows:
Farmers to be on the track to be professional farmers



Cocoa reference
Indicators framework and cocoa reference standard, that helps to assess the process, the strategy and the impact



Community good practices packages, that enable:
Address the worst forms of child labor; education outcomes, gender parity and cocoa livelihoods to be improved.



Alignment with governments, donor and NGO engagement

How is CocoaAction Different?

- Not a program, but rather a platform
- Intended to be Industry wide strategy.
- Unprecedented scale of commitment.
- Fully aligned with origin government goals and is complementary to their programs.

“Commitment to work together toward a truly sustainable cocoa industry.”

“Brings together the best of all current knowledge from the industry companies and the governments and moves it into action in the farms and communities.”

Accomplishments

- Formation of Technical Working Committee with company champions.
- Defined six priority work streams.
- On-going discussions and joint workshops in Ghana and Côte d'Ivoire with key government leaders to align with national plans.
- Signed declarations between WCF and Ghana and Côte d'Ivoire leading government agencies to provide full package to more than 300,000 farms by 2020 and at least double their yields.
- WCF Board of Directors field visit to cocoa farms in Ghana and Côte d'Ivoire.

Côte d'Ivoire Declaration



Field Visit in Côte d'Ivoire



Ghana Declaration



What's Next?

WCF will be encouraging other companies and organizations to join with us to achieve even greater scale of impact.



Thank You



**World Cocoa
Foundation**