



The Cocoa Value Chain & the Farmer's Position

Job Leuning

ICCO World Cocoa Conference

thriveTM

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Agenda

Structural dynamics in the Value Chain

Structural dynamics at the Farmer Level

How to Thrive?

Structural Dynamics in the Value Chain



How is value distributed across the value chain?

- Information
- Market forces
- Inter-relationships
- Value addition

Structural Dynamics in the Value Chain



Evolution of the cocoa industry



From a farmer's perspective



Farmer

Cocoa
Sourcing

Processing
Industry

Chocolate
Industry

Retailer

Consumer

- Information (insufficiently educated)
- Market forces (millions of farmers)
- Inter-relationships (non-organized farmer lacks influence)
- Value addition (GAP)

From a farmer's perspective



Farmer

Cocoa
Sourcing

Processing
Industry

Chocolate
Industry

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Consumer

- Information (insufficiently educated)
- Market forces (millions of farmers)
- Inter-relationships (non-organized)
- Value addition (GAP)

→ Price as a signaling mechanism

As a result: Farmer has little influence on these dynamics

How to Thrive? Breaking the Cycle!

Education

Improving knowledge and skills; allowing farmers to raise their yields and improve productive



Sustainable communities

A place where people live and work, now and in the future in an economically, environmentally and socially healthy and resilient way

Long term prosperity

Make farmers successful for generations to come

How to Thrive? Breaking the Cycle!

Farmer Organizations

- *Knowledge sharing*
- *Support market access*
- *Assist in administrative tasks*
- *Financing*
- *Invest in communities*



The Coop Academy

Empowering cooperative leaders through the Coop Academy

Credit Access

Providing farmer organizations with affordable credit access

Wrap up – Focus on Farmers Organization

Farmer Cooperation

Industry Support

Farmer Training

Coop & Community support

