

The Cocoa Value Chain & the Farmer's Position

Job Leuning

ICCO World Cocoa Conference



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Structural dynamics in the Value Chain

Structural dynamics at the Farmer Level

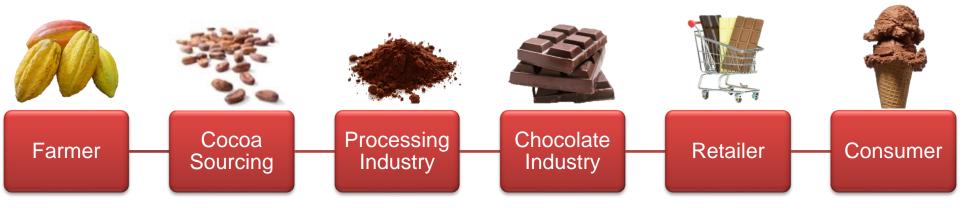
How to Thrive?

3rd ICCO World Cocoa Conference, 22-25 May 2016

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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













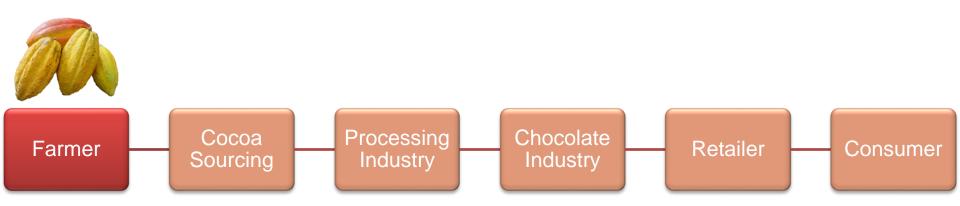






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From a farmer's perspective

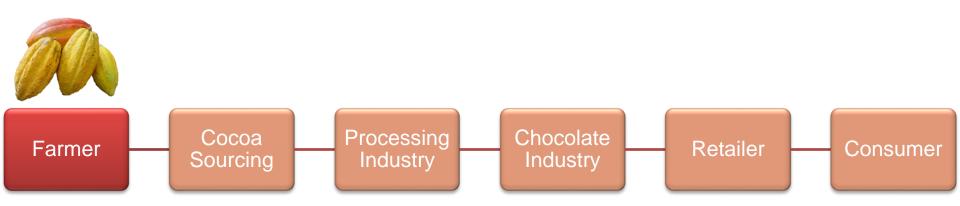


- Information (insufficiently educated)
- Market forces (millions of farmers)
- Inter-relationships (non-organized farmer lacks influence)
- Value addition (GAP)





From a farmer's perspective



- Information (insufficiently educated)
- Market forces (millions of farmers)
- Inter-relationships (non-organized)
- Value addition (GAP)
- \rightarrow Price as a signaling mechanism

As a result: Farmer has little influence on these dynamics

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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

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