



# From project to sector transformation:

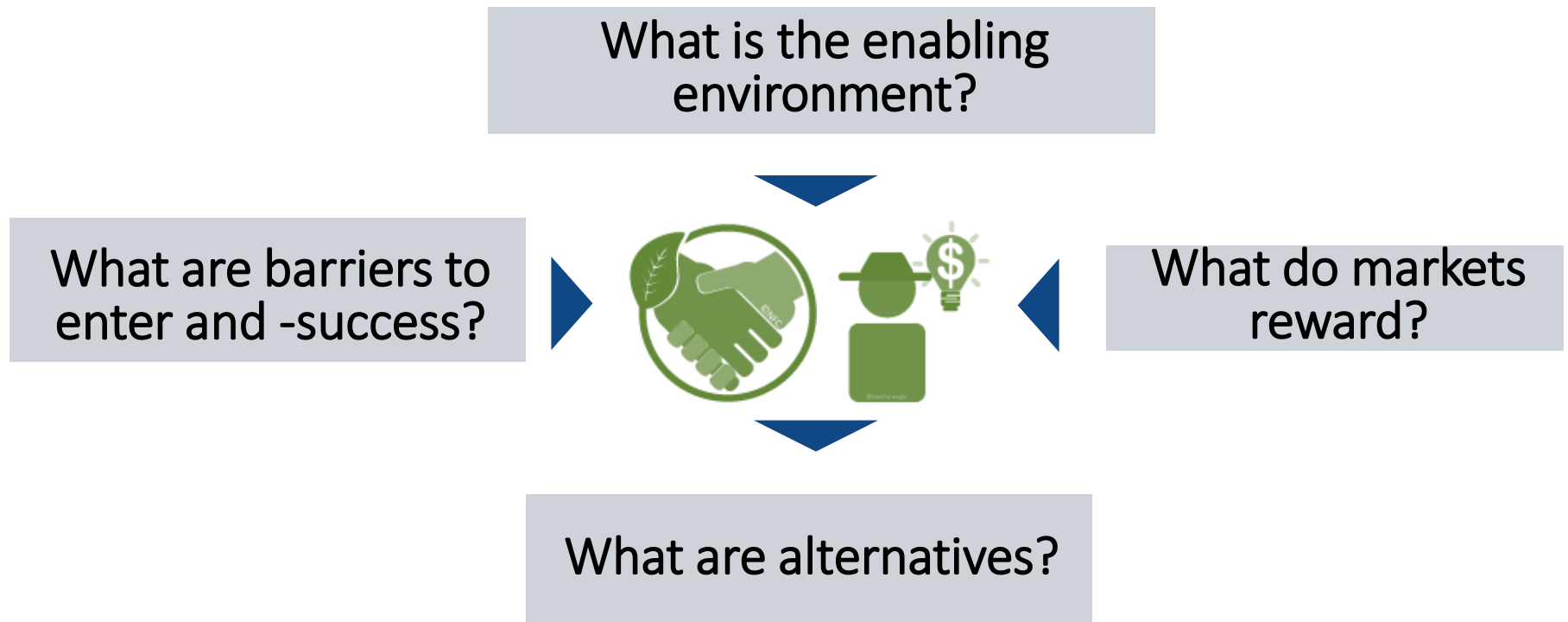
The role of Key Performance Indicators in market transformation

*Lucas Simons*

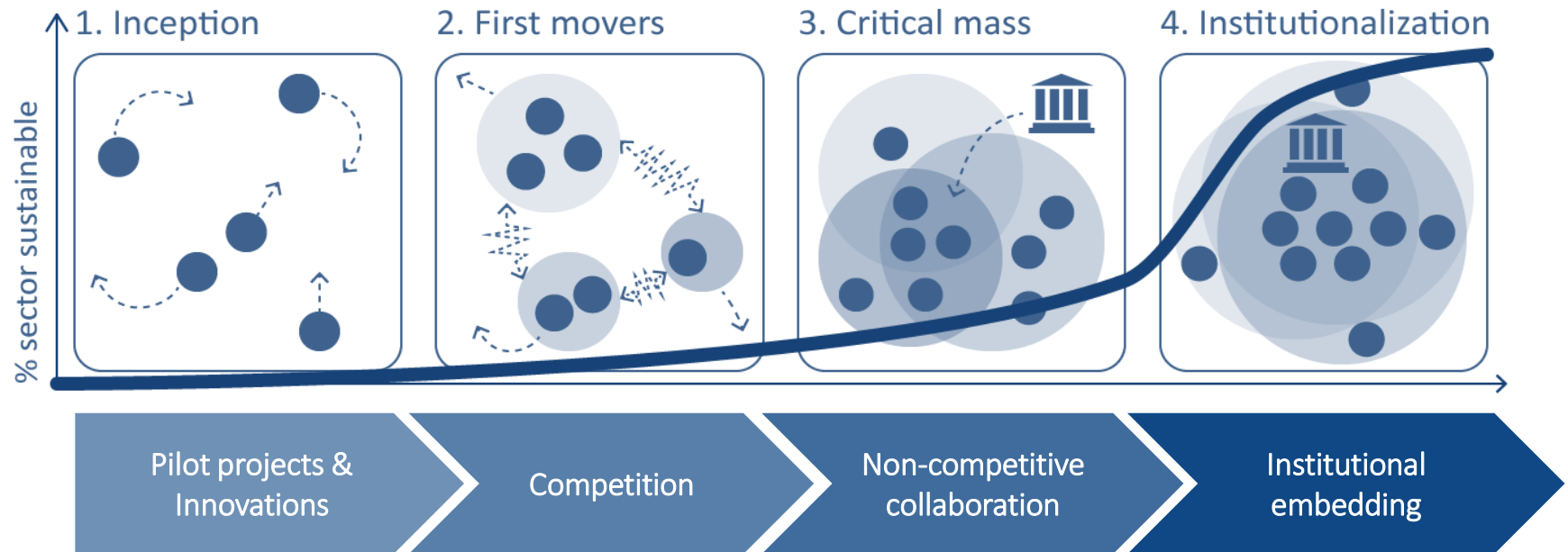
ICCO World Cocoa Conference  
May 26<sup>th</sup> 2016, Bavaro, Dominican Republic

# The profitability and potential for sustainability of a sector are the outcome of 4 forces

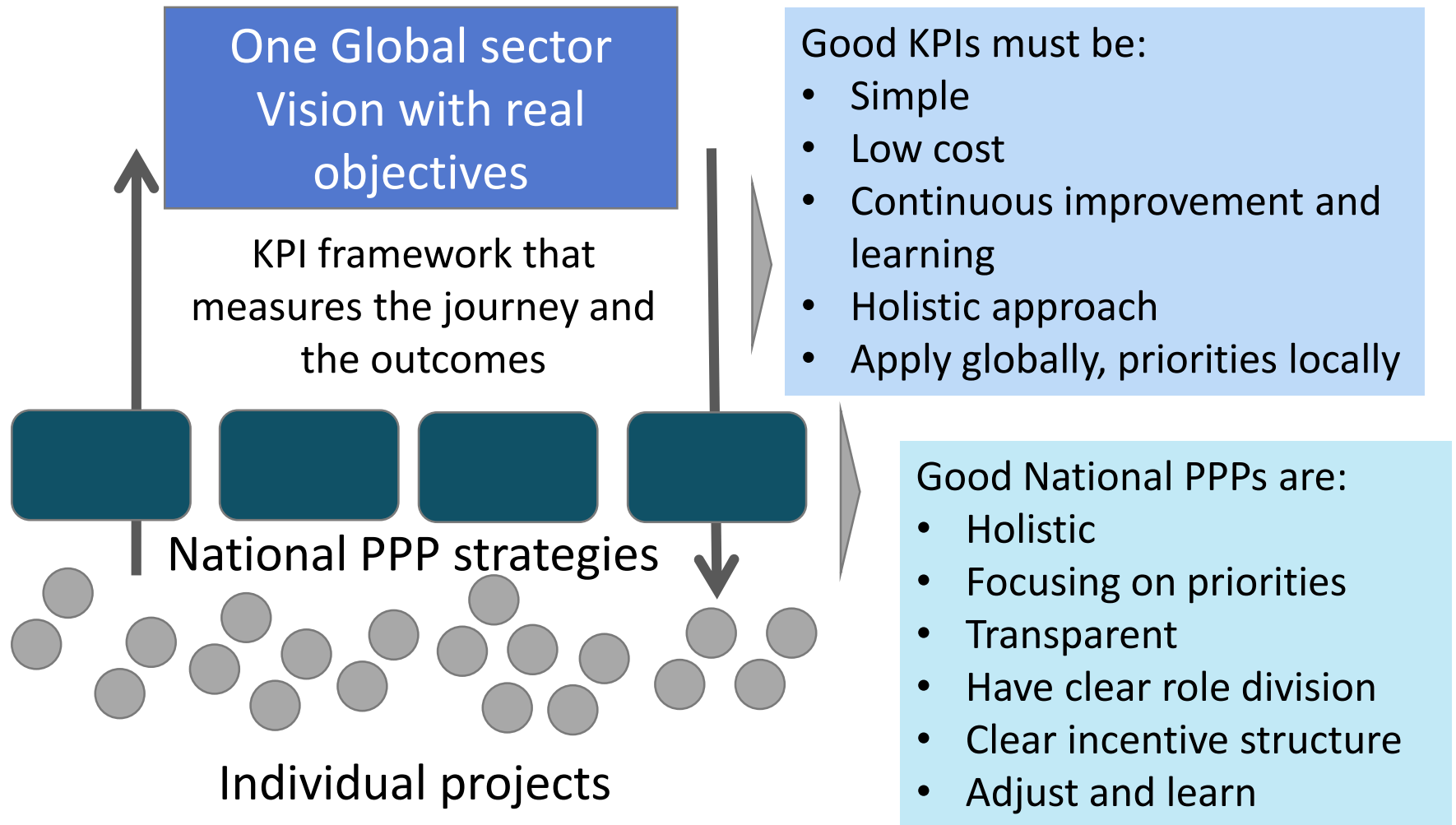
## Forces shaping a sector



# The cocoa sector moved through phases of market transformation



# We need to get better organised



# *How to change the rules of the Food Game?*

[www.changingthefoodgame.com](http://www.changingthefoodgame.com)

*For more information  
please contact us at:*

Thank you

**NewForesight Consultancy**

Hamburgerstraat 28a

3512 NS, Utrecht

+31 (0) 30 234 82 18

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