

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

Forces shaping a sector

What is the enabling environment?

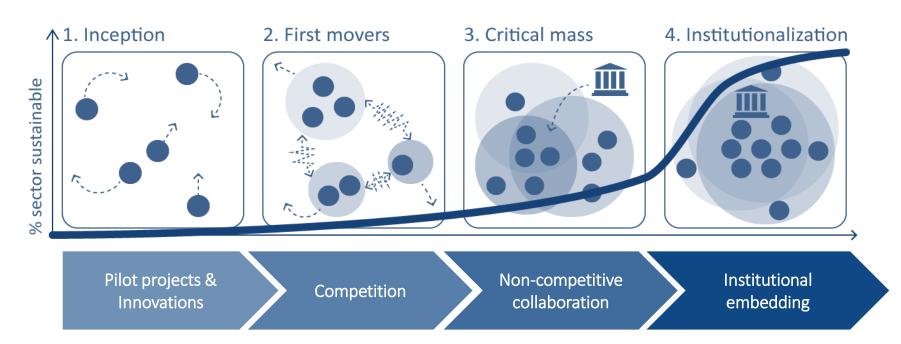
What are barriers to enter and -success?



What do markets reward?

What are alternatives?

The cocoa sector moved through phases of market transformation





We need to get better organised

One Global sector Vision with real objectives

KPI framework that measures the journey and the outcomes

Good KPIs must be:

- Simple
- Low cost
- Continuous improvement and learning
- Holistic approach
- Apply globally, priorities locally

National PPP strategies



Good National PPPs are:

- Holistic
- Focusing on priorities
- Transparent
- Have clear role division
- Clear incentive structure
- Adjust and learn

How to change the rules of the Food Game?

www.changingthefoodgame.com

For more information please contact us at:

Thank you

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