

Attracting a new generation of cocoa farmers and addressing gender issues

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Cocoa in Costa Rica

- There is a wide range of living conditions in the *cocoa*-growing areas of Costa Rica.
- A large percentage of *cocoa* farmers have no formal title for their land.
- Most families in rural farming areas are provided with health and social care.



Generational change in cocoa farms

- Costa Rica's economy has been growing rapidly for more than a decade.
- Today the average minimum monthly salary (nationwide) is \$470.
- Specific knowledge management on farms can often only be transmitted directly, traditionally from father to son.



How can we ensure that cocoa farming is a sustainable economic activity for young farmers?

The main challenges:

- access to land for those who do not possess it;
- scaling up to an adequate farm size;
- access to credit;
- production technology;
- farm management training.



- More young farmers from Costa Rica receive better education than their parents did.
- The current generation of young farmers are aware of the need to be productive and to offer high quality cocoa to achieve better prices.
- But that clarity of analysis is only possible if an initial test is passed, **the pride of being a cocoa farmer.**
- The result of these efforts has to be reflected in better cocoa prices.





Thank you