



# Professional Farmers for a Sustainable Future

**ADM International Sarl**  
**Cocoa Division**  
**Michiel Hendriksz**  
**Director of Sustainability**



# Agenda

1. Sustainable Cocoa Economy: An Issue
2. Sustainability for ADM Cocoa
3. Engagement through S.E.R.A.P.
4. Four Key interventions areas
5. Achievements of S.E.R.A.P.
6. Developments & Improvements



# Sustainable Cocoa Economy: An Issue

- Complex & climate sensitive small holder crop
- Insufficient (business) training and inputs
- Health, social and demographic concerns
- Less and less suitable soil or land available

# What is Sustainability to ADM Cocoa?

- **Multi-stakeholders** along the supply-chain to improve the **Livelihoods** of cocoa farming **communities** whilst **assuring** bean supplies in terms of **Quantity** and **Quality**.



- As farmers become more **Professional** they grow **more** and **better** crops, they have better chances for **Incremental** income.
- **Socially** and **Environmentally Responsible Agricultural Pactices** and compliant with **Sustainability Standards**.

# Professional Farmers for a Sustainable Future

## Organised & Independent



# S.E.R.A.P.

**Socially and Environmentally Responsible  
Agricultural Practices**

**SUSTAINABILITY PROGRAM FOR COCOA FARMING**



# Focus on 4 Key Intervention Areas



Social Responsibility



Environmental Stewardship



Quality Management  
and Productivity



Producer Group Organization





# Focus on Social Responsibility



- **Incentives for Compliance** to SERAP and other programs' integrated social standards.
- **Health & Nutrition**, understanding and respecting applicable **Laws** and **rights**.
- The role of **Women** in farming communities and cocoa supply-chain.
- **Education and Vocational Training**.
- **Working Conditions and Safety**.



## 2

# Environmental Stewardship



- **Safe and rational use** of crop-protection products and fertilizers.
- **Biodiversity, soil fertility** and water **conservation**.
- Plantation **rehabilitation**, forest **protection** and **reforestation**.





# 3 Quality Management & Productivity



- Farmers receive training on **Good Agriculture Practices** (yields & quality)
  - Crop Husbandry
  - Integrated Pest Management
  - Fermentation, clean bean quality
  - Agricultural inputs
- **(Price + Program + Quality premium) x volume / ha.**

# 4 Professional Farmer Group Organization



- Fostering community-based approach to common challenges
- Farmers Group Organizations are trained on:
  - Producer Group Governance
  - Fiscal & Operational Responsibility
  - Market Understanding & Access
  - Transparency & Compliance
  - Business Principles & Corruption
  - Gender Equality & Non-discrimination



# Achievements of S.E.R.A.P. so far...

- **First** of its kind with a holistic approach to cocoa **sustainability**
- **67 cooperatives** involved in SERAP Cote d'Ivoire alone
- SERAP groups certified by **Rainforest Alliance, UTZ and Fairtrade**
- Training **independent farmers** in **group** structure
- SERAP expanding in **Nigeria, Indonesia** and other origins



# Program Developments & Improvements

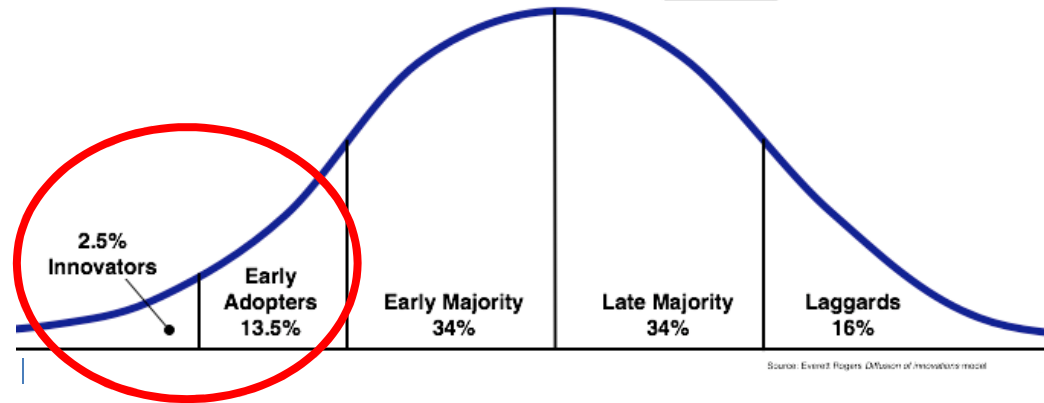


- **Food Security, Drink Water and Nutrition Components**
- **Gender Equality and Women**
- **Independent farmers in Cote d'Ivoire.**  
Reaching out to the largest group
- **Traceability** combining **ICT & GPS**



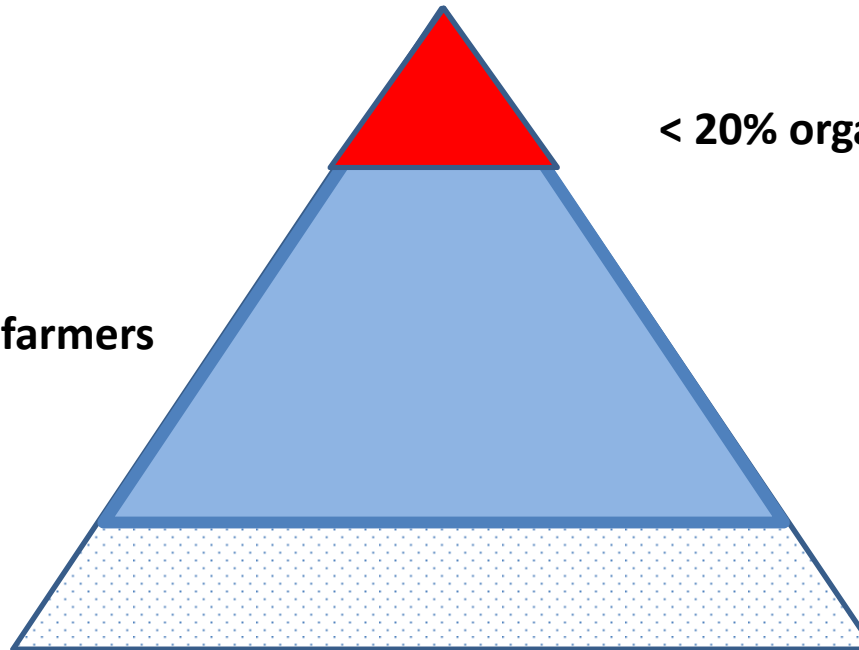


# Diffusion of an Innovation in a Population (Rogers, 1962)



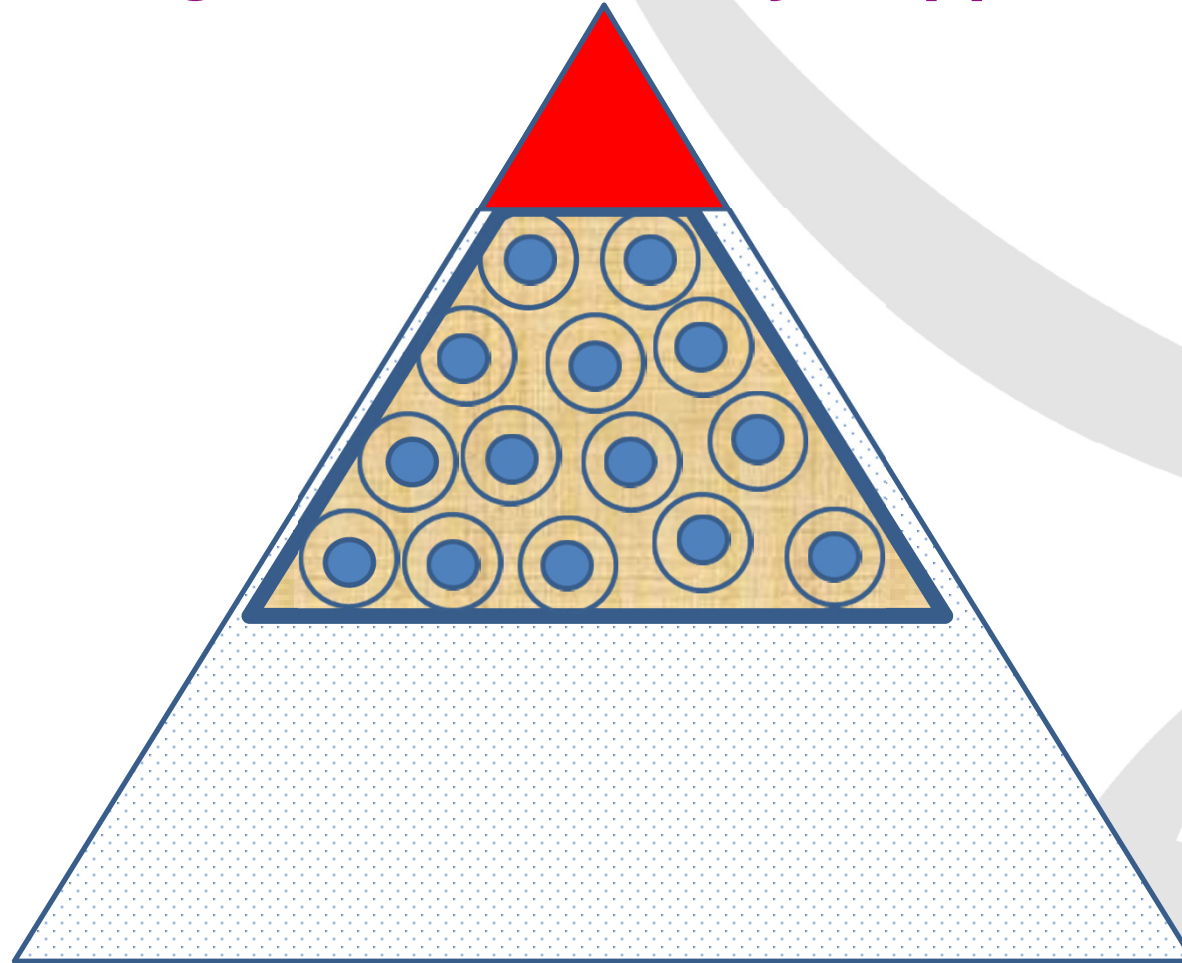
> 80% independent farmers

< 20% organised farmers





# Smart Sourcing and Traceability Support System



# What does SERAP offer?



- A model for a Global Sustainability Platform with **3rd party verification**
- **Tailor-made sustainability initiatives** under SERAP program umbrella
- Certification on **request**



# Professional Farmers for a Sustainable Future



**BE PROUD TO BE PART OF THIS FUTURE**