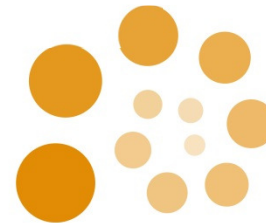




# INTERNATIONAL WORLD COCOA CONFERENCE

*Offering more than Traceability*



# GEOTRACEABILITY

Abidjan, November, 2012

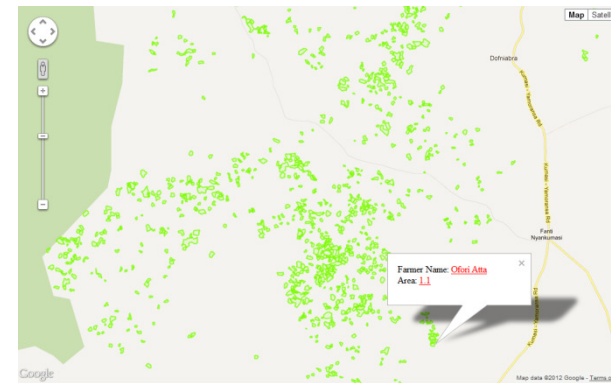
- ✓ British based company



- ✓ Collect, store, process, package, analyze information on smallholder farmers

- ✓ Offering geo-traceability and data collection solutions globally to public and private sectors

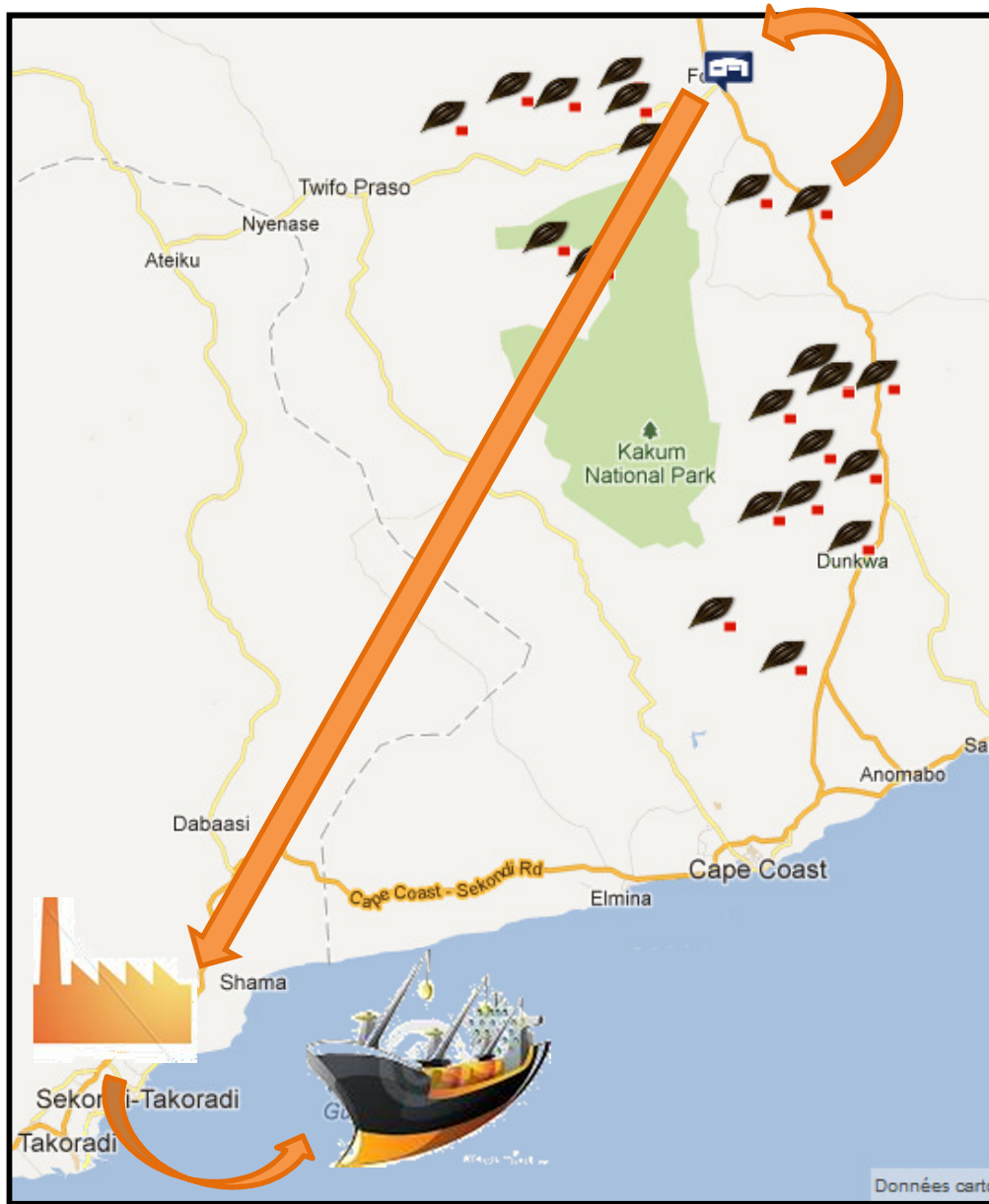
## GHANA



## INDONESIA



- ✓ Populate the largest web database worldwide on commodity farming



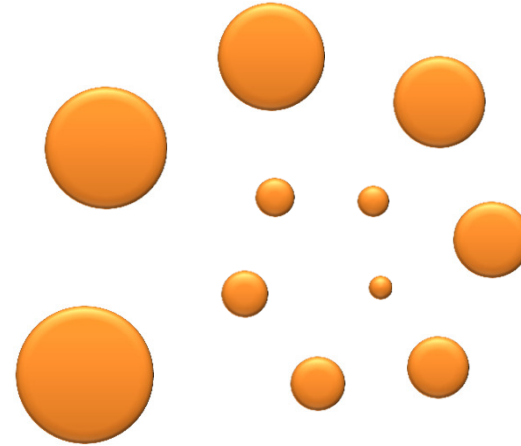
## Why Traceability?

- It is part of the stock management system
- Need to link specific information to the commodity
- Need to provide information to markets and consumers

### *Some challenges:*

- Small producers / quantities
- Middlemen
- Mixing beans
- Batch processing
- Mass & Balance certification
- Mainstream production

*You're offering  
Traceability?*



**A question of  
credibility:**

- Could you prove that your system is working through the supply chain?
- Could it work in harsh conditions?
- Can you pass the test of an external audit?

**EFFECTIVENESS**

**COST-EFFICIENCY**

**SCALABILITY**

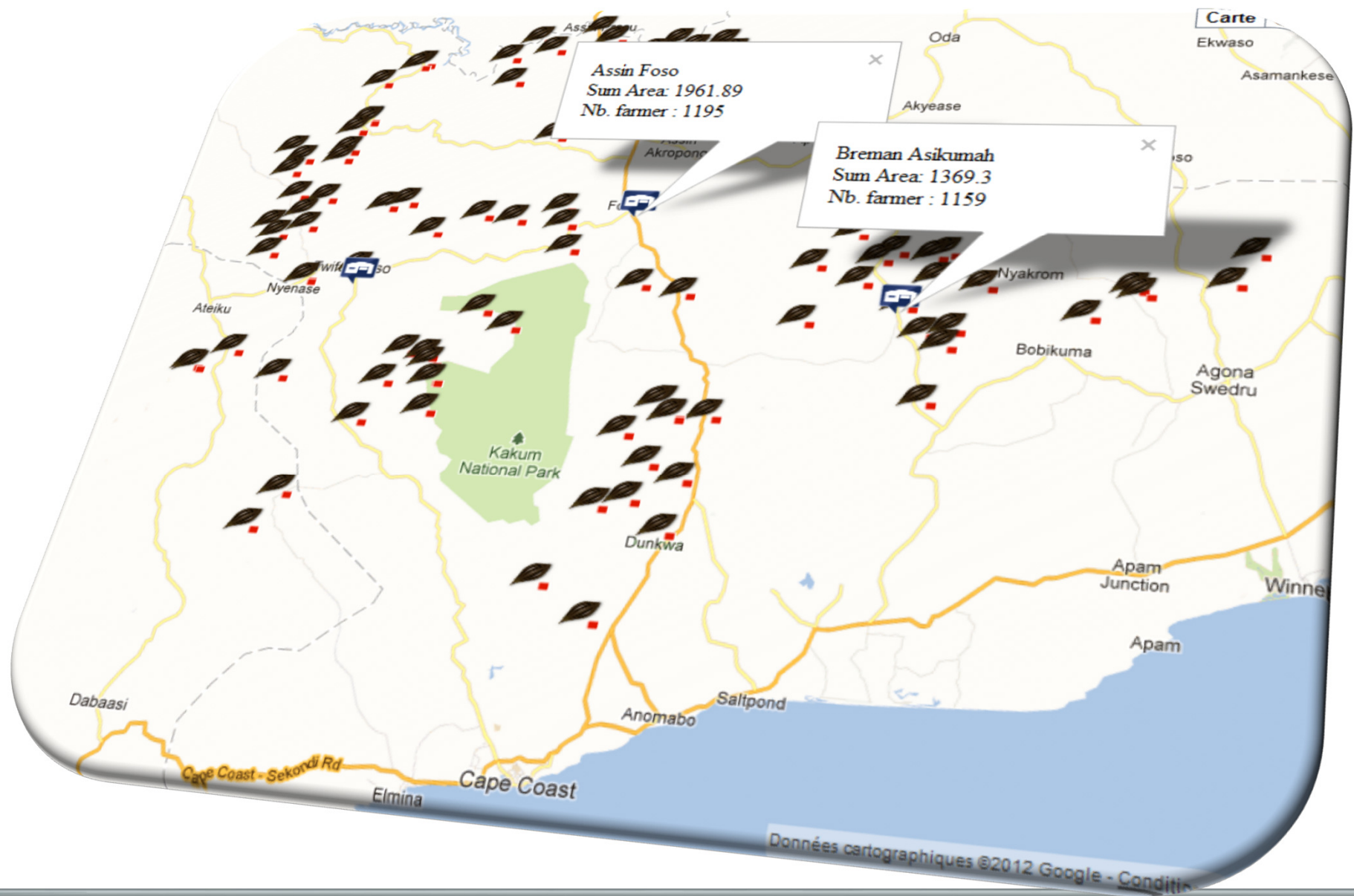
## How do we address Traceability?

### Do we only segregate :

Contaminants	No Contaminants
Non certified	Certified
Non Bio	Bio
Genetically Modified Organism	Non GMO

### Do we use Traceability as an opportunity to:

- Know the farmers
- Understand the sector
- Support the sector
- Monitor and Evaluate Programs and initiatives





## ASSIN FOSO

Average farm size  
per farmer

1.64

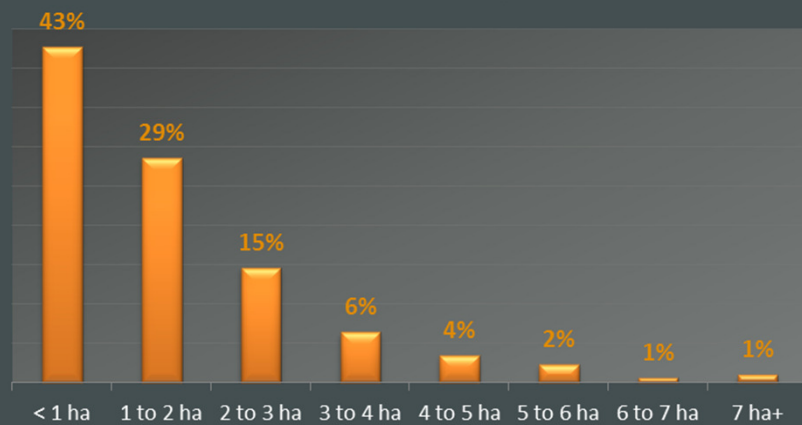
Average field size

0.90

Average no. field  
per farmer

1.81

Farm size distribution per farmers



## BREMAN ASIKUMA

Average farm size  
per farmer

1.18

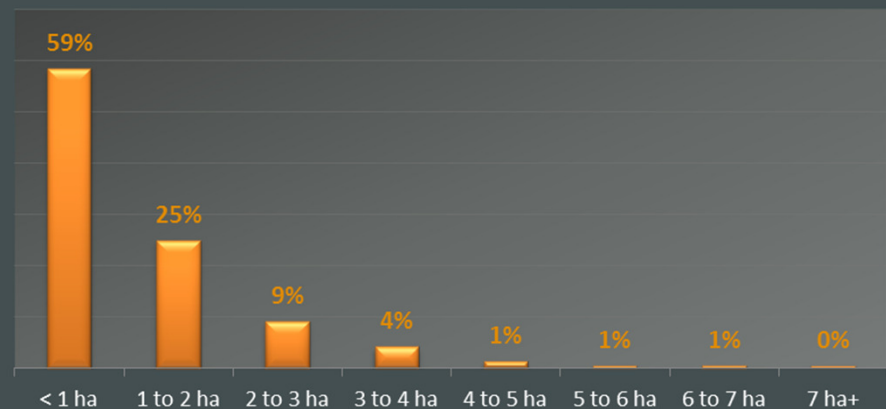
Average field size

0.72

Average no. field  
per farmer

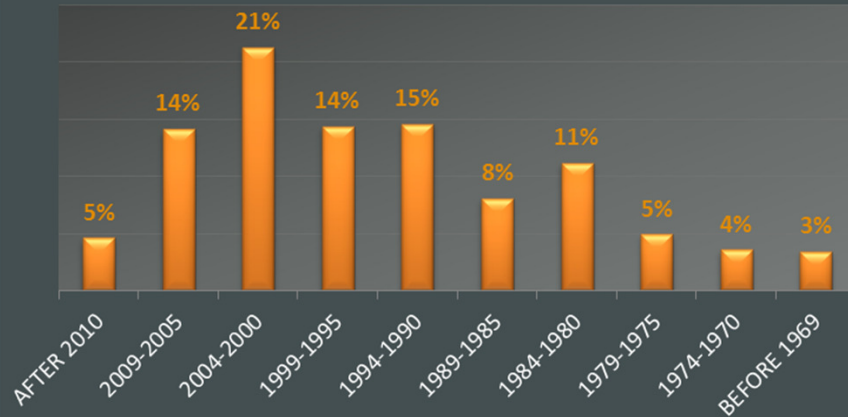
1.65

Farm size distribution per farmers

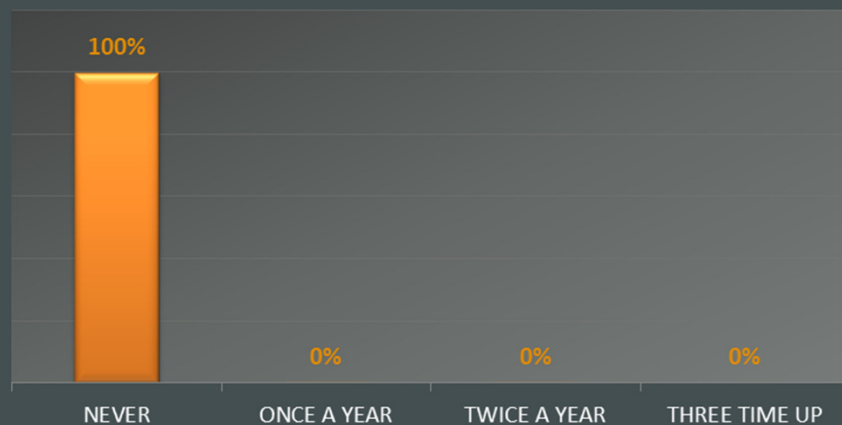


## ASSIN FOSO

Plantation age distribution

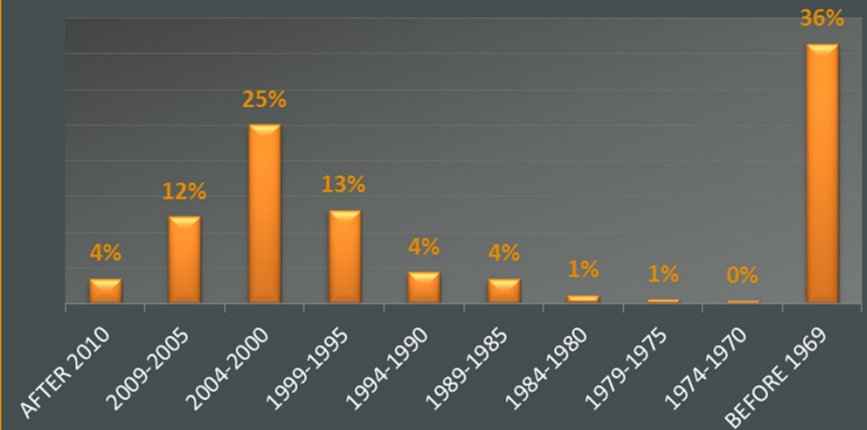


Fertilizers usage

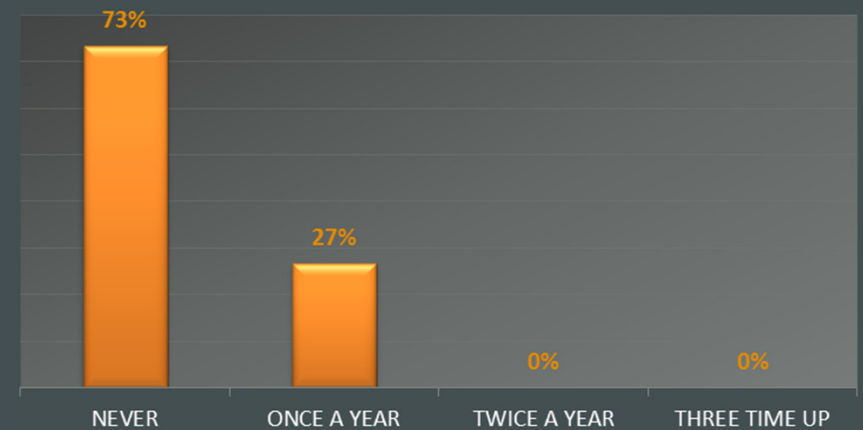


## BREMAN ASIKUMA

Plantation age distribution



Fertilizers usage






*Thank you!*

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Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google earth

 Tour Guide

2°44'57.74"S 79°42'22.54"O élév. 431 m altitude 10171.91 km 