

# TOGETHER, WE CAN SECURE THE FUTURE OF COCOA FARMING



WORLD COCOA CONFERENCE  
11TH OF JUNE 2014

**Nico Roozen**  
**Executive Director of Solidaridad Network**





PROTECTING OUR  
AFFORDABLE LUXURY

SOON, THERE  
WON'T BE  
ENOUGH PEOPLE  
THAT ACCEPT  
A LOW INCOME

SOON, THERE  
WON'T BE  
ENOUGH LAND  
TO GROW COCOA



LET'S  
FACE IT:  
THE COCOA  
SECTOR IS IN  
BIG TROUBLE



90% OF GLOBAL  
COCOA PRODUCERS  
ARE NOT BEING REACHED





COCOA INVESTMENTS ARE  
VERY SMALL COMPARED  
TO THOSE IN OTHER CROPS



A man wearing a white short-sleeved shirt and a hat is standing in a lush green forest, holding a large bunch of cocoa pods. The pods are in various stages of ripeness, with some showing red and purple hues. The background is filled with dense foliage and tree branches.

DESPITE INTERVENTIONS,  
FOR MOST FARMERS  
INCOME IS STILL BELOW  
(ABSOLUTE) POVERTY LINE



A photograph of two women and two children in a forest setting. The woman on the left wears a blue headscarf with a floral pattern and a brown patterned top. She is looking down at a child. The child in the center is wearing a red shirt and is holding a large green vegetable, possibly a bitter melon, which is cut open to reveal white flesh. The child on the right is wearing a white shirt and is also looking at the vegetable. The woman on the right is wearing a colorful patterned top and is smiling. She is holding a small yellow and black spotted vegetable. The background is a blurred forest scene with sunlight filtering through the trees.

WOMEN ARE OFTEN NOT  
INVOLVED IN PROGRAMS  
WHILE THEY CAN MAKE  
A BIG DIFFERENCE



A man with short dreadlocks and a beard, wearing a short-sleeved button-down shirt with a multi-colored plaid pattern (blue, red, yellow, green, and white) and light-colored trousers, stands in a market stall. He has his hands in his pockets and is looking towards the camera. The stall is filled with various goods: several square pillows with animal prints (elephant, lion, zebra) are stacked behind him; to his left, there are more pillows and some hanging items; to his right, there are wooden carvings, including a large white rooster, and other small items on a table. The background is slightly blurred, showing more of the market environment.

YOUNG PEOPLE ARE  
MOVING TO THE CITIES

TOGETHER,  
WE CAN SECURE  
THE FUTURE  
BY STRUCTURALLY  
TRANSFORMING  
THE COCOA SECTOR



# HOW CAN WE TRANSFORM THE COCOA SECTOR?

**DEVELOP A ROBUST AGRICULTURAL INFRASTRUCTURE**

**DEAL WITH THE ELEPHANTS IN THE ROOM**

**CIVIL SOCIETY NEEDS TO STEP IT UP**





VIABLE COCOA FARMS





WE NEED TO URGENTLY  
FOCUS ON DEVELOPMENT OF  
NEW MARKET BASED MODELS

# HOW CAN WE TRANSFORM THE COCOA SECTOR?

**DEVELOP A ROBUST AGRICULTURAL INFRASTRUCTURE**

**DEAL WITH THE ELEPHANTS IN THE ROOM**

**CIVIL SOCIETY NEEDS TO STEP IT UP**



A woman wearing a vibrant, multi-colored patterned headscarf and a matching short-sleeved shirt is bent over, working in a lush green field. She is surrounded by dense foliage, including large green leaves and trees in the background. The ground is covered with dry leaves and some plastic bags. The text "ACCESS TO LAND AND OWNERSHIP" is overlaid in white capital letters on the lower left side of the image.

# ACCESS TO LAND AND OWNERSHIP



A low-angle photograph of a classical building, likely a government or institutional structure, featuring large, fluted columns and a pediment adorned with statues. The sky is blue with some clouds. The text "GOVERNMENTS ARE LACKING THE CAPACITY TO SUPPORT SUSTAINABLE COCOA PRODUCTION" is overlaid in white, bold, sans-serif capital letters.

GOVERNMENTS ARE  
LACKING THE CAPACITY  
TO SUPPORT SUSTAINABLE  
COCOA PRODUCTION



A person wearing a dark business suit and a light blue shirt is holding up their right hand with the palm facing forward, in a universal 'stop' gesture. The background is a plain, light-colored wall.

BUYERS ARE STILL  
NOT COMMITTING  
ENOUGH TO SUSTAINABLY  
PRODUCED COCOA



# THE BEST FERTILIZER IS A BETTER PRICE FOR THE FARMER

**Fair share; Increase relative share of world prices for farmers**

**Better price for a better product**

**Higher world market prices; consumers have to pay more**



# HOW CAN WE TRANSFORM THE COCOA SECTOR?

**DEVELOP A ROBUST AGRICULTURAL INFRASTRUCTURE**

**DEAL WITH THE WHITE ELEPHANTS IN THE ROOM**

**CIVIL SOCIETY NEEDS TO STEP IT UP**

A group of people, mostly men and women of African descent, are gathered in a lush, green forest. They are smiling and looking towards a man in a light pink shirt who is standing with his back to the camera, facing the group. The group is diverse in age and attire, with some wearing traditional headwraps and others in casual modern clothing. The scene is outdoors, surrounded by trees and foliage, suggesting a community meeting or a field activity in a rural setting.

IMPROVE THE QUALITY  
OF OUR WORK



# BEYOND CERTIFICATION

**More than good agricultural practices**

**Starting from the best interest of the farmer**

A group of people, including a woman in a purple dress and a man in a dark shirt, are looking at a large digital display. The display shows a city map with various buildings and streets. The text "SHOWCASE POSITIVE CHANGE" is overlaid on the image.

# SHOWCASE POSITIVE CHANGE



A photograph of a middle-aged man with glasses, wearing a dark blazer over a light-colored checkered shirt. He is smiling and dipping a strawberry into a large, multi-tiered chocolate fountain. The fountain is made of several stacked cylindrical sections, each with a hole for dipping. The background is slightly blurred, showing an indoor event space with other people and ornate wall decorations.

WHY IT  
MATTERS  
TO ME

JOIN US  
FOR CHANGE  
THAT MATTERS