



Improving Supply Chains Workshop



Public-Private Alliance:
Rural Transformation in West
African cocoa communities

Bill Guyton
World Cocoa Foundation



WCF: Unique Development Model



- ➔ Farmer Focus: participatory
- ➔ Inclusive of host governments + NGOs
- ➔ Three cocoa growing regions
- ➔ Innovation/new technologies
- ➔ Pre-competitive platform for 67 member companies and trade associations

MARS
incorporated

HERSHEY'S
The Hershey Company

Nestlé

KRAFT

GODIVA

FERRERO



LINDT & SPRÜNGLI

World's Finest
CHOCOLATE

Cargill

CALIFORNIA'S FAMOUS
See's
OLD TIME CANDIES



Blommer
CHOCOLATE

GUITTARD
Since 1868

BARRY CALLEBAUT

National Confectioners Association
NCA
Representing the Candy, Chocolate & Gum Industries since 1884

Droste
HOLLAND

ECUADOR
Anecacao
asociación nacional de exportadores de cacao

MORINAGA



CocoaPhil



LOTTE



CMA
Chocolate MANUFACTURERS ASSOCIATION



Chocolove
XOXOX
PREMIUM CHOCOLATE BARS



frieslandfoods



CLOETTA FAZER



Nacional de Chocolates

CMA Confectionery Manufacturers
of Australasia Limited

MC
Manufacturing
Confectioner



TRAN/MAR COMMODITY GROUP LTD.

OLAM

Toms



romerotrading



Meiji

CasaLuker



Thorntons
the Art of the Chocolatier



TOUTON

Ferrara Pan

noble cocoa
A member of the Noble Group

ED&F MAN



PETRA FOODS
LIMITED

Ferrara Pan

noble cocoa
A member of the Noble Group

ECOM Cocoa

SCHARFFEN BERGER
CHOCOLATE MAKER

HOME STYLE
Quality Candy
SHOPS

CONTINAF BV

inspired NATURAL FOODS™

Nidar

Tradin

Dalmer
America's Favorite Holiday Candy





West Africa



Lessons Learned



West Africa

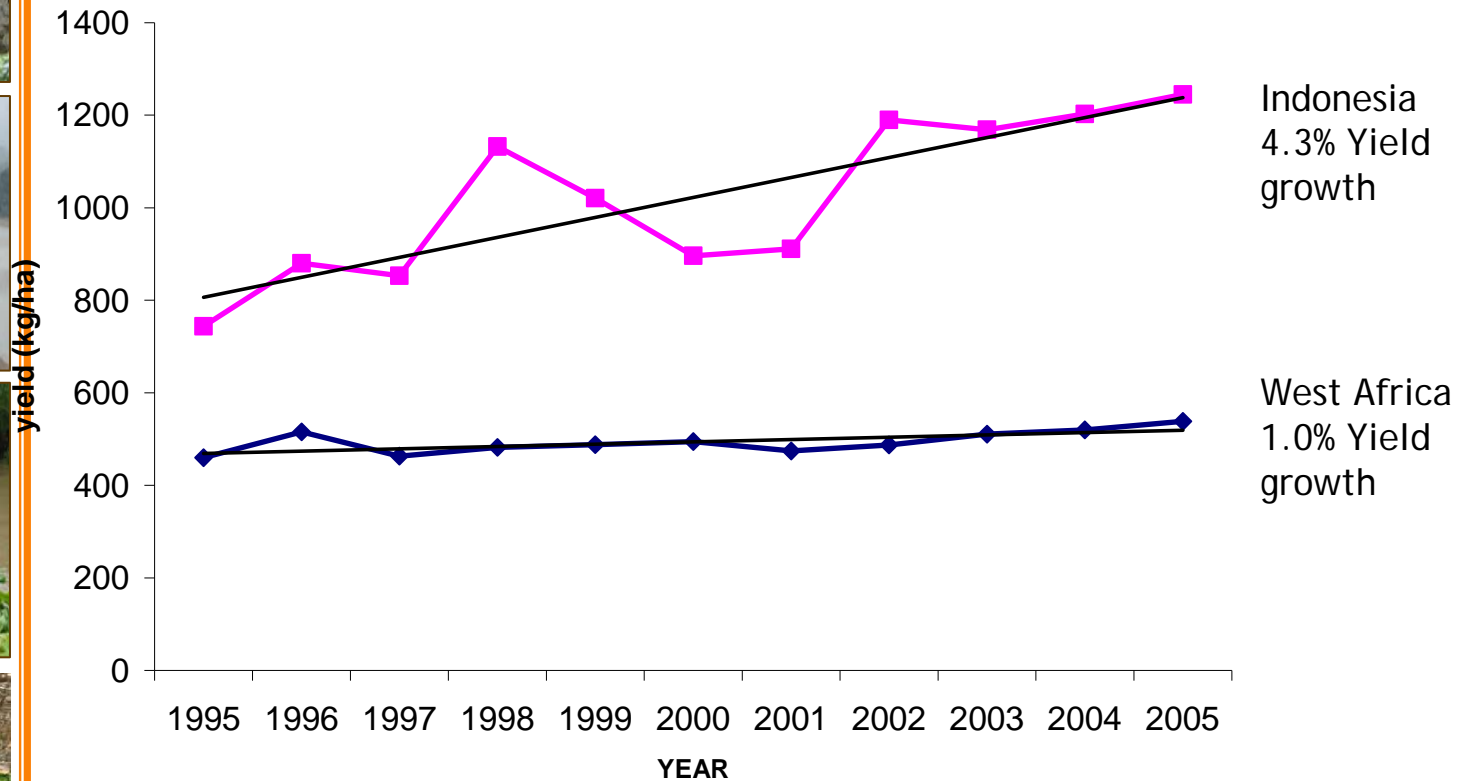




West Africa: 70 percent of global supply, but...



Cocoa Productivity Stagnation





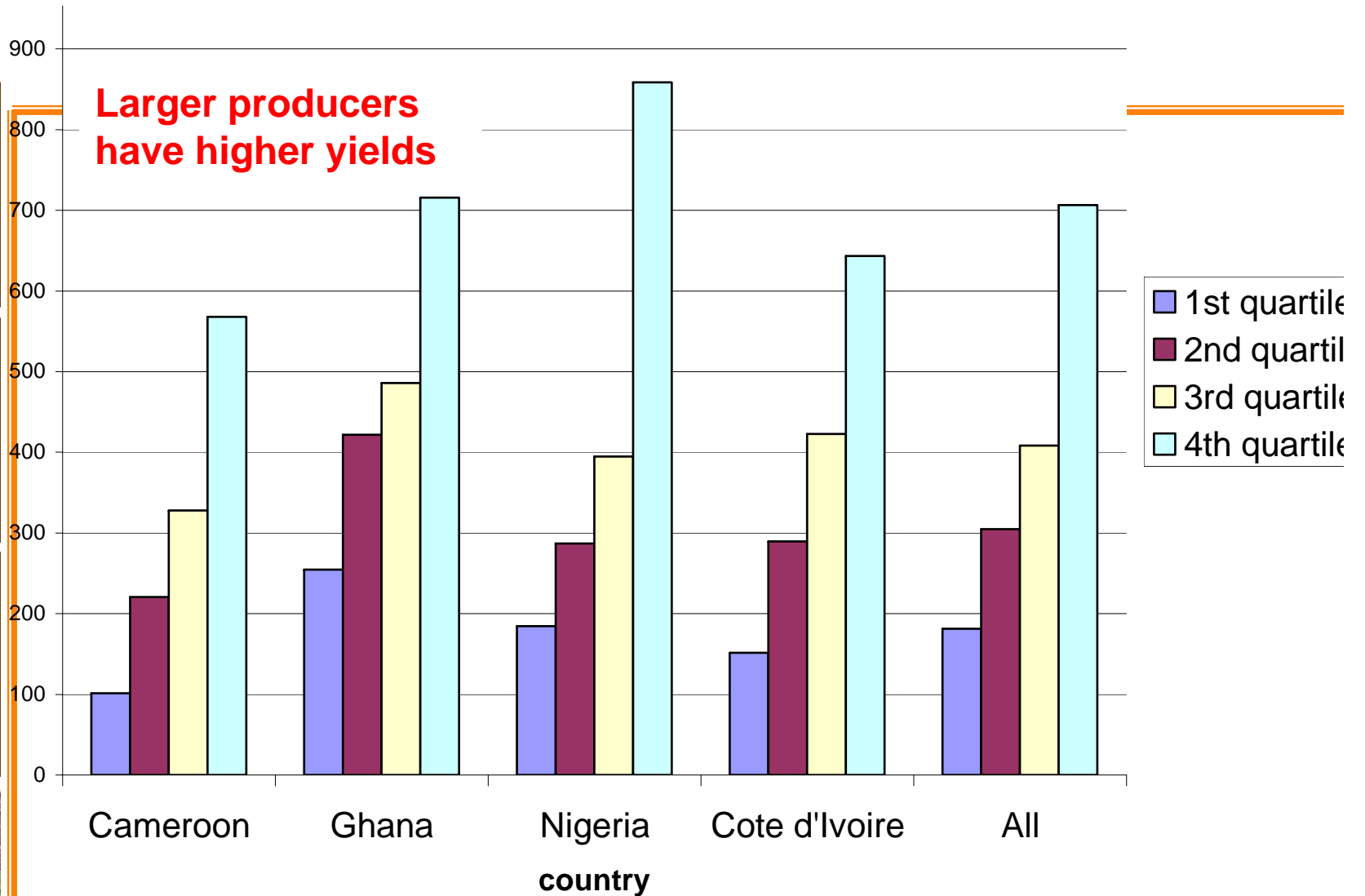
Reasons for Stagnation



1. Over two million+ small scale farmers in region
2. Limited farmer organizations
3. Lack of research/extension investment
 - Low productivity (30 percent losses)
4. Social/cultural vs economic focus
5. Poor infrastructure
6. Education and health care needs



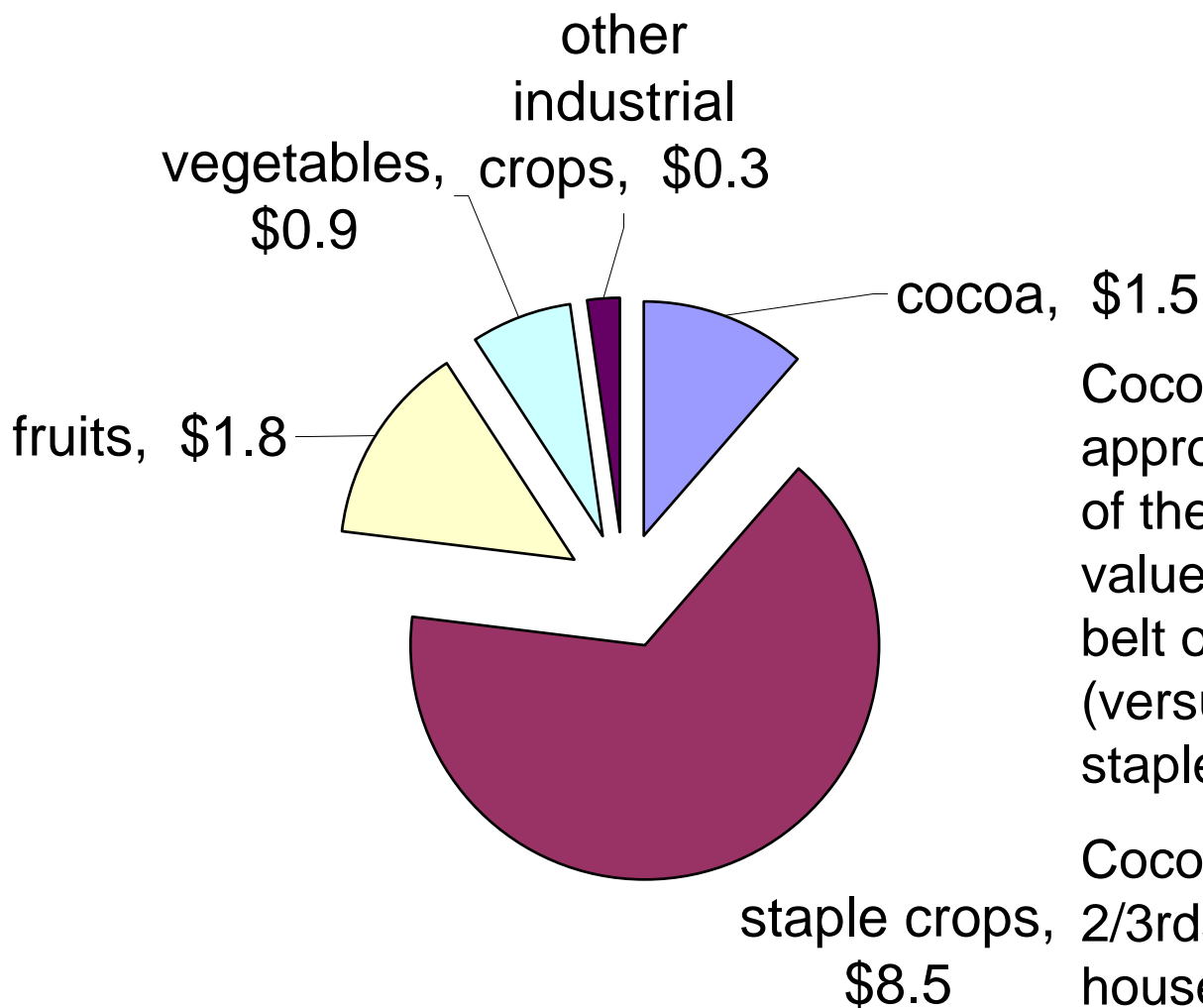
Cocoa Yields by Production Quartiles



Source 2000/2001 STCP Baseline Survey



Relative share of Cocoa and Non-Cocoa Value in the \$13 billion Cocoa Belt Rural Agricultural Economy of West Africa



Cocoa accounts for approximately 12% of the farm gate value in the cocoa belt of West Africa (versus 65% for staple crops).

Cocoa accounts for 2/3rds of the cocoa household income.



WCF Partnership Platforms



Sustainable Tree Crops Program (STCP)

- Host Governments
- Chocolate Companies + USAID + other donors
- IITA + local service providers



ECHOES (Youth Education/Leadership)

- Host Governments
- Chocolate Companies + USAID + others
- Winrock and IFESH





Sustainable Tree Crops Program 5 Year Plan



- Promoting production and marketing of quality tree crops
- Improving market access and income for smallholder producers
- Creating systems that are environmentally friendly, socially responsible and economically sustainable

Cameroon, Nigeria, Ghana, Cote d'Ivoire
and Liberia reaching 200,000+ farmers



STCP Strategic Elements



1. Enhancing productivity



2. Increasing marketing efficiency



3. Diversifying income of farmers



4. Enabling policy/institutional environment



ECHOES: Ghana + Cote d'Ivoire Africa's Future





Cocoa Outlook in West Africa



- Develop “sustainable cocoa practices” with stakeholders:
 - Better farm practices + grouped marketing = income improvements of 23-55%
- Technical solutions need to be accompanied by institutional and policy reform
- Strengthening of capacity along the full value chain critical for success
- Partnerships are vital for success
- Education – youth and adult, formal/non formal



www.worldcocoa.org



ENCOURAGING SUSTAINABLE, RESPONSIBLE COCOA GROWING



Search:

ABOUT WCF

MAKING A DIFFERENCE

FROM THE TREE TO THE TABLE

COCOA INFORMATION CENTER



Full Story ▶

Concerned about reports of **child labor** and **cocoa**? [Learn more](#)

Empowering Cocoa Communities

World Cocoa Foundation Global Programs

The World Cocoa Foundation (WCF) supports cocoa farmers and their families worldwide. WCF programs raise farmer incomes, encourage responsible, sustainable cocoa farming and strengthen communities. [Learn more](#) ▶

WORLD COCOA FOUNDATION COMMITMENTS

- ▶ Principles and Approach
- ▶ Why Commitment is important
- ▶ Responsible Cocoa Farming
- ▶ Science in the Field

ABOUT WORLD COCOA FOUNDATION

- ▶ WCF Member companies
- ▶ WCF events
- ▶ Contact WCF

NEWS AND VIEWS

- ▶ Bill Guyton's Blog
- ▶ Latest News
- ▶ Ghana Certification Report

What our members are saying:



Improving farmers' incomes, labor practices, the eco-system and worker access to education - including children - is what our customers are asking us to support. In Vermont, we live close to nature. We value what shapes the landscape, as well as our economy and culture. We also value our sense of community and know in some small way we can affect the lives of those who make our own livelihood possible.

-Mr. **Jim Lampman**, Founder & President, Lake Champlain Chocolates