

World Cocoa Foundation

Program Overview



WCF

WORLD COCOA FOUNDATION

WCF: Focus on 3 Sustainability Principles

1. **Profit** – Improved and more equitable economic returns for farmers
 - Productive farming practices are in place
 - Good farm management through diversification
 - Efficient and transparent cocoa value chain
 - Farmers and their communities receive equitable returns over time

2. **People** – Healthy and thriving cocoa-farming households and communities
 - National and International Labor Standards are implemented with no worst forms of child labor
 - Farming practices are safe
 - Strong, effective farmer organizations are formed
 - Communities are empowered

3. **Planet** – Responsible, sound environmental assets are understood, respected and valued
 - Soil and water are used responsibly
 - Biodiversity benefits and environmental assets are understood, respected, and valued
 - Agro-chemicals are used rationally and Integrated Pest Management is implemented



Commitment to Global Programs

West Africa

Cocoa Livelihoods Program
STCP
ECHOES
Health & Wellness Activities for STCP
LIFE
Occupational Safety and Health

Southeast Asia

AMARTA Indonesia
SUCCESS Alliance Philippines
Cocoa Project in Vietnam (Nong Lam)
SUCCESS Alliance Vietnam

Latin America

ACCESO Bolivia, Colombia, Ecuador, and Peru
SUCCESS Alliance Ecuador

Research

Challenge Grants
Borlaug Fellows
Germplasm & Breeding (5 programs)
Pest & Disease Control (1 program)
Farm Models for Cocoa Production (1 program)
Cocoa of Excellence

Please refer to the annual Program Book for more detail on programs and partners.

Southeast Asia Programs



SUCCESS Alliance
Cocoa Project in
Vietnam
2 Challenge Grants

AMARTA Program
Borlaug Fellows

SUCCESS Alliance
Borlaug Fellows



Latin America Programs



Borlaug Fellow

Challenge Grant

ACCESO Program



SUCCESS Alliance
Borlaug Fellows
1 Challenge Grant

West Africa Programs



Cocoa Livelihoods Program
STCP
LIFE
Borlaug Fellows

Cocoa Livelihoods Program
STCP
ECHOES
Health & Wellness for STCP
Occupational Safety & Health Project
Borlaug Fellows (Ghana only)
3 Challenge Grants (Ghana)

Cocoa Livelihoods Program
STCP
Borlaug Fellows
Challenge Grant (Nigeria)



Research Update



Pest and Disease Control

Farm Models for Cocoa Production

Cocoa of Excellence

Germplasm and Breeding



Borlaug Fellows – Sharing Knowledge

Progress to Date

- Fellows complete 6-8 weeks in the United States working on cocoa research projects with an assigned scientist mentor
 - 2008 – 2009: 5 fellows from West and Central Africa completed the program with USDA in Beltsville, MD and Miami, University of Florida, and Rutgers University
 - 2009: Indonesian and Filipina fellow completed the program with USDA in Beltsville, MD and Tifton, GA
 - Current: 3 fellows from Ecuador with USDA in Beltsville, MD and Miami
 - Upcoming: Guatemala, Nigeria and Liberia

Success Story



Rhodina Cena, from the Philippines, and Muhammad Junaid, from Indonesia, at the Camden International Commodities warehouse

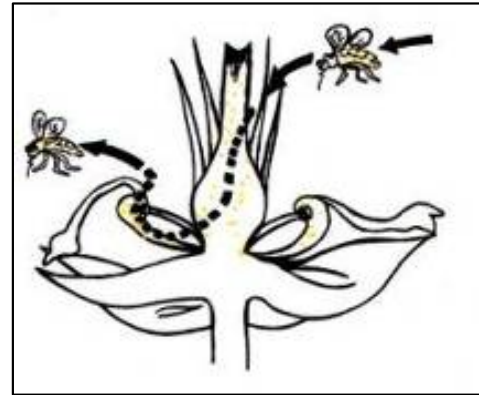
*“During this month of April, Gary (Mentor from USDA) and I have been working extensively... The aim of my research is to learn about molecular identification of DNA sequence and PCR technique *Oncobasidium*, and potential fungal to use in bio-control... It is my hope that this research will improve not only my skills but also benefit my home institution.” - Muhammad Junaid*

Challenge Grants – Improve Quality of Life and Cocoa

Progress to Date

- 4 Education & Opportunity Grants
 - University of Cape Coast (Ghana) - Transfer of Artificial Pollination Technology to Smallholder Cocoa Farmers
 - Conservación y Desarrollo (Ecuador) - Innovative Educational Exchanges to Increase Cocoa Production and Quality
 - CATIE (Costa Rica) - The Reproductive Biology of Cocoa in the Hands of Small Farmers
 - Cocoa Research Institute of Ghana - Transfer of Improved Technology of Using Potash from Cocoa Pod Husks to Women
- 4 Farm Level Grants
 - Cocoa Research Institute of Ghana: Investigation of Mass Trapping for Control of Cocoa Mirids by Organic farmers
 - Cocoa Research Institute of Nigeria: Soil Fertility Management
 - Nong Lam University : Simplifying Drip Irrigation Systems
 - Duc Hiep Cocoa Club: Indirect Heat Drying System Using Coffee Husks as Burning Material

Success Story



Reproductive Biology of Cocoa in the Hands of Small Farmers - CATIE Costa Rica

Technical bulletins were prepared to serve as a basis for the manual and radio/video scripts. A script and images for the graphic manual were developed and will be adapted for use in the video and radio episodes for the Farmer Field Schools, as well as primary and secondary schools.

ECHOES Update - Teaching for Success

Progress to Date

- Since inception in October 2007
 - Over 1,900 youth received vocational agricultural training
 - 160 family support scholarships awarded
 - Over 4,900 teachers trained in interactive teaching methodologies
 - Over 1,700 adults received functional literacy training in Côte d'Ivoire

Success Story



Mr. Philip Annin, 20 years old, lives in Suiano in the Juaboso District of Ghana

“.... their teachings on enterprise and agricultural development made us to understand what true business really meant.... I learnt how to study the market situation... how to price the chemicals to be able to make a profit, how to keep proper records on the business, how to manage the capital and the little profit that I make.” WCF thanks Winrock International for contributing this story.



Government Support for ECHOES Future

*In case of reply the
Number and date of this
Letter should be quoted*

Our Ref. No:

Your Ref. No:



REPUBLIC OF GHANA

Ministry of Employment &
Social Welfare
Post Office Box MB. 84
ACCRA-GHANA

28th May, 2009.

Dear Mr. Feezel

On behalf of the National Programme for the Elimination of the Worst Forms of Child Labor in Cocoa (NPECLC), Ghana, I am pleased to acknowledge the outstanding work and contributions of WCF Ghana under the ECHOES Alliance. The National Programme for the Elimination of the Worst Forms of Child Labor in Cocoa (NPECLC) endorses the strategy being implemented to improve educational opportunities for cocoa farmers in our country. I have witnessed your dedication to this work and also the commitment of Winrock team who are involved with the programme.

It is the hope of the NPECLC that the ECHOES programme will continue as the need for effective educational development is still very high. We look forward to continuing to partner with the World Cocoa Foundation.

Yours faithfully,

Rita Owusu-Amankwah (Mrs.)
National Programme Manager
NPECLC

Charlie Feezel (Mr.)
Education Program Director
World Cocoa Foundation
1411 K ST. NW, Suite 1300
Washington DC 20005



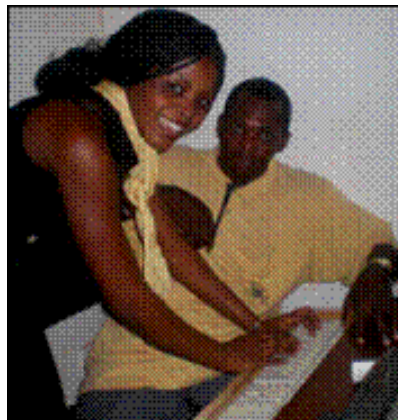
WORLD COCOA FOUNDATION

STCP Update – Empowering Farmers

Progress to Date

- STCP is active in Liberia, Ghana, Côte d'Ivoire, Nigeria and Cameroon
 - Over 97,670 farmers trained
 - STCP's Video Viewing Clubs received CGIAR's 2008 Science Award for outstanding communications
 - The National Cocoa Development Committee of Nigeria has officially declared the Farmer Field School approach to be the primary extension mechanism for cocoa.
 - Trained farmers realized yields 15% to 40% greater than non-trained farmers while using 10% to 20% less pesticides.

Success Story



Mr. Ojong Simeon Onye (pictured with the manager of his business center) is a cocoa farmer from Akpara-bong, Nkanacha, Cross River State.

".... Without knowledge on input and supply mechanisms and farm management...I could not say whether I was operating the farm at a loss or not.. At the end of the FFS... I was amazed at how much information on good farm practices I had acquired...With increased income from my farms, I went back to school in 2007 to complete my National Certificate in Education.

Currently, we are negotiating acquisition of more farms. Indeed, things are looking good, thanks to FFS."



WORLD COCOA FOUNDATION

Cocoa Livelihoods Program Overview

Vision of success

The program will increase the income of some 200,000 households and strengthen local service capacity. With this foundation a third of the cocoa households in West and Central Africa will double their income from cocoa and non-cocoa (diversified) sources within 10 years.

Objectives

Marketing efficiency is improved

Cocoa production efficiency and quality are improved at farm level

Farmers improve their competitiveness on diversified cocoa farms

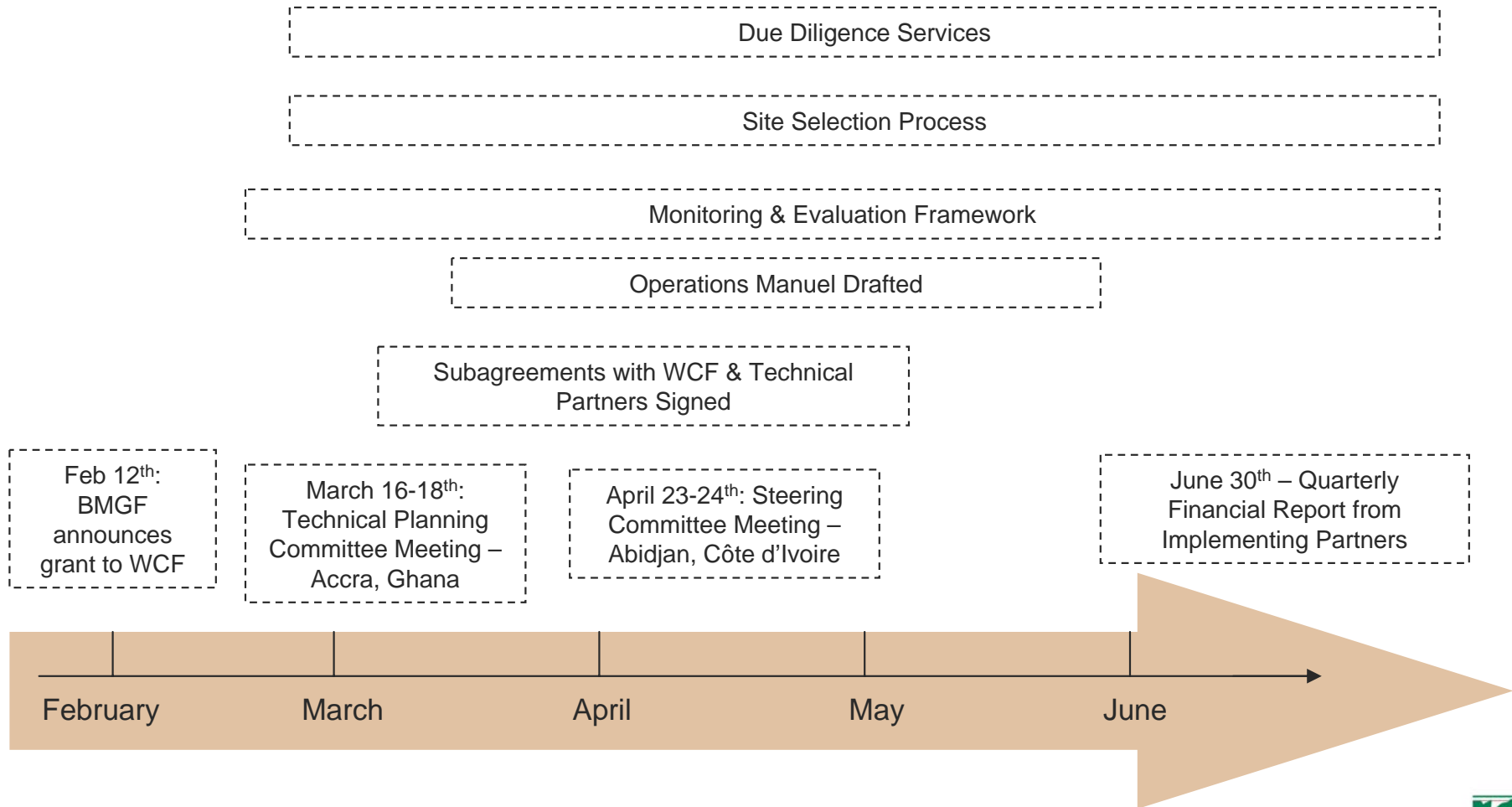
Participants

Company Contributors
Bill & Melinda Gates Foundation
The Hershey Company
Kraft Foods
Mars Inc
ADM Company
Barry Callebaut
Blommer Chocolate Company
Cargill
Armajaro
Ecom-Agro cacao
Olam International Ltd.
Starbucks Coffee Company

Government
Cameroon
Côte d'Ivoire
Ghana
Liberia
Nigeria

Technical Partners
ACDI/VOCA
GTZ
IITA/STCP
SOCODEVI
TechnoServe
WCF

Cocoa Livelihoods Program: Progress to Date



Cocoa Livelihoods Program Impressions

*Making real progress against global hunger and poverty starts with small farmers -
Bill & Melinda Gates Foundation*

Steering Committee Members Comments on
What excites you about the Cocoa Livelihoods Program?

...what pleases me about the program is the approach particularly the inclusion of the country governments since the beginning.

...this program provides a legitimate attempt to do something significant. We have all gone forth with individual approaches in the past and now we have a common forum to work with synergies to improve the cocoa sector.

...we are given an opportunity to be a player in transformative work – potentially a significant and lasting impact towards producers

...focus is on the smallholder farmer, which is the heart of the cocoa industry. The collaboration on this program is at an unprecedented scale.



WORLD COCOA FOUNDATION

Website Revamp

HOME | PROGRAMS | NEWS | MEMBERS | BLOG | CONTACT



ENCOURAGING SUSTAINABLE, RESPONSIBLE COCOA GROWING



Home Who We Are Sustainability Principles & Goals What We Do Get Involved Scientific Research Learn About Cocoa Addressing Child Labor

NEW DEVELOPMENTS
Partnership Meeting Presentations Now Available
Read the June 2009 Research Update.
July 9, 2009
MORE COCOA NEWS

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

RECENT WCF BLOG ENTRIES

June 30, 2009
Farmers Trained on Cocoa Cultivation Practices
June 16, 2009
ECHOES New Intern

FEATURED PROGRAMS



Sustainable Tree Crops Program - Ghana
I am so thankful to STCP for bringing real change in my lifestyle and that of my family. Isaac Asamoah, Ghana
[Read more about this program.](#)



SUCCESS Alliance Philippines
I will put into reality the plan of my husband to expand our cocoa plant nursery and move on in life using my skills and expertise in cocoa farming technology to give a better future for my two children. Magel, The Philippines
[Read more about this program.](#)

COCOA LIVELIHOODS PROGRAM

World Cocoa Foundation and leading chocolate industry companies partner with the Bill & Melinda Gates Foundation in West and Central Africa

MEMBERS



WCF in the News

Conferences

- International Cacao Symposium: Guatemala
- 2009 Leadership Conference on Global Corporate Citizenship: New York City
- ICA event: Cologne, Germany
- Coca Cola event: Atlanta, Georgia
- 2nd Roundtable Meeting for a Sustainable Cocoa Economy: Trinidad and Tobago
- Enabling Partnerships to Meet Global Crises: Governance as a Driver of Scalable Impacts, AccountAbility and IFC
- 63rd Annual Production Conference PMCA: Pennsylvania
- ConTechPlus 2009, Confectionery Manufacturers of Australasia: Melbourne, Australia
- Research Roundtables USDA

Sponsorship

- Capitol Hill Forum, AIARD
- Chocolate from the Rainforest – US Botanic Garden Conservatory
- National Museum of African Art Anniversary Gala
- Future Leaders Forum, AIARD, Washington, DC

Managing Pest and Disease Pressures – Cocoa Farmers' Perspective

Long-term solutions must be driven by affordability, practicality, environmental impact and a fair business.

From The Editor
The Cocoa Industry

With the onset of the cocoa harvest season, farmers are facing a host of challenges. The most significant of these are pest and disease pressures. These pressures can significantly reduce yields and quality, and in some cases, can be fatal to the crop. The industry is currently working to develop solutions that are both effective and affordable for farmers.

THE WCF
World Cocoa Foundation

PMCA Production Conference

Conference topics include a Back-to-Basics session on Cocoa Beans to Chocolate Liquor, phase transitions in confections, food nanotechnology, a... and film technology to extend shelf life.

The Annual PMCA Production Conference will be held April 27 through 29 at the Hershey Lodge and Convention Center, Hershey, Pennsylvania. The program includes a Back-to-Basics session on Cocoa Beans to Chocolate Liquor, phase transitions in confections, food nanotechnology, a... and film technology to extend shelf life.

MFG BUSINESS NEWS

THE MANUFACTURING CONFECTOR – Global Source for Chocolate and Confectionery Information

March 2009

Cocoa farmers to benefit from \$40 million initiative from WCF, Gates Foundation and industry members

The World Cocoa Foundation... comes from the private sector... to benefit cocoa farmers.

World Cocoa Foundation awards innovation grants

The World Cocoa Foundation recently awarded \$146,000 in challenge grants that will be used over the next 12 months to design and test innovative technologies benefiting... both economic and social development in the cocoa sector.

Funding for the grants was provided by MCF/Manufacturing Confectioners, Mass Incorporated, World Cocoa Foundation, United States Agency for International Development...

World Cocoa Foundation sustainability principles

The World Cocoa Foundation has recently announced its sustainability principles and goals to help the world's cocoa farmers, guide industry efforts and prioritize the foundation's development projects in West Africa, Southeast Asia and the Americas.

followed to limit the use of agricultural chemicals and the fragile tropical ecosystems is protected. These goals were developed over the past two years through discussions among foundation members, producing country governments and... The...

AIARD Newsletter

February 2009 Edition

Association for International Agriculture & Rural Development

AIARD Newsletter
February 2009 Edition

USDA/FAS and World Cocoa Foundation (WCF) Norman E. Borlaug International Agricultural Science and Technology Fellowship Program

Abu Mustapha Dadzie, Cocoa Research Institute of Ghana, completed his fellowship visit from September 14 to November 13, 2008, at the USDA/ARS/SHRS, in Miami, Florida. His mentor was Dr. Raymond Schnitzler, Geneticist, Dep Science, USDA Miami. Excerpt:

Cocoa Sustainability – Challenges and Opportunities

Problems abound, but both cocoa-farming families and the processed world benefit from industry efforts.

John C. Long

On the 10th anniversary of the founding of the Cocoa Research Institute of Ghana (CRIG) in 1998, it is a pleasure to present this article on the state of cocoa sustainability. This is a time when the world has seen a dramatic increase in the price of cocoa beans, and the industry is working to develop solutions that are both effective and affordable for farmers.



Chocolate may be the most internationally traded food in the market. Originating in Central and South America, Theobroma cacao was played an important role in Mayan and Aztec civilizations, where it was used as food and currency. It was brought to Europe in the mid-16th century. There it was adopted as a beverage and made its way into food and confectionery. Today, the process of making chocolate involves fermenting, drying, and roasting of the seeds, as well as conching and molding. Unlike many other tropical crops, cocoa is a perennial crop that can be harvested for many years. Currently, most cocoa is grown on small family farms in over 50 countries around the world. "The WCF is committed to supporting the livelihoods of cocoa farmers and promoting sustainable responsible cocoa growing practices. Cocoa has always been a staple of life with a certain reverence in our family. Accordingly...

DANCING THE COCOA

World Cocoa Foundation

World Cocoa Foundation



WORLD COCOA FOUNDATION