

WORDS FROM OUR GUEST²

World Cocoa Foundation Partnerships Support Sustainable Cocoa Initiatives
By Bill Guyton, President, WCF

The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. These efforts help increase the supply of cocoa and help guarantee chocolate lovers access to their favorite products. WCF's membership includes cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80% of the global cocoa market.

As a convener of stakeholders, WCF works in partnership with its member companies and a network of private foundations, international institutions, non-governmental organizations (NGOs), governments, academia, and research institutes globally. WCF believes that operating in partnership with these entities optimizes the knowledge and commitment of the partners and maximizes the benefit to farmers, their families, and their communities. Along with member companies, other major partners include the Bill & Melinda Gates Foundation, USAID, USDA, the Peace Corps, and the International Finance Corporation.

WCF is pleased to work with ECOM on a number of initiatives, including the WCF Cocoa Livelihoods Program (CLP) in West and Central Africa. Funded with major support from the Bill & Melinda Gates Foundation and supported by 15 major branded manufacturers, cocoa processors, supply chain managers, and other industries, the program will reach 200,000 cocoa farm families over five years, training farmers on production technologies, encouraging farmers to diversify crop production, and strengthening farmer organizations.

In the program's first two years, more than 46,000 farmers have been trained. That includes nearly 32,000 who received production training, 4,600 trained in correct input supply usage, and more than 10,000 who received farmer business training. Three Challenge Grants have been awarded as part of the program: one to CNRA, the research institute in Côte d'Ivoire, for regeneration efforts on older farms; one to CRIN, the research institute in

² We decided to give the opportunity to our partners to write about their activities in this newsletter.

Nigeria, for community-based seed gardens; and one to IMPM, the research institute in Cameroon, for research on cocoa fermentation.

For more information on the Cocoa Livelihoods Program and other WCF sustainable cocoa initiatives, visit www.worldcocoa.org.

For any inquiries: cvancutsem@ecomtrading.com

