



WCF

WORLD COCOA FOUNDATION

Latin America Strategy

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Partnership Meeting Amsterdam

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Regional Strategy Overview

1. Partners in the region
2. Projects in the region
3. Major issues: Diseases and Pests
Sustainability + Quality
Trade update
4. Plans for next 6 months
5. Farmer story



Partners in the region

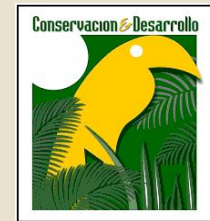
Cocoa Farmers & Families

Host Governments

Donor & Government Agencies:



NGOs:



Research Organizations & Universities:



Andean Countries Cocoa Export Support Opportunities



Countries: Bolivia, Colombia, Ecuador, Peru

Improve competitiveness throughout supply chain from farm to market. Recent activities include:

- Regional technology transfer and sharing best practices
- Establishing national coordinating committees
- 730 farmers trained in Peru; increase household incomes: US\$746 to US\$989
- Farmer organizational development



SUCCESS Alliance

Ecuador - (ACDI/VOCA)

- Farm productivity, access to planting material, strengthening farmer org
- 13,500 farmers have been trained FFS
- 1.5 million grafted cocoa plants
- 7 farmer associations



Solar Dryers

Ecuador – Blommer Chocolate with C&D

- Aims to increase cocoa quality through improved drying and storage
- By reducing the moisture content, farmers can receive a greater price for their cocoa
- To date , 225 Solar Dryers Constructed



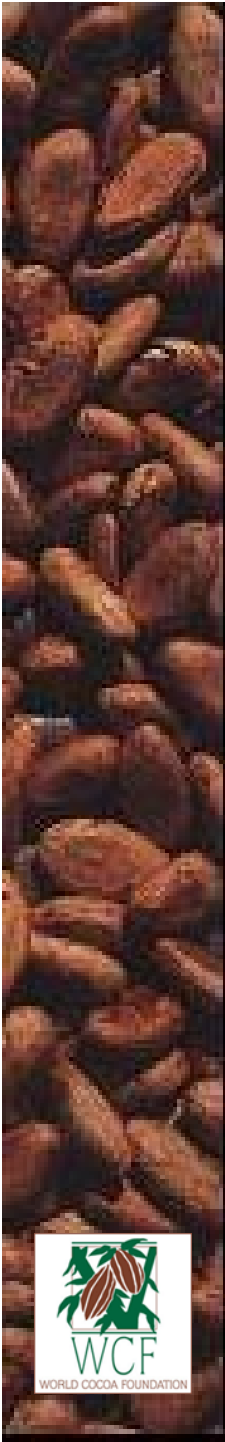
Diseases and Pests

- Technology transfer of environmentally sound IPM methods through field demonstration plots
- Improve productivity through distribution of better disease resistant varieties and addressing soil fertility issues.
- Continue donor support for applied research, scientific exchange and capacity building in cocoa producing countries





- Improve farmer knowledge of pests and diseases and its effect on quality
- Demonstrate value of simple farming practices e.g. tree height, phyto-sanitation to rehabilitate existing farms



FFS



Distribution of Disease Resistant Varieties



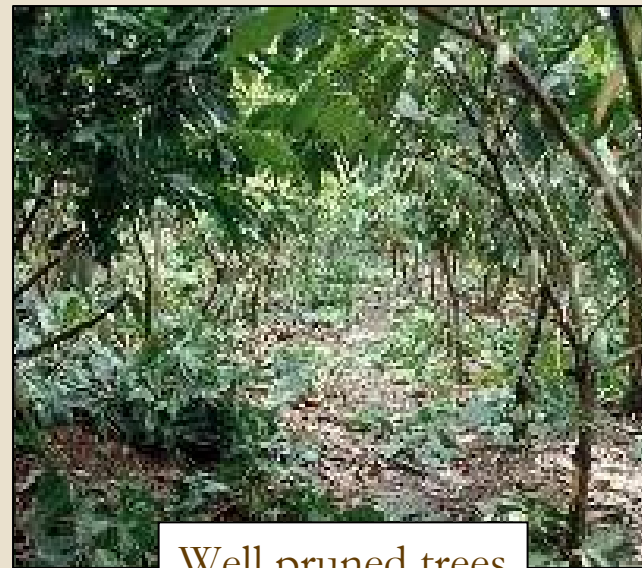
Frosty pod rot & Witches broom and cacao bean quality



Integrated Pest Management



Low tree height



Well pruned trees



Rational application of safer chemicals and biologicals



Scientific exchange & capacity building



Cocoa sustainability

- Cocoa: economic engine in the region
- Incentives for farmers / shorten supply chain / strengthening farmer org
- FFS: farmers need to be more productive + efficient use of resources + understand need to diversify their incomes

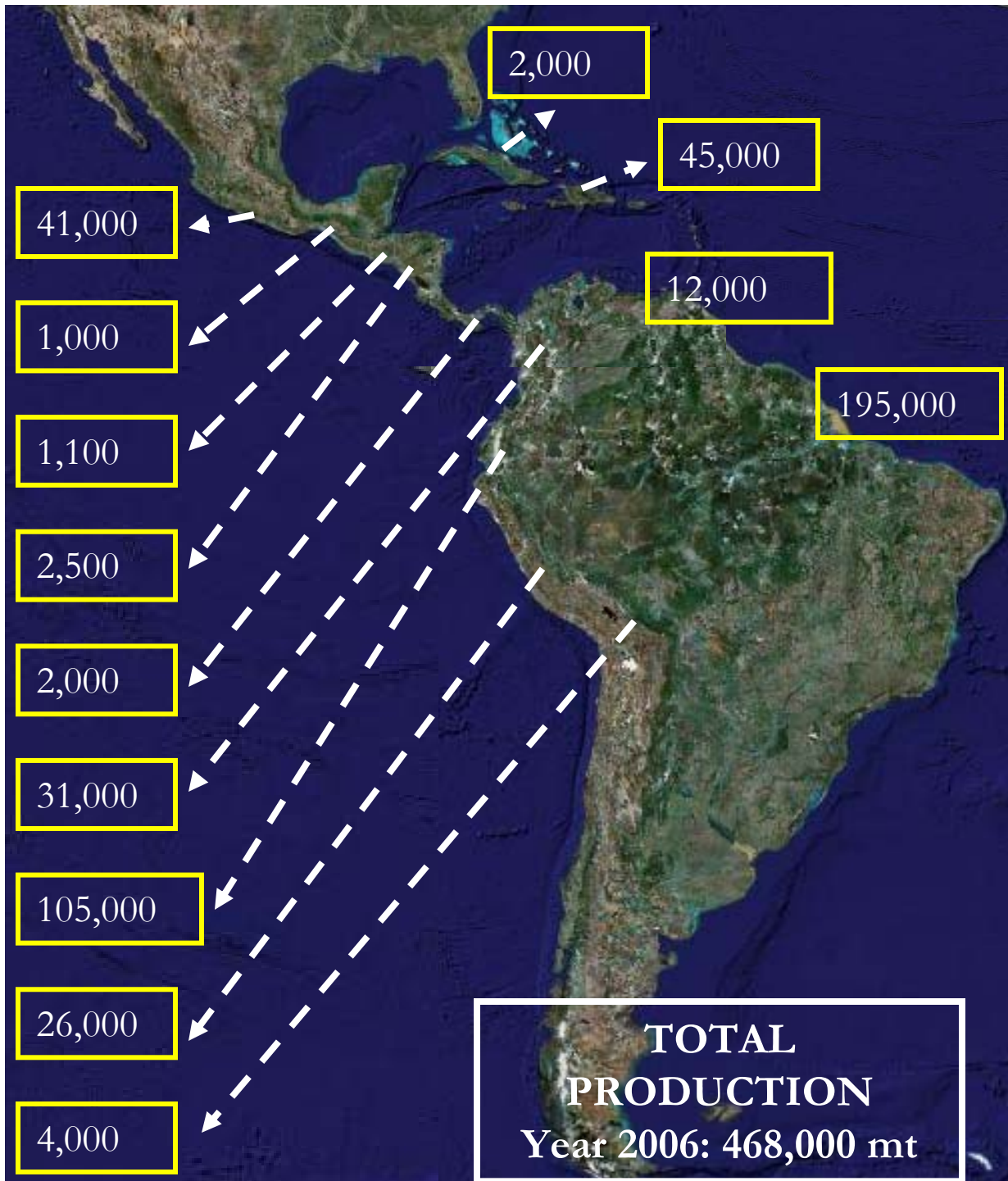


Product Quality

- Emphasis on separation of Flavor Grades and Non Flavor Grades



- Premiums for flavor + quality traits **NEED** to be received by FARMER
- Monitor export quality parameters with Local agencies



Net Exporting Quantities:

- Ecuador 95,000 mt
- Dom. Rep. 24,500 mt
- Venezuela 7,500 mt
- Peru 2,700 mt
- Colombia 2,500 mt
- Mexico 1,500 mt
- Other 4,000 mt

TOTAL 137,700 mt

Trade Update

➤ According to LMC basic statistics in Latin America:

2005/2006 Total Production = 439,000 tonnes

Net Export = 137,000 tonnes

2005/2006 Total Grindings = 374,000 tonnes

IMPORTED approx 73,000 tonnes to
meet local demand



Plan for Next 6 months...

- ➔ Continue farmer outreach: best practices, IPM, market information
- ➔ Outreach to donor community for continuation and scale up of activities / programs
- ➔ Strengthen diversification of origins:
demand > supply
- ➔ Support research initiatives for improved germplasm and greater access to farming needs