



West Africa Strategy

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Regional Strategy Overview

1. Invest in applied disease/pest management, improved planting material, agro-forestry and soil fertility research
2. Build local capacity of “service providers” to transfer knowledge & technology to farmers and their organizations
3. Provide skills training/basic education opportunities for next generation of cocoa farmers
4. Improve commercial linkages and production technologies to progressive cocoa farmers and farmer organizations
5. Assist cocoa farmers in crop and income diversification
6. Participate in cocoa sector policy dialogue



Focus: Cocoa Sustainability



Program Design & Reach

Innovative and tailored to target audiences

- Youth & young adults
- Farmers (men and women)

Methodologies

- Participatory and inclusive
- Adapted delivery vehicles (*video viewing clubs, youth agricultural clubs, community groups*)
- Complementary and synergistic





Basic Education – Training Teachers

IFESH

Côte d'Ivoire & Ghana

Teacher Resource Centres

- Established in 6 Teacher Training Institutions
- Conduct Teacher Training Workshops
 - Lesson Plan Development
 - Create interactive learning materials
- Donated equipment, books, materials

**3,396 Primary & Secondary School Teachers
trained (Côte d'Ivoire 1,603; Ghana 1,793)**



Impact Assessment

Teachers

- Access to equipment & resources
- Inputs on alternative teaching methodology
- “Interactive Teaching”

Students

- Improved quality of education

Communities

- Parent Teacher Associations
- School Management Committees



St. Joseph's Training College

“We are very grateful to IFESH, WCF, The Hershey Company and IFESH Volunteer Mrs. Pauline Landrigan in helping us to meet our dream to create a Centre of Excellence for the training & professional development of teachers.”



- Mr. Charles D.B. Mensah, Principal

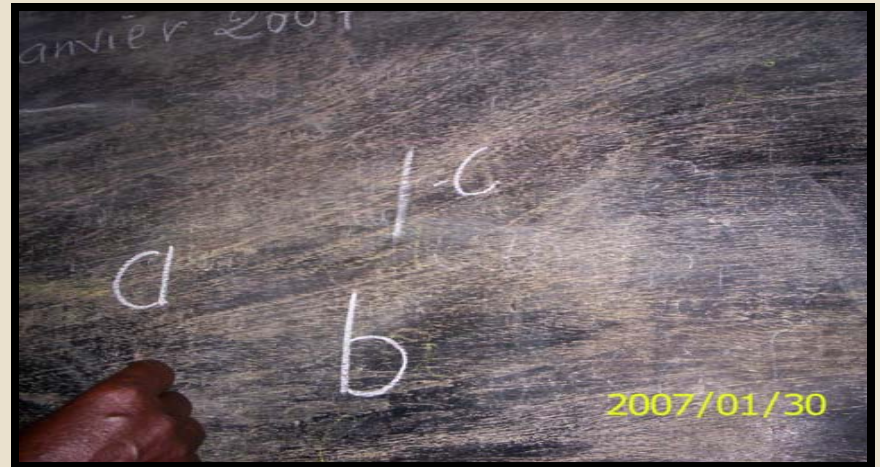


Functional Literacy Pilot-Côte d'Ivoire

Functional Literacy Manual for Cocoa Farmers

36 Local Literacy
Tutors Trained

Over 1,080
beneficiaries
(50% women)



Learners are taught how to
write by using symbols:

c = an opened calabash on the
right side

b = an opened calabash on the
left side + a standing pestle

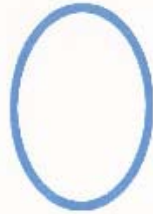


RECONNAÎTRE LES 9 SYMBOLES



Le citron

- Je reconnais le premier objet.
- Je reconnais le premier symbole.
- Je dis son nom.
- Je trace sa forme avec mon doigt.



Le pilon









- Je reconnais le deuxième objet.
- Je reconnais le deuxième symbole.
- Je dis son nom.
- Je trace sa forme avec mon doigt.



La calabasse

- Je reconnais le troisième objet.
- Je reconnais le troisième symbole.
- Je dis son nom.
- Je trace sa forme avec mon doigt.




			
Le pilon debout	Le pilon couché	Le pilon penché à droite	Le pilon penché à gauche
			
La calabasse posée	La calabasse renversée	La calabasse ouverte à droite	La calabasse ouverte à gauche

Content based on Cocoa Farming

Recognize 9 writing symbols

Identify and reproduce

			
Un pilon debout et un pilon couché	Un pilon debout et un pilon penché à droite	Deux pilons debouts et un pilon penché à gauche	Un pilon debout et une calabasse ouverte à gauche
			
Une calabasse ouverte à gauche et une calabasse ouverte à droite	Une calabasse ouverte à droite et un citron	Une calabasse ouverte à droite et une calabasse ouverte à gauche	Deux citrons superposés

Learning to Read & Write



Literacy teacher, Angoh of Ngbasso with one of his learners as she shows us how well she can write her name after just two months of class

Youth Livelihoods – CLASSE Program



South Eastern Côte d'Ivoire

- Departments: Agboville, Adzope, Alepe
- 11 Communities

Training youth

- Agricultural Training
- Leadership Development

Providing opportunities to youth

1,682 in-school and 4 out-of-school



Target: In & Out-of-School Youth

Agricultural Vocational Classes

- Establishing and managing a cocoa nursery
- School garden and cocoa plots

Agricultural Clubs

- Future Farmers Club

Life Issues (Child Labour & HIV/AIDS)

- Sensitization & awareness
- Community World AIDS Day events

Developing Agricultural Curriculum

- In conjunction with local authorities



School Fees – Family Scholarships

Community Committee selects recipients

Equivalent to 3 years of school expenses

Mother pays fee per year to school - invests remaining balance in her business

156 Scholarships awarded

100% payment of school fees



Youth Graduate now Master Trainer

*“People admire
my knowledge.
They often visit
my farm to observe
while I work”*

- Firmin

- Youth Leader
- New-generation Farmer



ECHOES Alliance – **New Initiative**

Empowering Cocoa Households with Opportunities & Educational Solutions

- WCF, member companies & USAID
- Bring together under one umbrella
- Harness synergies of individual components

Focus Areas

- Basic Education
- Youth Livelihoods
- HIV/AIDS & Malaria



Engaging the Cocoa Farmers



Through the Sustainable Tree Crops Program



The Context

A basic question:

To identify how a healthy cocoa sector can contribute to rural incomes and structural transformation of the rural cocoa communities



The Context

Productivity Growth:

- Integration of production innovations
- Lowers costs of production
- Maintains/increases competitiveness and market share

➔ Prices decline

➔ Sector revenues usually decline (inelastic)

➔ Early adopters innovate, increase income, and get bigger



The Context

Non-Adopters:

- Marginal, non-competitive producers exit sector
- Meet the needs of these farmers through diversification (alternative income generation options)

→ Pro-active policies to facilitate transition



The Context

Market Efficiency:

- Integration of marketing innovations
 - Lowers costs of marketing
-
- ➔ Increases farmer prices (if market is freely competitive)
 - ➔ Lowers consumer prices

The Context

Policy Environment:

- Policies (e.g. ensuring competitiveness, standards, tenure) & institutions (e.g. rural credit) to allow efficient producers to consolidate and grow
- Policies & institutions to find alternative income options for those leaving the sector
- Policy & institution to increase market efficiency

➔ Policies to facilitate transformational process



STCP Strategic Objective

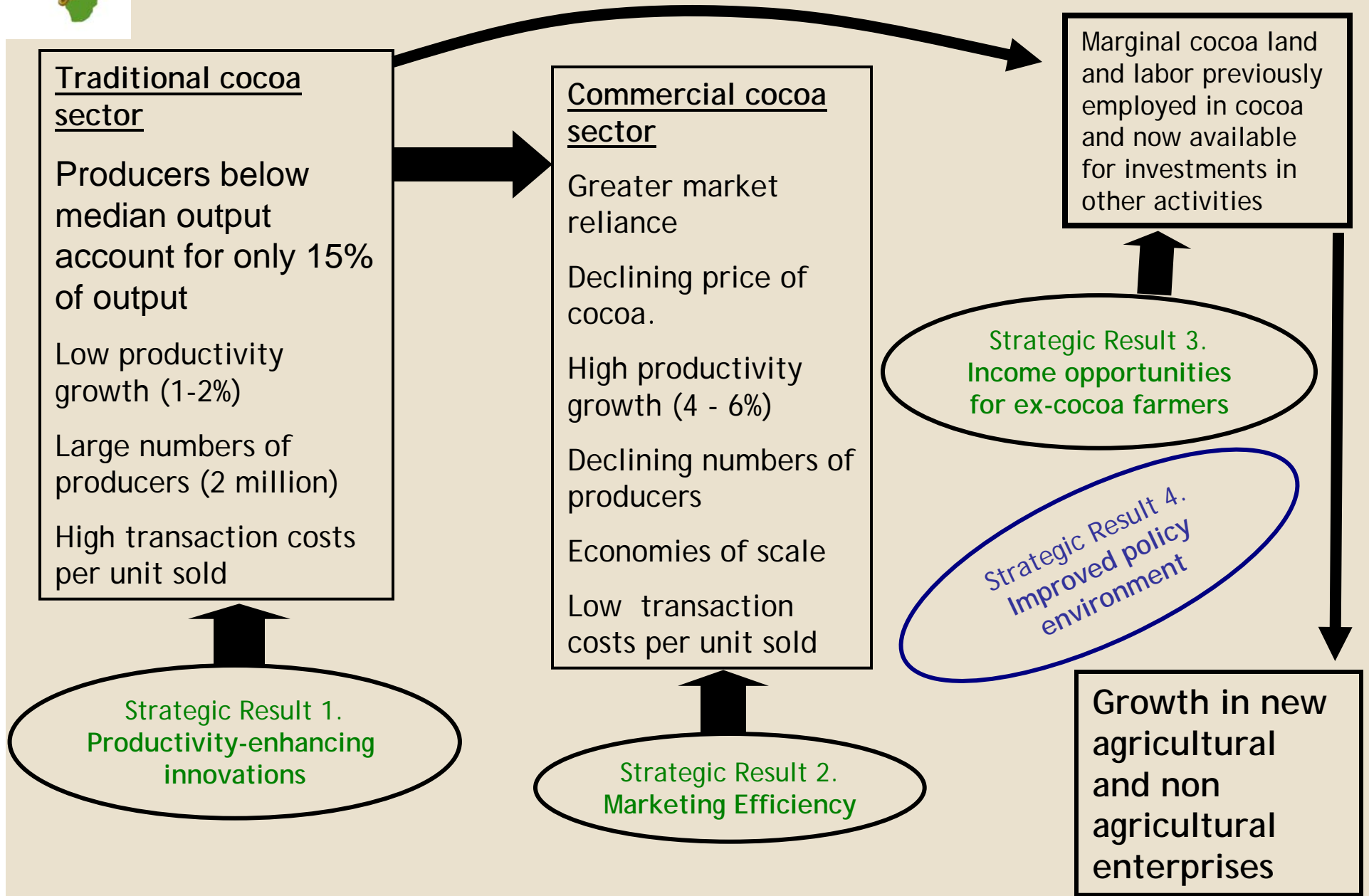


“Sustained rural income growth through smallholder tree crop systems in an environmentally and socially responsible manner.”





Agricultural Transformation of the Cocoa Communities



Communities Engage



Cross River State Nigeria

- 2005 STCP initiated 8 Farmer Field Schools with SPACE
- 2006 16 communities requested & co-financed FFS
- 2007 50 communities asking to co-finance with State Government – 25 in place!



“It is the first time this is happening in Nigeria. It is a pathway that can reduce cost of extension delivery.”

- Chris Idu, Agriculture Director CRS



Sustainability of Programs

Engaging with host governments/ministries and regional bodies

Training of local resources

High degree of ownership by the community

Integrating financial sustainability as part of any process



Engaging the Community

IITA/STCP: Training/Re-training existing farmers

Winrock/CLASSE : Training the Youth, Potential Farmers

IFESH: Life Skills Training

IFESH: Training School Teachers

STCP: Institutional Capacity Development



WCF West Africa Partners

Cocoa Farmers & Families

Host Governments



Donor & Government Agencies:



USAID
FROM THE AMERICAN PEOPLE



NGOs:



WINROCK
INTERNATIONAL



Research Organizations & Universities:



INTERNATIONAL
COCOA
INITIATIVE



Ivorian Farmer - Ohoussou Marcellin

