

WCF Walmart Foundation Report July 29, 2015

Interim Impact Report Program Goals

Briefly restate your grant program's major goals (please insert the goals outlined in your proposal).

The World Cocoa Foundation (WCF) recognizes the need to support women cocoa farmers in West Africa in order to improve farming productivity, increase women's economic empowerment, and improve the well-being of cocoa farming households. To meet these objectives, WCF and its public and private partners entered into a program with the Walmart Foundation to train approximately 70,000 cocoa farmers (50,000 women, 20,000 men) in Côte d'Ivoire, Ghana, Nigeria and Cameroon over three years (2014-2016) under the WCF Cocoa Livelihoods Program (CLP), which is supported by the Bill & Melinda Gates Foundation.

CLP is a ten-year program to assist West African farmers in increasing both cocoa and food crop productivity. WCF is supporting its member companies in the chocolate and cocoa sector to directly reach cocoa farmers with training and services. WCF is also working with its members under a matching grant mechanism, through which WCF as well as chocolate and cocoa companies commit matched levels of resources for CLP activities. Each matching grant partner implements a set of activities within the CLP framework, committing to reaching key milestones as part of the CLP program.

The nine matching grant projects are the following:

<i>Country</i>	<i>Matching Grantee</i>
Ghana:	Company 7 (now Company 11), Company 5, Company 6
Côte d'Ivoire:	Company 4, Company 10, Company 1, Company 2 (& Company 3), Company 9
Nigeria:	Company 8
Cameroon:	Company 4

WCF provides direct technical support and coordination to the nine matching grantees to successfully meet the program goals. The Walmart Foundation supports WCF to improve gender outreach activities through these CLP matching grant projects.

CLP's gender focus also provides significant opportunities for alignment with WCF's CocoaAction strategy, ensuring sustainable benefits for women in cocoa communities. The emphasis on women's empowerment and broader gender focus have become priority areas for WCF, due in large part to WCF's CocoaAction strategy. Women's equity and empowerment are key components of CocoaAction. Launched in May 2014, CocoaAction brings the world's leading cocoa and chocolate companies together to accelerate sustainability and improve the livelihoods of cocoa farmers. CocoaAction aims to enable at least 300,000 farmers (200,000 in Côte d'Ivoire and 100,000 in Ghana) to increase their productivity and advance development initiatives within their communities.

The Walmart Foundation program has the following goals:

Goal 1: Increased Farmer Training and Outreach with a Focus on Women

There is a significant challenge of gender inequality within the cocoa sector. Women are often excluded from program activities that provide training and resources for cocoa farmers.



With support from the Walmart Foundation, WCF is targeting and training women farmers. By providing them with the skills necessary to improve and better manage farming activities, the program will help women increase cocoa and food crop production and generate more income, which will lead to greater economic empowerment. As women are typically responsible for the well-being of the household, greater income generation will improve the welfare of the entire cocoa farming family. The program will also strive to increase the number of women leaders and role models within households and cocoa farming communities, supporting women to take leadership roles in groups and cooperatives while encouraging the formation of women-only groups.

Goal 2: Increase Cocoa Productivity on Farms

Most cocoa farmers in West Africa are not applying the most up-to-date farming practices on their farms. As women account for 50% of labor in cocoa production, they have significant potential to impact farm production. WCF particularly recognizes the benefits of targeting women for training in farm management and household finances to empower women and improve the wellbeing of the farming household. Funding from the Walmart Foundation supports WCF's efforts to directly train women in improved production and farm management practices to increase on-farm productivity and income generation. Income generation for women from farming activities will have a greater impact on the well-being of the farming household as more funds will be available to meet the health, nutrition, and education needs of the family. Farmers will also be encouraged to open savings accounts and pursue small loans for the purchasing of farm inputs (fertilizers, agro-chemicals) for cocoa production.

Goal 3: More prosperous and food secure households

More than 75% of the rural poor in West Africa are dependent on agriculture for their livelihoods, yet farming communities in West Africa are especially vulnerable to risks, such as climate change and price fluctuations. Women are typically responsible for 80% of the labor associated with food crop production on farms. The Walmart Foundation funding promotes household resilience by providing training to increase food crop production on cocoa farms, allowing farmers to increase their overall household income to complement cocoa income, as well as increase the food that is available for household consumption for improved nutrition. WCF provides training to improve the productivity of food crops commonly grown on a cocoa farm, such as cassava and plantain, targeting women farmers as the primary food crop producers in West Africa.

Interim Impact Report Goal Measurement

Briefly describe the degree to which each goal is being achieved. Provide one or two examples to clarify, if appropriate.

Goal 1: Increased Farmer Training and Outreach with a Focus on Women

Strategy development

Cross cutting – Côte d'Ivoire, Ghana & Nigeria

Please note that earlier this year Company 11 purchased the cocoa component of Company 7 and has since taken over the Company 7 commitments in Ghana under WCF CLP and the Walmart Foundation program.

With the support of WCF, partners have adopted innovative strategies to optimize outreach to female farmers in cocoa communities. In 2015 WCF conducted nine workshops in Ghana, Côte d'Ivoire and Nigeria to build matching grant partners' and their implementers' gender



capacities, and to mainstream gender in community projects. Through these workshops, partners have:

- Identified challenges to reaching to more female farmers with project activities;
- Identified best practices for mainstreaming gender into cooperative and community interventions; and
- Developed implementation strategies to guide gender-sensitive outreach.

Matching grant partners have adopted several gender mainstreaming strategies from the workshops, including:

Women's only Farmer Field Schools (FFS): FFS is an approach that builds farmers' capacities to learn improved farming practices experientially. It uses a learning by doing process which helps farmer to easily adopt improved farming practices. However, access to traditional FFS is often limited to registered farmer cooperative members. In 2014, field research conducted by Company 1 indicated that the participation of women in FFS in its training programmes accounted for only about 3% of total registrants. In many cocoa producing communities, women generally provide about 45% of the labor on the cocoa farms; they collect and transport the pods, break the pods, dry the beans, and prepare food for the workers on the farm among other tasks. With a 3% participation rate in FFS and almost half of cocoa work performed by women, it became obvious that not enough female farmers were accessing GAPs training offered in FFS to build the capacities of farmers to learn and adopt improved farm practices.

To increase women's access to GAPs, and with the support of WCF, in May 2015 Company 1 piloted a new approach to FFS, by organizing women-only FFS. This approach combines classic training on cocoa GAPs with those on food crop GAPs to reflect the diversity of farm responsibilities normally held by women of cocoa producing communities. Women also learn business and life skills to help them address a variety of socio-economic issues. Four FFS have been rolled out in four communities in the Ivorian communities of: Gnagboya, Wenedougou, Aklomiabla and Gagnoadougou. The women themselves chose the most appropriate schedules for their training as well as the frequency of the sessions. This is essential to avoid creating additional pressures on the heavy workload that these women already face through their reproductive and productive roles. So far during this pilot, WCF found that women are more likely to attend women-only FFS because:

- Female FFS provide a culturally-appropriate training venue;
- Women can address non-cocoa themes in the sessions, which may not be of interest to male farmers; and
- The hours and location of FFS are adapted to women's other domestic commitments.

Peer to peer training: Company 8 has recruited female lead farmer volunteers to provide basic support in extension service delivery to other female farmers. Female lead farmers receive training and coaching from Company 8 on food crop GAPs which they pass to other farmers in their communities. Women are more easily able to reach out to other women with adapted messages and services, particularly in contexts where male-female interactions are restricted. Similar projects have shown that farmers generally place a high value on knowledge gained from their peers, which increases adoption of GAPs. They have found that women trainers can deliver extension training to other women in an effective and adapted way, meeting women farmers' specific needs and constraints. Company 8 and WCF are planning to scale up the pilot project in order to develop a network of local extension delivery services that addresses gaps in extension services to rural women.

Female representation in farmer associations and cooperatives: Female leadership is key to improving outreach to women. Female cooperative leaders encourage other women to become members of farmer organizations, and can ensure that the cooperative's activities



are adapted to both women's needs and constraints. The Company 5 program in Ghana is making significant strides in increasing female leadership in farmer associations. Company 5 has introduced a minimum quota recommendation for gender representation and leadership in farmer associations: at least one executive seat must be filled by a female candidate. These quota systems can promote women's participation and decision-making within farmer associations. In the May 2015 elections of executive board members, ten women leaders were elected in six districts. These numbers are set to grow as Company 5 has introduced new gender awareness modules in its FFS.

Engaging men: Engaging male farmer cooperative leaders not only builds support for gender sensitive outreach, but also ensures the effective implementation of gender activities. In Côte d'Ivoire, Company 3 has trained over 70 leaders (presidents, vice presidents, directors) of cooperatives in gender sensitive training. These leaders have developed gender action plans to support women's representation in cooperative activities. Gender inclusive activities will increase both female leadership in cooperatives and female participation in FFS. Engaging men helps address many of the constraints that women face in participating in training events. For example, with men's support and involvement, women can more easily shoulder the heavy domestic workload burden that commonly impedes their participation.

Gender mainstreaming as part of the core cooperative management training: In Côte d'Ivoire, Company 10 has introduced a training module on gender diversity in its Coop Academy. The Coop Academy is a summer school that trains managers of cooperatives in business and leadership skills. By introducing a module on diversity that takes into consideration gender sensitivity and inclusiveness in cooperatives, Company 10 expects to sensitize managers of cooperatives on gender issues, promoting gender sensitivity in all aspects of cooperative management.

Goal 2: Increase Cocoa Productivity on Farms

In order to increase cocoa productivity, matching grant partners are providing farmers with a full productivity package that includes training in cocoa GAP and farm management, and access to agrochemicals (pesticides, fungicides, and herbicides), fertilizers and improved planting material. Through the support provided by WCF, matching grant partners have been successful in improving gender inclusion in program activities.

A) Cocoa GAPs training

Adapting current cocoa training programs is a key opportunity to reach more women farmers. While the majority of matching grant partners use training tools, such as FFS curriculums and training methodologies developed through CLP, there are differences in training approaches.

In Ghana, for example, Company 11 is providing farmer groups with the full productivity package by including training in cocoa GAP, food crops, farm management and business skills, nutrition and group dynamics. WCF is working with Company 11 to include training elements that are of particular interest to women farmers, such as business management and nutrition. Women are more likely to participate in the entire training program when they have been exposed to specific training components that may have special interest to them.

In Côte d'Ivoire, in order to make training more efficient and effecting, matching grant partners are establishing demonstration plots at the community and cooperative levels to show the benefits of adopting GAP for both cocoa and food crops. For example, Company 9 established 22 demonstration farms with twelve cooperatives. These farms consist of six sub-parcels: control plot; GAP plot; GAP + agrochemicals; GAP + agrochemicals + fertilizer; replanting; and grafting (only in authorized regions). These plots demonstrate the benefits of these inputs and rehabilitation techniques to the farmers and encourage them to implement

these innovations in their own farms. FFS demonstration plots established by Company 1 and Company 4 have similarly proven particularly effective in disseminating knowledge on cocoa GAPs.

B) Training of trainers – Lead farmer approach

To increase adoption rates of GAPs and to grow a local network of extension resources, WCF and its partners are working with lead farmers to deliver farmer-to-farmer extension services. Lead farmers are trained as trainers in GAPs, disseminating the knowledge gained to their peers in the communities. In Ghana, Company 5 and Company 11 have trained female lead farmers on cocoa GAPs. WCF is testing whether working with lead farmers improves both knowledge and adoption of GAPs for cocoa. The proportion of female professional field extension staff are far lower than the proportion of female lead farmers. Therefore, there is potential to tap in to the lead farmer approach to empower more women as leaders.

C) Farm management training

As part of the productivity package, WCF provides farmers with training in farm management so they have skills necessary to manage their farms as a business. In so doing, farmers are able to make more informed investments on their farms to improve farm-level productivity. The farm management training often attracts more female participation since the curriculum involves management and health of the entire household. For example, in Côte d'Ivoire, Company 4 is targeting women in 25 farm cooperatives to provide farm management training. In Ghana, WCF is planning to carry out a series of training-of-trainers with partners on entrepreneurship for female farmers in order to scale up activities in the second half of the year.

Goal 3: More prosperous and food secure households

WCF is committed to training farmers on food crop GAP to promote diversification and food security, particularly targeting women as the main producers of food crops. Across all of the countries, WCF developed a food crop GAPs manual which is being used by matching grant partners for their training activities. The manual details improved farm practices for cassava, plantain and some vegetables (eggplant, soy, and tomatoes).

Building partnerships for training

In Ghana, WCF signed an MOU with Ministry of Food and Agriculture. This has helped to build the partnerships between the company partners and the Ministry of Agriculture, the Root & Tuber Improvement & Marketing Programme (RTIMP), and the Cocoa Research Institute of Ghana (CRIG) to provide technical training and resources to cocoa farmers. For example, CRIG has trained Company 5 project staff on the new techniques of plantain sucker multiplication. As a result, plantain crop houses will be set up in the communities so that farmers can be trained on the new techniques, as well as have access to the plantain suckers more easily.

WCF established a collaboration framework with the University of Ghana's Agricultural Research Station in the Eastern region. The Research Station will train matching grant partners and their implementers on plantain propagation in soilless medium. This technology is more efficient and cost-effective in the multiplication of young banana plants. Partners will leverage this technology to reach more women farmers with resources to improve food crop production. WCF set up bi-annual meetings with members of the Ministry of Agriculture, the Food Research Institute and matching grant partners in order to:

- Develop a supply channel of improved or quality planting material for food crops;
- Access extension services in food crops;



- Train matching grant partners and their implementers on the promotion of food crops GAP practices; and
- Create a shared learning platform for matching grant partners to improve their individual programs

Different models of farmer training

In Nigeria, Company 8 is training female lead farmers in food crops, who will lead peer-to-peer training in their communities. The cultivation of food crops addresses food security concerns in cocoa families. By growing more food crops, cocoa households can better meet their nutritional needs in times of scarcity, particularly when cocoa is not in season. Food crop production also creates income generation opportunities for female farmers, diversifying cocoa households' income sources.

Company 6 is organizing farmers in Plantain Enterprise Groups in the Amansie West and Asunafo North regions of Ghana to train them in the production of food crops to raise additional income. Company 6 also established four plantain enterprise demonstration farms for practical learning on improved plantain production technology. Company 11 is training community level facilitators and women leaders to be lead farmers to assist with GAP training for cassava and plantain. Company 11 established four demonstration farms for plantain and for cassava to assist in training of food crop GAPs.

In Côte d'Ivoire, Company 4 and Company 1 have trained both extension staff and lead farmers. Company 1 has further developed and implemented soy-based production activities for women. In addition to cultivation techniques, Company 1 has expanded the training of women's groups in post-harvest management for soy, providing women with cookbooks and processing trainings.

Company 10 is targeting women farmers in 10 cocoa communities in Côte d'Ivoire to improve cocoa households' economic outcomes focusing on farm level diversification. The project promotes the diversification of revenue streams into cocoa households, sensitizes cooperative and communities on gender equality, and more importantly, contributes to women's economic empowerment by developing village savings & loans schemes. The schemes mobilize community resources to encourage savings and small-scale loans to support women for income generating activities and to build a social safety net.

Interim Impact Report Insights Gained

Briefly state one or two insights you have gained that you intend to integrate into your work.

Literacy training combined with productivity training improves success: Even though female farmers are eager to take on lead farming responsibilities, they usually experience lower levels of literacy than their male peers. This often excludes them from leadership roles. Literacy lessons in women's groups or FFS can improve women's access to leadership opportunities. Women also face difficulties in following traditional FFS curricula when these are not adapted to different literacy levels. Literacy trainings can promote women's interest in and understanding of GAPs training activities.

Changing FFS curriculum to retain farmers throughout training: A variation in FFS modules can maintain high levels of participation by farmers. In some regions, FFS attendance dropped towards the end of the training cycle due to training fatigue and a feeling the productivity lessons were too similar. Alternate GAP lessons that include other socially important themes that affect the cocoa value chain—such as gender— may motivate farmers to continue to participate in training.

Interim Impact Report - Impact on Individual

How is your program impacting the lives of individuals?

Women beneficiaries are becoming economically empowered and serving as change agents within their communities. Below are two success stories to demonstrate the significant impact that GAPs training in cocoa and food crops have on the lives of female farmers.

Yaa Nsiah is a lead farmer with Company 5. She is also one of the most successful farmers in her community thanks to her adoption of cocoa GAP practices learned in FFS. Yaa was elected a lead farmer by her farming group and received training from the Ghana Cocoa Board field office that she trains down to her group. “The group that I support has increased significantly in size since we started because other farmers heard about the trainings we receive and saw how it is benefitting us”. Being a lead farmer has boosted her confidence, which she uses to mentor other women. She is currently elected the women representative on the board of her district cooperative union. “This year alone, I have harvested 20 bags compared to 15 bags last year. This has boosted my income level and I am able to support myself and other members of my family” says Yaa

Mariama Seidu (See picture 6) is a farmer and Women’s Group Leader from Mantukwa community in the Ashanti Region of Ghana. She is married with 6 children. After receiving training on plantain sucker multiplication by Company 11, she established a nursery and transplanted 700 suckers onto a prepared land. She started harvesting in April 2014 and sold plantain worth an average of GHC 200.00 (about \$55) every month. Now she has about a 1000 plantain stands from both the old and the new farm which fetches her at least GHC 300 (\$85) every month. She also maintains a plantain sucker nursery and realized GHC 400 (\$110) this year alone from sales of plantain sucker nursery to farmers in and around this community. “I am using the income from the plantain to support my children’s education” she states.

Interim Impact Report - Impact on Community How is your program impacting the community?

Confident female entrepreneurs in the communities: With the knowledge acquired in business skills and farm management trainings, many female farmers gained the confidence to start out their own small-scale income generating activities around food crops. As their businesses grow, these women are becoming economically empowered and serving as change agents in their communities. Working with female extension volunteers, the women are using their newfound skills to increase their production and grow their businesses.

Land parcels for food crop cultivation: As a result of gender sensitization and farm management training, many cooperatives have allocated plots of land specifically for women to cultivate food crops. Matching grant partners in the field observed that communities that benefited from GAP training in food crops and processing were willing to dedicate community plots for women’s food crop cultivation. Individual farmers also increased land allocations to their wives to grow food crops. Over time, an increase in food crop production will improve food security for the community as a whole.

Encouragement to acquire new skills: Through sensitization efforts, men better understand the value of more educated or knowledgeable spouses for the benefit of the entire family. Women are better able to generate income and contribute to the household’s needs. With a changing perspective on gender equality, men often encourage and support women to participate in trainings and take on leadership roles. Community members, both male and female, have generally welcomed new quota systems for women in leadership positions in cooperatives, and a number of cooperatives have changed or adapted their bylaws to permit it.