

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

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.

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

In order to improve our outreach to women farmers, WCF implements a gender focused community strategy. This helps to tailor activities to improve the socioeconomic roles of men and women within a community. WCF developed resources to build the functional, financial, and literacy skills of farmers, support household dynamics for cocoa families, promote financial inclusion and farmer savings, improve extension agent facilitation skills in addressing gender issues, conduct women-only farmer field schools (FFS), and provide technical coaching to partner project management team to better manage their gender programs. This gender strategy is used by WCF member companies to complement community intervention efforts across all four countries.

1. Gender equity promotion within cocoa growing communities and farmer field schools

At this point, all matching grant partners (MGP) have integrated gender as a component of their community development strategy. MGPs have recruited or assigned dedicated staff to coordinate activities and have developed work plans and implementation is ongoing.

In February, Company 10 organised a three-day training of trainers' workshop for introducing gender components in farmer field schools (FFS). The workshop brought together 28 Technical Specialists from the national extension agency in Côte d'Ivoire, ANADER. These Technical Specialists oversee the delivery of training to cocoa extension agents assisting farmers of Company 10 sourcing cooperatives in Côte d'Ivoire. Once trained, the Technical Specialists will cascade the training to 400 field extension agents. The field agents lead extension delivery services directly to farmers through FFS which is an experiential learning approach that provides farmers the opportunity to learn by doing. Farmers usually gather in collectives on a cocoa farm and receive instructions on a specific cocoa good agricultural practice (GAP) delivered by an extension agent. General FFS curricula will now include modules on gender awareness in 1,077 farmer field schools associated with cooperatives from which Company 10 sources its cocoa.

Company 4 used a similar approach as Company 10's to train 42 of its field agents and agronomists with gender facilitation skills. Beyond FFS adaptation, Company 4 is also including coaching and mentoring on gender for individual farmers and cooperative leaders to address gender bias in relations among male and female farmers. This approach is enabling them to improve women's access to cooperative services.

The experience of Company 10 and Company 4 has so far shown that women's access to services is enhanced through a multi-level approach at the trainer, farmer, and cooperative levels. The CLP program management unit (PMU) shared this learning with WCF members to integrate this as part of their farmer outreach strategies.

2. Strengthen capacity building efforts to address strategic needs of women

Female community leaders often serve as mentors and catalysts to other women in their communities to improve their active participation. When women serve as cooperative leaders, they can influence the adaptation of cooperative activities that reflect the needs of both men and women. Some male community leaders play an influencing role in the emergence of female community and cooperative leaders through their engagement to address gender bias.

In Côte d'Ivoire and Ghana, companies such as Company 12, Company 4, Company 13, Company 6, Company 2, and Company 3 are using the male/female community leader approach. Over 115 empowered community leaders, through gender sensitization training and coaching are now advocating on nutrition, crop diversification, child related issues, health and hygiene issues, leadership, and access to land within their communities.

Company 12 assisted an additional 29 cooperatives in the development of capacity building and advocacy action plans. A review of these action plans to assess implementation progress showed that their interventions have resulted in a greater number of women leaders and they have adapted activities that meet the needs of both men and women.

3. CLP II gender midterm evaluation and income survey

Through Walmart Foundation's support, an external midterm evaluation was conducted by the Dutch Royal Tropical Institute (KIT) to assess progress on the implementation of program outreach activities to female farmers. Cocoa is generally perceived as a man's crop, both by men and women. In cocoa producing families, women are generally not the ones who own the land, make farm decisions, or control cocoa generated incomes. The results of the midterm evaluation reveals that there are strong contextual trends in women's involvement in the cocoa sector which continue to demand different strategies.

For example, in Côte d'Ivoire, MGPs are prioritizing income diversification by setting up women food crop groups with links to the cooperative, investing in women's economic independence, and encouraging group savings. In Ghana, MGPs are prioritizing gender sensitization in combination with affirmative action in order to promote land and income redistribution within the household. In Nigeria, cocoa income redistribution within the household and access to finance are greater issues because women have easier access to land through inheritance and purchase. Therefore, WCF member Company 4 prioritizes gender sensitization in combination with encouraging women to purchase land, contribute to household income, and promote community based female extension agents. This full report will be included in the final report submission to the Walmart Foundation at the end of the year.

4. WCF Income Survey

Currently, a farmer household income survey is ongoing to measure impact in the implementation of the Walmart foundation grant. It will highlight how leveraging CLP II capacity building efforts is contributing to improved farmer incomes. The survey is being implemented in Côte d'Ivoire, Ghana and Nigeria. Sample sizes per country range from 150 – 250 farmers. The survey period is expected to run between June and August, 2016. This full report will be included in the final report submission to the Walmart Foundation at the end of the year.

Goal 2: Increase Cocoa Productivity on Farms

With the support of the Walmart Foundation grant, WCF is supporting women farmers to increase cocoa productivity leading to greater household income. In addition to cocoa productivity training (explained above), WCF is assisting women farmers in gaining access to resources and farm management training.

1. Extending access to cooperative benefits to women

Farm cooperatives are often a resource for women to access training and inputs for cocoa farming. This presents an opportunity for the MGPs to use the cooperatives as centralized point to provide services to the women. However, there is a need to recognize the unique circumstances of the women involved. WCF has found that women cooperative members can be categorized in the following way:

- Women who work in family plantations and benefit from cooperative services
- Women who work in family plantations, and have reduced access to cooperative services
- Women farm owners trading cocoa under their spouses' name
- Women cocoa farmers registered with cooperatives

MGPs have developed innovative strategies to provide GAP training to women based upon the category in which they fall. For example, Company 11, through their farmer cooperative partner Kookoo Pa, is piloting a number of strategies to improve women's participating in the Kumasi region of Ghana. Women farm owners are encouraged to register in the cooperative under their own names. The cooperative also encourages male farm owners to register part of their farms in their wives' names in order to better protect their assets and financially secure their wives and their children. Male farmers are also urged to bring their wives to training. Since implementing these strategies, Kookoo Pa has seen an increase of women registering to be part of the cooperative from 11% to 34% over the past few years.

2. Farm management training

Improved farm management is a critical component in order to increase household income and better manage household assets. Various farm management tools have been used by MGPs and other partners in the field. In some cases, in order to implement a more standardized approach to farm management training, WCF is building partnerships with key public sector partners.

In Côte d'Ivoire, WCF has entered into a partnership with the main government extension agency, ANADER, and le Conseil du Café Cacao (CCC), to train 7,500 female farmers in farm management skills. In addition to the training, about 1,000 of these women will receive training specific to cocoa plant nursery management to run family and community nurseries as an income generating activity.

In Nigeria, the business skills enhancing activity proposed by WCF partner Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has become an integral part of the national extension services and is offered to farmers who are registered cooperatives members. In Cameroon, members Company 10 and Company 4 have introduced business enhancing activities as part of their strategy to improve cocoa quality within their certification efforts. In Ghana, individual companies are working directly with GIZ and the Ghana Cocoa Board extension services to provide business skills training to both male and female farmers. Furthermore, members are partnering with CARE to promote business skills through the setup of Village Savings and Loans Associations (VSLA) that enable women to access seed money to create cocoa and non-cocoa small businesses within their communities.

To complement the farm management training and entrepreneurial activities, WCF has signed a Memorandum of Understanding (MoU) with the Ghana Ministry of Agriculture (MoFA) in Ghana and the Cocoa Research Institute of Nigeria (CRIN) to give women access to training in food crop processing that will increase the value of the food crops produced for marketing. In Cameroon, WCF partnered with Conseil Interprofessionnel du Cacao et du Café (CICC) to conduct a market assessment for cocoa by-products in order to benefit women.

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 GAP manual which is being used by MGPs for their training activities. The manual details improved farm practices for cassava, plantain and some vegetables (eggplant, soy, and tomatoes).

1. Promoting companion cropping for better farm management

Due to limited access to land, women often cultivate small farm parcels. To optimise the yield capacity of these lands, WCF is supporting female farmers with improved inter-cropping techniques.

In Ghana, Company 6 supports households' food security and nutritional needs by training female farmers in food crops GAP on multiple crops for land size of less than half of an acre. The crops are mixed between tubers (e.g. cassava and yam), staple foods (e.g. maize), and vegetable (e.g. okra, pepper and aubergines). Through the cultivation of several food crops women are rotating crops cycles, which spreads out revenue opportunities and maintains a diversified diet for their families throughout the year.

2. Diversifying with alternative farming methods for nutrition and income generation

WCF is also promoting farm diversification activities in addition to food crop production, such as bee keeping and poultry. In Ghana, Company 11, through Kookoo Pa, supported women from five communities in bee farming since November 2015. This year, the program participants received coaching on honey harvesting techniques in preparation for the honey harvesting season. Female farmers found bee farming to be adapted to their schedule by being less time consuming or energy intensive. The women honey producers also benefited for market facilitation with honey merchants. Some farmers involved in the pilot however faced challenges in getting their hives ready for harvesting because bees are not available, the

main reasons being climate related. The farmers are experiencing changes in weather patterns which are affecting the pollination activity of bees in certain regions and bees are increasingly migrating or becoming unavailable.

Interim Impact Report Insights Gained

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

Gender equity and sensitization

CLP's work on gender equity and sensitization during the reporting period provided ample opportunity for learning. Some key lessons included: 1) working with household methodologies and engaging men as drivers of change produces faster and more sustainable results in achieving gender balance in household distribution of labor, decision making and income distribution, 2) engaging cooperative and community stakeholders such as village leaders, elders, community champions (usually persons with well-respected notoriety in the community) can be very effective in engaging women in project activities and promoting community buy-in, 3) gender specific considerations are taken more seriously when included as part of cocoa certification requirement for cooperatives, and 4) introducing gender awareness training in FFS provides greater opportunities to reach farmers, especially male farmers.

Leadership participation for women

WCF also learned key lessons related to women's leadership participation, including: 1) female leadership representation is usually a reflection of overall cooperative membership. In cooperatives with substantial female members, women are more likely to be represented on the board of directors, 2) land ownership is not always used as criteria for cooperative affiliation – women who own land and produce cocoa would sometimes have a male relative represent them in cooperative structures instead of joining in their own name, 3) women want to participate in decision making but find few opportunities and may require additional skills and experience. Therefore, other opportunities to promote female leadership in cooperatives can be explored to increase chances of empowerment and participation in decision making. Successful examples elsewhere in other cooperative structures include the creation of women's committees, and 4) expanding cooperative membership criteria to include by-product processors can increase overall female participation as members and leaders. Many women are involved in small scale transformation and processing of cocoa by products. An expanded cooperative membership requirement to include these criteria can see more women joining cooperatives and participating in decision making to reflect the interest of processors.

Interim Impact Report - Impact on Individual

How is your program impacting the lives of individuals?

One of the core objectives of WCF CLP is for farmers to engage in food crop production as an additional livelihood. Company 4 in Nigeria is providing improved variety cassava stems to its beneficiary farmers. However, to get the full benefits of this effort, Company 4 is also supporting female farmers to gain access to farm land, which can be used as demonstration plots for the propagation of the cassava stems. These demonstration plots not only help to make high yield quality cassava roots available to the community, but to also serve as demonstration plots where women can come together to receive training on good agricultural practices for cassava cultivation.

In the Owan community in Nigeria for instance, Ms. Ruth Essi's 0.5-acre farm is a good example. After receiving improved cassava stems she participated in the GAP training provided by Company 4. Ms Ruth Essi followed through with training by applying the lessons learned in GAP on her 0.5-acre cassava farm. She has since experienced faster growth of her cassava shoots and expects to have a first harvest in six months. With the improved variety, her family



is also preparing to have a strong harvest season that will provide enough to fulfil the household's food needs, with excess that can be sold for additional income. The introduction of improved cassava variety stems is helping households in Owan to address both food security concerns while also serving as a source for income generation.

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

MGPs' support to cocoa families in food crops is helping to promote internal wealth creation among cocoa families and building small scale local economies. In Côte d'Ivoire, Company 10 is supporting women's groups to access credit for investment in income generating activities. This is done through village savings and loans schemes, where women receive training to mobilise internal funds for investment in commercial activities. With the assistance of Company 10, beneficiaries receive training in resources mobilisation, entrepreneurship, and functional and financial literacy. They also learn about financial savings which help facilitate their ability to borrow money. Over 90% of the loans collected by the women are infused into commercial activities, helping to create wealth and vibrant local economies within their communities. For instance, the majority of the loans are invested into businesses such as soap making, food crop marketing, and artisanal textile trade activities with strong economic potential within rural communities. Already, 1003 women are benefitting in this first phase of the project and are directly contributing to the economic growth of their families and ten communities.