WHO WE ARE
The World Cocoa Foundation promotes a sustainable cocoa economy through economic and social development and environmental stewardship in cocoa-growing communities.

OUR WORK
The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by implementing programs that provide cocoa farmers with the tools they need to grow more and better cocoa and to make greater profits; by providing research to reduce crop loss and improve productivity; and by expanding access to education for youth through innovative, grassroots level programs in cocoa-growing communities. These efforts help to ensure the world supply of cocoa for hundreds of millions of global consumers.

FOCUS ON FARMERS
Cocoa farmers and their families produce the world’s cocoa and are the essential first link to this precious global crop. WCF puts farmers and their families first, to ensure that future generations of farmers and consumers can enjoy the benefits of a fruitful partnership.

POSITIVE CHANGE
We work hard to make a difference in cocoa-growing communities. Several of our most exciting activities include:

WCF Cocoa Livelihoods Program Farmer Business Schools Farmers receive training to develop their entrepreneurial skills and master economic tools to make informed business decisions on their farms.

WCF Empowering Cocoa Households with Opportunities and Education Solutions (ECHOES)

Family Support Scholarships As one of the core ECHOES components, this activity provides the equivalent of three years of school expenses to a parent-child pair. One third of the funding pays for the current school year’s expenses. The remaining two-thirds are used to further develop a mother’s business to generate sufficient income to support the child’s continuing education.

Challenge Grants WCF awards grants to design and test innovative technologies benefiting farmers and building the capacity of local farmer services and associations. Grants are awarded to research institutes, universities and farmer organizations in Africa, Asia, and Latin America for work focused on advancing, production efficiency, education, and laborsaving technologies. These grants empower local groups to develop solutions that work.

WCF Cocoa Farm Finance Program Through partnerships with banks, supply chain partners, the International Finance Corporation (IFC), and the Dutch Sustainable Trade Initiative (IDH), cocoa farmers will have access to credit and other financial services with the purpose of increasing quality of cocoa, yields, and revenues. The program launches in Nigeria and Côte d’Ivoire with financing for fertilizer packages with the goal of replication-and scaling up to other areas in the coming years.
Letter from the President

October 2011

Dear Colleagues,

As we, at the World Cocoa Foundation (WCF), move into our second decade of work in cocoa sustainability, we continue to be focused on positively impacting cocoa farmers, their families and their communities. We are learning from our past accomplishments and looking forward to a very bright future for cocoa farmers, partners, and consumers alike.

When WCF was founded in 2000, the intent was to develop a model of sustainable cocoa economies. Our aim was, and is, increasing farmer incomes by improving the quality and quantity of cocoa they produce, which both benefits farm families while also maintaining the world’s cocoa supply. Since the beginning, we have also had the goal of diversifying the geographic output of cocoa. WCF was established to be the vehicle to transmit the latest in research breakthroughs to small family farmers. We believe that a little over a decade later, our holistic approach to cocoa sustainability, in convening and engaging stakeholders to create and implement public-private partnerships and programs on the local level ultimately empowers farmers to improve their own lives. We recognize that the challenges the world’s independent cocoa farmers face defy easy solutions and the ability of any one entity to solve them. Our program partnerships bring together companies, governments, private foundations, international institutions, non-governmental organizations (NGOs), academia, and research institutes globally to maximize benefits to cocoa farmers, their families, and their communities. We have shown that our approach works and produces practical, measurable results. Every program focuses on a problem or challenge in a manner that empowers the farmer and provides practical tools and solutions. We are seeing very exciting results in several of our flagship programs such as the WCF Cocoa Livelihoods Program where farmer productivity is greatly increasing for farmers who have completed training through the WCF Farmer Field Schools and Farmer Business Schools. Through the WCF ECHOES Alliance, we see vastly improved literacy in both adults and children. Many farmers can now read, write, and effectively bargain in the marketplace.

Looking to the future, we see some of our most significant programs coming to a close and evolving into new programs to further train, support, and empower farmers. As we have seen, farmers continue to grow more knowledgeable, confident, and responsible for their farming practices and businesses. When the timing is right in each of the communities where we work, cocoa farmers will ultimately obtain ownership of the agricultural, educational and business training programs we have put in place. We are proud of our members and what we have accomplished so far, but there is much more to be done as we continue to drive positive change in cocoa communities.

For more information about our work, I invite you to explore and read more at www.worldcocoa.org.

Sincerely,

Bill Guyton
President
WCF MEMBERS

Our diverse membership includes companies based in the Americas, Europe, Asia, Africa, and Australia, and range from small, locally-based businesses to large multinational corporations. Members include cocoa and chocolate manufacturers, processors, supply chain managers, ports, allied industries, and trade associations. Collectively, they represent more than 80% of the global cocoa market.

ADM Cocoa
Armajaro
The Australian Industry Group
Barry Callebaut
Blommer Chocolate Company
Britannia Food Ingredients Ltd
BT Cocoa
CAOBISCO
Camden International Commodities Terminal LLC
Cargill
Carletti
Casa Luker Colombia
CEMOI
Chocolat Frey AG
Chocolats Camille Bloch SA
Chocolove
Clif Bar & Company
Cloetta AB
Cocoa Foundation of the Philippines, Inc.
Comercial Roig CxA
Compañía Nacional de Chocolates S.A.
Continaf BV
Dependable Distribution Services
Ecom Agroindustrial Corp Ltd.
Euromar Commodities GmbH
Fazer Confectionery Ltd.
Ferrara Pan Candy Company
Ferrero
FrieslandCampina
General Cocoa Company
General Mills
Ghirardelli Chocolate Company
Godiva Chocolatier, Inc.
Guan Chong Cocoa Manufacturer Sdn. Bhd.
Guittard Chocolate Company
Haigh’s Chocolates
The Hain Celestial Group
The Hershey Company
ITOCHU Food Sales and Marketing Co., Ltd.
Jelly Belly Candy Company
Kraft Foods
Lake Champlain Chocolates
Lindt & Sprüngli
LOTTE CO., LTD.
Mars Incorporated
MC Publishing
Meiji
Mitsubishi Corporation
Morinaga & CO., LTD
Multi-Trex Integrated Foods PLC
National Confectioners Association
Nestlé
Nidar AS
Noble Cocoa
Olam International Ltd.
Panda
Petra Foods Limited
Port of Amsterdam
PT. Hope Indonesia
Puratos
Ralcorp Holdings, Inc.
R.C. Purdy Chocolates Ltd.
Rizek Cacao C. por A.
R.M. Palmer
Rocky Mountain Chocolate Factory (Canada)
Romero Trading SA
Safmarine Container Lines N.V.
Seattle Chocolate Company
See’s Candies, Inc.
Starbucks Coffee Company
Thorntons PLC
Toms Confectionery Group
Touton
Tradin Organic Agriculture B.V.
Transmar Commodity Group Ltd.
Transmar Commodity Group of Ecuador
Tulip Cocoa Processing Limited
Valrhona SAS
World’s Finest Chocolate
Global Reach in Cocoa Communities

Our programs and projects are far-reaching and span a wide spectrum of initiatives that benefit cocoa farmers including youth education and literacy, farmer productivity, health and safety, farmer financing, and cocoa research.

Total Farmers Reached: 

481,622

Productivity Gains Through WCF Cocoa Livelihoods Program (CLP): 2009-2010

Productivity comparison between baseline and combined interventions (in kg/hectare/year)

Costa Rica, Trinidad

WCF-supported research aims to reduce farmers’ crop losses due to pests and disease with innovative disease-resistant plants

1,380 varieties of cocoa screened for disease resistance

Source: Mid-Year Impact Survey, July 2011, CLP

FELLOWSHIPS

Cameroon, Central America, Côte d’Ivoire, Ecuador, Ghana, Indonesia, Liberia, Mexico, Nigeria, Philippines

Sponsors scientists to conduct research to increase value of cocoa production on small farms

23 Norman E. Borlaug International Agricultural Science & Technology Global Cocoa Initiative Fellows

Funding partners: USDA/FAS, PL-480 Corporation (Ecuador)

2 WCF Aceh Cocoa Fellows

Funding partners: Swisscontact’s PEKA Project funded by Multi-Donor Fund for Aceh & Nias
**Sustainable Tree Crops Program (STCP)**

Cameroon, Côte d'Ivoire, Ghana, Liberia, Nigeria

Increasing farmer productivity and environmental sustainability of farms through farmer training, organizing co-ops and research

**Funding partners:** USAID, WCF member companies

136,641 farmers benefited from training

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**WCF Cocoa Livelihoods Program**

Cameroon, Côte d'Ivoire, Ghana, Liberia, Nigeria

Aims to increase farmer incomes through Business Service Centers, Farmer Business Schools, and cocoa marketing tools

**Funding Partners:** Bill & Melinda Gates Foundation, BMZ, WCF member companies

47,862 farmers trained

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**WCF Echoes Alliance**

Côte d'Ivoire, Ghana

Partnership between USAID, WCF and members that strengthens communities by expanding opportunities for youth through education

**Funding partners:** USAID, Jacobs Foundation, WCF member companies

387,720 students benefiting from teacher and administrator training

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**Cocoa Project Vietnam**

Vietnam

Supports research, trains farmers and local officials on agricultural practices and works to support cocoa farmers in 14 provinces

**Funding partners:** WCF member companies

5,725 farmers and local officials trained

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*Numbers are cumulative from inception of programs*
People

We take a comprehensive and inclusive approach in convening and engaging stakeholders to support healthy and thriving cocoa-farming households and communities. We collaborate to share knowledge, build consensus, and develop programs that work.

Living in rural, tropical, agricultural areas, cocoa-farming families and their communities face broader social, labor, health, and education issues which are often common to cocoa farmers and non-farmers alike. Building the capacity of individuals and communities to better understand and address these issues is essential to their long term viability.

WCF plays an important role as a convener of stakeholders and facilitates important partnerships for cocoa sustainability. The Foundation works in partnership with companies, governments, private foundations, international institutions, non-governmental organizations (NGOs), 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 and their families.

Our members are committed to supporting and working in partnership with cocoa farmers around the world in a responsible manner. The strength and knowledge of our experienced staff, with recognized expertise in cocoa sustainability and credentials from government organizations, NGOs and the development community, ensures that local programs are designed and managed appropriately, and that we do what we say we will.

WCF Farmer Success

Before enrolling in the WCF ECHOES program in 2007, Aboulaye Kone, of Sokoura, Côte d’Ivoire, was a struggling cocoa farmer using traditional growing methods. His family was unable to support his continued education, so he worked with his basic knowledge of cocoa farming to get by. With the training he received from WCF, Mr. Kone learned how to establish his own cocoa farm which is quite productive and fruitful today. “Without this project, I would still be growing my cocoa using old, outdated, and inefficient methods. Thanks to my training, I can better care for my cocoa farm.”
The World Cocoa Foundation supports programs that work towards healthy and thriving cocoa farming households and communities by:

» Educating adult farmers, youth and children about child labor including information about appropriate and inappropriate activities for children helping on the family farm.

» Coordinating with national programs focused on labor issues.

» Incorporating information about on-farm safety into training on production practices.

» Improving the quality and relevance of education in rural, cocoa-growing communities.

» Working with farmer organizations to strengthen their management, improve services to members and grow their membership.

» Including information about HIV/AIDS, malaria and other health issues in farmer training activities.

» Working with communities to shape the implementation of activities at the local level.

We know that an estimated five million independent cocoa farmers around the world produce the world’s supply of cocoa. And we know it is our responsibility to follow through with our commitment to empowering farmers and their communities and ensuring cocoa sustainability.

Bernice Nyantakyi; Winrock International—WCF ECHOES Partner

WCF ECHOES PROGRAM IMPACT: 2007–2010

8,069 teachers trained in Ghana

1,518 teachers trained in Côte d’Ivoire

6,209 youth and adults received literacy training with local tutors

9,245 youth received vocational agriculture training

“Everything I know about modern cocoa growing techniques is thanks to the training I received from the ECHOES program.”

ABOULAYE KONE, COCOA FARMER OF SOKOURA, CÔTE D’IVOIRE
Planet

We create, implement, and support programs that promote responsible, sound environmental stewardship in cocoa-farming communities. Through our programs, farmers learn agricultural techniques and practices to help them grow cocoa more sustainably.

Cocoa originated in the rainforests of South America, playing an important and positive role in the region's complex tropical ecosystem. Today, cocoa can continue to play this important environmental role, helping establish and sustain diverse and much needed plant, animal and insect ecologies across the rural sector of the tropics. Many environmentally-friendly practices can also be economically beneficial by allowing farmers to spend less money on inputs.

We support programs that promote sound environmental stewardship in cocoa-farming communities by:

» Promoting efficient, responsible use of water resources.
» Training farmers in soil fertility management techniques such as proper use of fertilizer, composting and intercropping.
» Focusing training activities on integrated pest and disease management, an approach that utilizes information about pest/disease life-cycles and environment to prevent and control problems. The emphasis is on use of cultural practices (such as pruning) and biocontrols (such as pests’ natural predators) with agrochemicals used only as a last resort.

WCF Farmer Success

Pastor Tony Agbor is a participant in the Olulomo WCF Farmer Field School (FFS) in Cross River. He is passionate about cocoa farming which he sees as a profitable business. “The skills acquired during my training have made me a better farmer today. Personally, before undergoing FFS training in 2008, I was producing about 3.4 metric tons from my three farms. But in 2010, I produced and sold 6 metric tons through our society...I have made more money through our collective trading arrangement. I have been able to save enough money which I used to start building my house.”
Researching and developing effective biocontrols for common pests and diseases.

Encouraging the practice of agroforestry and intercropping, the integration of cocoa trees with forest trees, fruit trees, and other crops.

WCF supports research that fuels innovations and contributes to cocoa sustainability. We bring researchers together to collaboratively address critical issues, conserve unique varieties of cocoa, and support fellowships and exchange programs in cocoa research. These findings are a useful and unique source of information for our members, cocoa scientists, the wider business community, policy makers, NGOs, and other international organizations.

“I will forever be a cocoa farmer because it really pays to be a cocoa producer if you have the right knowledge on farming and managing your farm.”

PASTOR TONY AGBOR COCOA FARMER, CROSS RIVER, NIGERIA
Profit

We support programs that work toward improved and more equitable returns for cocoa farmers. Our aim is to ensure that productive farming practices are established, effective farm management is promoted through diversification, and that farmers and their communities receive equitable returns over time.

Cocoa can be an economic engine in rural areas of the tropics, generating improved and much needed incomes and opportunities for farm families and communities. Realizing this potential, however, requires that cocoa farmers receive the knowledge, training and assistance they need to move from subsistence farming to a truly sustainable model that allows them to succeed and prosper.

The World Cocoa Foundation supports programs that work towards improved and more equitable returns for farmers by:

» Training farmers in improved production practices that are locally appropriate, economical and considerate of the environment resulting in increased yields and improved quality.

» Researching, breeding, and improving farmer access to cocoa varieties that are higher yielding and resistant to common pests and diseases.

» Researching and developing better means of pest and disease control.

» Promoting diversification of farmer income through intercropping cocoa with other crops.

WCF Farmer Success

Alexander Njang is a cocoa farmer in Muyuka, Cameroon. As a young farmer, he applied the farming practices he learned from his father. Although Mr. Njang is known as one of the most experienced farmers in his community, he never achieved the yield he expected. He nearly abandoned cocoa, but then learned of the WCF Cocoa Livelihoods Program. “I can now prune and manage shade effectively. Even without use of fertilizer, my yield has tripled from 20 bags per acre to 60 bags.”
and developing cocoa enterprises such as seedling production to improve income security.

» Improving farmers’ business skills so that they can better manage their farms as profitable enterprises.

» Educating farmer organizations about quality testing and control, enabling them to better market their cocoa.

» Connecting farmers and farmer organizations to market information systems.

“I believe cocoa will help us with much more money, get out of hunger and poverty.”

MR. Y NHUON DAK CAK, COCOA FARMER, DAK LAK PROVINCE, VIETNAM
ACKNOWLEDGEMENTS

Our work would not be possible without the active support and participation of our members and partners. We know that now, more than ever, we must work together effectively toward our common goal of cocoa sustainability. We aim to strengthen relationships between governments, businesses and communities worldwide, to bring like-minded people to the table for honest and collaborative discussion, and to forge strong public-private partnerships that will benefit cocoa farmers and their families. We remain committed to a simple message—putting cocoa farmers, their families and their communities first to promote a healthy and thriving cocoa economy and abundant supply for future generations.
PARTNER ORGANIZATIONS

WCF works closely with cocoa-producing country governments at the federal, state, and local level and also with farmer organizations. Other partners include:

- ACDI/VOCA
- Aceh Economic Development Financing Facility
- Agribusiness Services International
- Agricultural University of Bogor (Indonesia)
- Association pour la Promotion de la Santé de la Femme, de la Mère, de l’Enfant et de la Famille (APROSAM)
- Bill & Melinda Gates Foundation
- Chemonics
- Dream Oval Ltd.
- Dutch Sustainable Trade Initiative (IDH)
- European Union
- Forest and Landscape Denmark/Danish International Development Agency (DANIDA)
- The German Ministry for Economic Cooperation and Development (BMZ)
- GIZ
- International Finance Corporation (IFC)
- International Foundation for Education and Self-Help (IFESH)
- International Institute of Tropical Agriculture (IITA)
- International Labor Organization/International Program on the Elimination of Child Labor
- Kwame Nkrumah University of Science and Technology (KNUST)
- Leadership Africa USA
- Making Cents International
- Malikussaleh University (Indonesia)
- Multi-Donor Fund for Aceh and Nias
- Nong Lam University (Vietnam)
- Norwegian Association of Chocolate Manufacturers
- Pennsylvania State University
- SOCODEVI
- Swedish Chocolate, Confectionery and Biscuit Manufacturers’ Association (CHOKOFA)
- Swisscontact
- Syiah Kuala University (Indonesia)
- TechnoServe
- University of Florida
- University of Southern Mindanao (Philippines)
- University of Tennessee
- University of Wisconsin
- U.S. Agency for International Development
- U.S. Department of Agriculture (USDA)
- U.S. Department of Labor
- U.S. Department of State
- Winrock International
- World Bank
- World Education, Inc.