



**Remarks by World Cocoa Foundation President Bill Guyton
at the
Fourth Plenary Session of the Coffee and
Cocoa Sector Public Private Partnership Platform**

**Espace Latrille Events Deux Plateaux
Abidjan, Côte d'Ivoire
March 31, 2015**

The representative of His Excellency the Minister of Agriculture,
The Chairman of Le Conseil du Café-Cacao, Minister of State Lambert,
The Director-General of Le Conseil du Café-Cacao and President of the Public-Private Partnership Platform, Madame Touré-Litse,
The Vice-President of the Public-Private Partnership Platform, Mr. Lionel Soulard,
Director-General of the ICCO, Dr. Jean-Marc Anga,
Representatives of the Diplomatic Corps,
Friends from the Cocoa Sector, especially cocoa farmers,
Members of the World Cocoa Foundation,
Distinguished Guests,
Ladies and Gentlemen:

It is an honor for me to have been invited to speak today at this, the fourth plenary session of the Coffee and Cocoa Sector Public-Private Partnership Platform. I have visited Côte d'Ivoire on numerous occasions over the past 22 years and always welcome the opportunity to return here. I am especially happy on this visit to note the progress being made on so many levels as you focus your attention on becoming an emerging market by 2020.

I commend Le Conseil du Café-Cacao, its Chairman Minister of State Lambert and its Director-General Madame Touré-Litse and the entire team at Le Conseil, for organizing this prestigious event. WCF is pleased to have been able to provide our own contribution to this plenary session, as well as the two previous plenary sessions of the PPPP. I recognize with gratitude His Excellency the Minister of Agriculture who provides leadership to Le Conseil du Café-Cacao and the entire agricultural sector in Côte d'Ivoire and who has rightly seen to placing this plenary session within the broader context of the 2015 edition of the Agricultural and Animal Resources Fair of Abidjan. I very much look forward to participating in the Fair later this week.

On behalf of the chocolate and cocoa sector, I also want to thank Mr. Lionel Soulard for his work as Vice President of the PPPP.

The value of this plenary meeting cannot be overstated, because it brings together important public and private sector participants, such as CARE, GIZ, ICCO, ICI and IDH among others, who share a passion for improving the livelihood of the most important participant in the cocoa value chain: the cocoa farmer.

U.S. Headquarters 1411 K Street, NW, Suite 500, Washington DC 20005. T +1 202 737 7870

Côte d'Ivoire Office Abidjan II Plateaux-Vallons, Rue des Jardins, Résidence la Palmeraie, contigu au centre commercial Louis Panis, Villa 8. Abidjan, Côte d'Ivoire. T +225 22 52 37 32

Ghana Office Hse. No. 4, Blackberries Street, East Legon, PMB MD 217, Madina, Accra, Ghana. T + 233 302 542 187

Nearly two years ago, during a World Cocoa Conference that was held here in Abidjan, His Excellency President Alassane Ouattara wisely challenged the private sector to better align our sustainability programs to achieve greater farm-level impact. This appeal by President Ouattara was a catalyst for 11 of the leading cocoa and chocolate companies to come together under a new strategy called “CocoaAction”, which was formally announced in May 2014 in both Abidjan and Accra.

CocoaAction is non-competitive, meaning that it is focused on supporting and aligning with the strategic axes of Côte d’Ivoire’s 2QC national plan that do not touch on the commercial areas of cocoa. These axes are namely Axis 1 (Productivity); Axis 2 (Standards and Sustainability norms); and Axis 5 (Producer and Community Livelihoods).

By aligning the CocoaAction strategy and its ambitions with those of 2QC, we recognize that our many projects and contributions will have better impact and scale.

As the Africa saying goes: if you want to go fast go alone, if you want to go far, walk together...

CocoaAction and 2QC are indeed now walking together, but we are still learning how to pace and synchronize our steps. We have reached broad agreement on those areas where there is the greatest potential for industry to make significant contributions and for industry and 2QC to share best practices and other lessons learned. These areas include, for example, productivity and community development, as well as shared measurements, also known as key performance indicators.

We have also made considerable progress on the essential ingredients of collective impact: aligning on a common agenda, shared measurement, and mutually reinforcing activities (***But we must do more to truly ensure that industry and the 2QC strategy are synchronized. This is where we see the public-private partnership platform as playing a critical role.***

In striving for this alignment, we have pursued an ambitious agenda of high-level working meetings and other consultations:

- In April 2014, WCF and Le Conseil du Café-Cacao held a joint alignment workshop in Grand Bassam.
- This workshop led to the signing of a Memorandum of Understanding (MOU) between WCF and the Government of Côte d’Ivoire, represented by His Excellency the Minister of Agriculture, in Abidjan on May 20, 2014.
- In November 2014, Le Conseil du Café-Cacao and WCF held a successful two-day workshop on a common results framework for measuring the success of our cocoa sustainability initiatives. The workshop included a wide range of stakeholders from the public and private sectors, as well as the NGO community.

U.S. Headquarters 1411 K Street, NW, Suite 500, Washington DC 20005. T +1 202 737 7870

Côte d’Ivoire Office Abidjan II Plateaux-Vallons, Rue des Jardins, Résidence la Palmeraie, contigu au centre commercial Louis Panis, Villa 8. Abidjan, Côte d’Ivoire. T +225 22 52 37 32

Ghana Office Hse. No. 4, Blackberries Street, East Legon, PMB MD 217, Madina, Accra, Ghana. T + 233 302 542 187

- Just one month ago, WCF and Le Conseil du Café-Cacao held yet another multi-stakeholder workshop, this time on community development, which resulted in clarity on the scope and content of key interventions and roles that public and private sectors can play.
- Later this week, CocoaAction will signing a MOU with Le Conseil du Café-Cacao that will provide a framework for enabling Ivorian cocoa farmers to have better access to improved planting materials so that they can improve their productivity and incomes.

And how are farmers directly benefiting from our work?

- Through our African Cocoa Initiative – or ACI -- , which is co-funded by WCF and USAID and supports the CocoaAction strategy, we have trained no fewer than 240 ANADER extension agents as cocoa specialists.
- Also through ACI, we have conducted unprecedented genetic fingerprinting of more than 2000 samples from CNRA's seed gardens. This will allow CNRA to understand better the genetics of the planting materials that it distributes and may lead to improvements in predicting the potential productivity of these materials.
- WCF, working closely with CNRA, has established 50 hectares of seed gardens, effectively doubling the capacity of Côte d'Ivoire to provide your farmers with the planting materials that they need.
- We are training spray service providers, who are using safe and economical practices to supply agro-chemicals to Ivorian cocoa farmers.
- In community development, WCF member companies have supported the construction or refurbishment of more than 80 schools in cocoa-growing communities.
- I am proud to announce today that chocolate and cocoa companies are committed to providing the combination of CocoaAction's productivity and community development activities to approximately 800 cocoa-growing communities here in Côte d'Ivoire.

I believe that these accomplishments provide a solid foundation for further discussions on how CocoaAction and 2QC can reach full alignment.

It is clear that CocoaAction's role is not to set the objectives for Côte d'Ivoire's cocoa sector. Rather, it is to be of service to the objectives spelled out in the 2QC plan. With this in mind, we look forward to more guidance from Le Conseil du Café-Cacao on the desired scope of industry contributions. As for CocoaAction, we will strive to clarify what activities count toward achieving CocoaAction's objectives: what is already underway in each company versus what is changing as a result of CocoaAction, so that we can make concrete proposals to Le Conseil du Café-Cacao via the PPPP.

U.S. Headquarters 1411 K Street, NW, Suite 500, Washington DC 20005. T +1 202 737 7870

Côte d'Ivoire Office Abidjan II Plateaux-Vallons, Rue des Jardins, Résidence la Palmeraie, contigu au centre commercial Louis Panis, Villa 8. Abidjan, Côte d'Ivoire. T +225 22 52 37 32

Ghana Office Hse. No. 4, Blackberries Street, East Legon, PMB MD 217, Madina, Accra, Ghana. T + 233 302 542 187

We applaud Le Conseil du Café-Cacao's approach to collaborating with important development partners, including notably the World Bank, to increase the capacity of the platform's technical secretariat and clarify its operating procedures. CocoaAction's Technical Working Committee is committed to empowering local CocoaAction company representatives to engage with the platform and it is therefore of critical importance to know how these company representatives can best contribute to the platform's thematic groups.

We are also looking forward to building on the KPIs framework to align how baseline and progress information will be shared over time. Sharing information is key to learning and to building trust.

In general, as we move forward, we understand that an enhanced level of dialogue is needed. Industry is working to improve farmer livelihoods and to ensure continued supply from key producing countries. We do not believe that these two objectives are contradictory. Instead, they can be served simultaneously and in a way that helps ensure that cocoa remains an attractive crop choice for future generations of farmers. But this requires sharing of information, and independent analysis from the farm and community levels all the way to industry levels. We believe that, through sharing of information, we can together realize the best outcomes for Côte d'Ivoire's cocoa sector.

In closing, I hope that you will take away three important messages from my speech:

1. The chocolate and cocoa industry has responded to the challenge presented to us by President Ouattara and is aligning our efforts under the auspices of CocoaAction, which we believe can provide greater impact.
2. We have made established a foundation for mutual understanding and alignment, through high-level workshops and consultations, which have resulted in Memorandums of Understanding. Now we are seeking to move forward on how best to support collective impact in concrete terms.
3. CocoaAction will provide over 200,000 cocoa farmers in Côte d'Ivoire with the skills and materials needed to improve their productivity while strengthening the social structures in their communities. We look forward to developing a common, transparent reporting system which will demonstrate the impact of what we hope to achieve.

Documentation on CocoaAction will be made available to you at the end of this session. I look forward to answering any questions you may have on the strategy.

Thank you.