Youth, cocoa and public private partnership a sustainable business
Cocoa is a multi-billion dollar global industry, with a complex and sophisticated supply chain.

- Between 40 and 50 million people around the world depend directly or indirectly on the crop for their living.

It has a Worldwide demand used in a wide variety of food products — from chocolate to coloring agents.

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Cocoa is the main ingredient used to make chocolate. 42.7% of the world's cocoa beans are consumed in Europe. About 90%-95% of all cocoa is produced by smallholder farmers. 40-50 million people depend upon cocoa for their livelihood. 5 Countries. The global market value of cocoa crop in 2014 was 5.1 Billion. 70% of cocoa produced is from West Africa. 2.9M Mt Cocoa Production. 3.4kg Avg Cocoa consumption per capita.
Chocolate manufacturing is a thriving business, in which processing companies make interesting profits. Limited added value stays in the country where the cocoa is produced.

Millions of cocoa farmers suffer by getting a small amount from the revenues. There are companies which implement a different attitude by setting up CSV model. Creating shared values creates long term only winners. The farmer, the processor and the consumer.
The average age of a cocoa farmer in West Africa is 50-years-old, while life expectancy in the region is 60 years. “In 10-15 years to come if you have those farmers with an average age of 51 or 52 - these are old farmers perhaps retiring or maybe no more.
Why should IITA youth Agripreneurs be interested in the cocoa business?

- Africa has a strong advantage in the cocoa business
- There is an ongoing and future boom in demand for cocoa
- Increasing investments and support for cocoa farmers
  - Youth business development
  - Connect youth agripreneurs to investors in agriculture
  - Apply IITA’s know-how and technologies
  - Develop business plans
  - Focus on profit margins (gross & net)
  - Return on investment (ROI)
  - Sustainable business models

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Youth Unemployment Rate in Nigeria averaged 17.51 percent from 2014 until 2016, reaching an all time high of 24 percent in the second quarter of 2016 and a record low of 11.70 percent in the fourth quarter of 2014. Youth Unemployment Rate in Nigeria is reported by the National Bureau of Statistics, Nigeria.

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The Nigerian Story

389K Mt
- Estimated production of cocoa as at 2010

4th
- Largest producer of Cocoa in the world

8 States
- Planting cocoa in Nigeria

21.8m USD
- Amount of Forex earned by Nigeria

SW/ SS
- Concentration of Cocoa in SW and SS regions

Key
- Cocoa producing states

The Nigerian Story

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Business Incubation Platform Goals

- Create jobs with the support of new technologies
- Make IITA’s technology known and disseminate it
- Generate income to make BIP sustainable

Fund IITA’s ground-breaking research to nourish Africa

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Business Incubation Platform
Bridge between research and dissemination

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IITA Youth Agripreneurs

Mobilization

Mindset Changing

Learning visit
Educational tours
Sensitization

Profitable Venture

Training

Organisational Development

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IITA Youth Agripreneurs

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