

Business relevant cocoa extension: Cocoa Extension Public-private Partnership Ghana



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- Translation of relevant research in key messages and extension tools for a) field staff and b) farmers
- Business skilled farmers to enhance technology adoption and sustainable trade partnerships
- Deliver cost efficient extension that is effective (← evidence base)
- Dissemination of business and income relevant improved technologies
 - Productivity → Economics → Competitiveness → Adoption
- Increase farmers' income and sustainable supply of quality cocoa

The Cocoa Extension Public-Private Partnership (CEPPP)

Vision of success	Farmer-owned cost-effective cocoa extension service delivered by highly qualified and motivated staff
Coordination	COCOBOD-CSSVDCU
Steering committee	involving partners and stakeholders
Knowledge basis	Cocoa Sourcebook – CRIG 2010
Program launch	March 2011
Partners	COCOBOD, Kraft Foods – Cadbury Cocoa Partnership, Armajaro, World Cocoa Foundation, GIZ, Kuapa Kokoo, WAFF
Staff	278 Extension Agents, District & Regional Extension Coordinators Coordination and Monitoring unit CSSVDCU Evaluation unit CRIG

Role of the partners in CEPPP

COCOBOD and Private partners

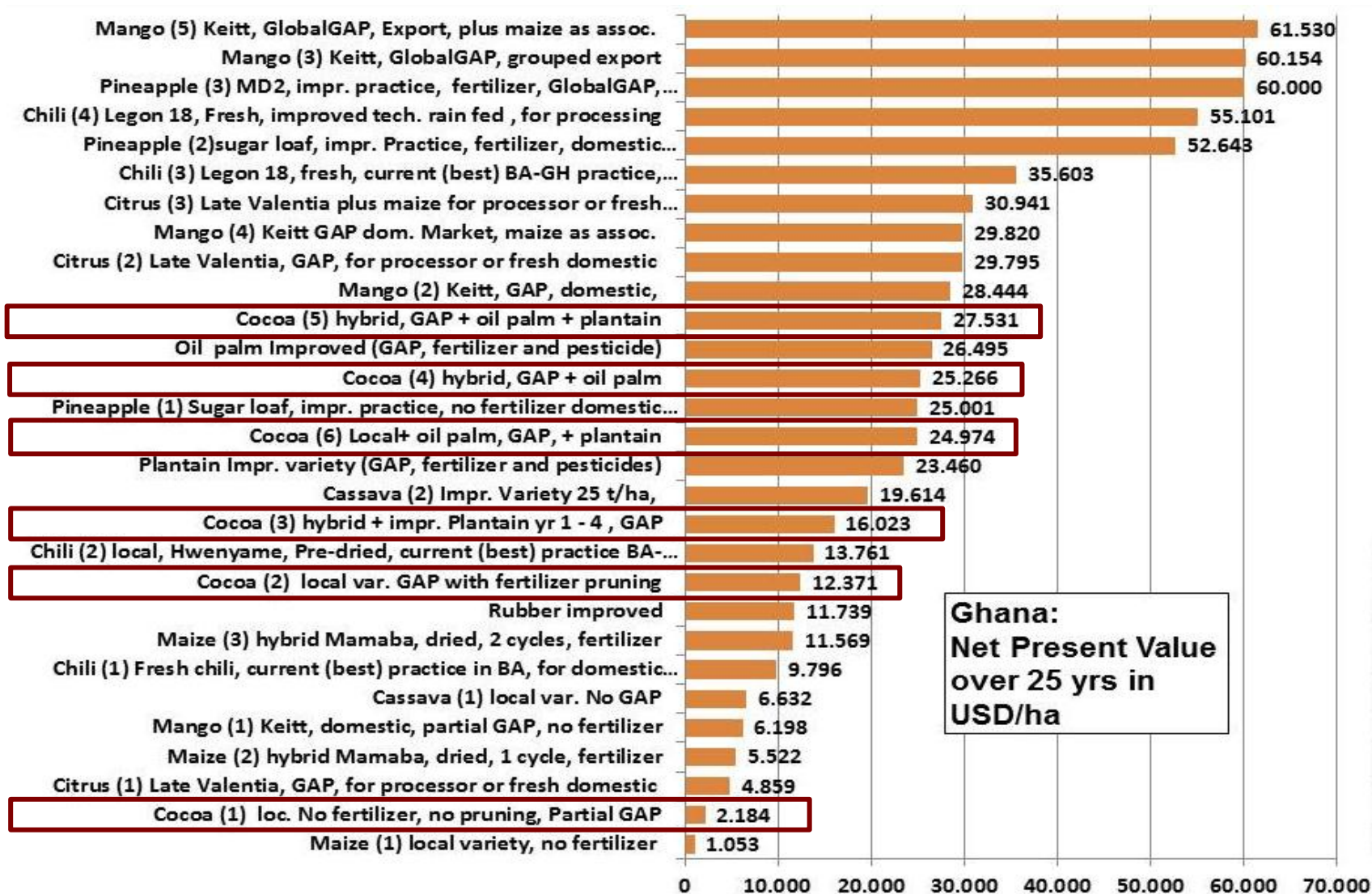
- Funding for recruitment, remuneration, training and logistics of extension agents they provide, training material and publications
- Equipment for additional livelihoods (e.g. bee-keeping)
- Support to complementary projects (e.g. seed production youth involvement)

GIZ Sustainable Cocoa Business*


- Farmer Business School Approach (FBS)
- Training and coaching of CEA, DEC & REO as FBS trainers and supervisors
- FBS training material
- Design of extension materials
- M&E tools, Economic analysis and data base management

* with cofunding from WCF and BMZ

Competitiveness of cocoa



Source: GIZ Sustainable Cocoa Business, 2011.
GIZ-MOAP 2011: Results on citrus, mango, chili




For good quality ...

I harvest only yellow ripe pods every 2 to 3 weeks and remove and destroy diseased pods. When cutting the pods I make sure I do not damage the tree.

October 2011

SUN	MON	TUE	WED	THUR	FRI	SAT
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



Doing good business with cocoa



Producers' reference for an adult cocoa farm

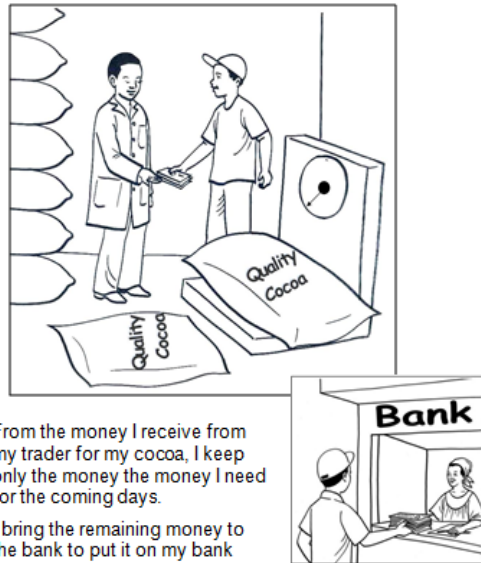



Sustainable Cocoa Business



Cocoa Livelihoods Program

19. Saving after sales



From the money I receive from my trader for my cocoa, I keep only the money I need for the coming days.

I bring the remaining money to the bank to put it on my bank account.

My money is safe at the bank and I withdraw money in line with my planning.

Don't forget, friends, if you received a loan for your cocoa inputs, reimburse the loan in time.

Good Agricultural Practice with approved inputs
Social issues

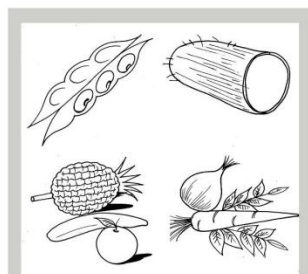
Management issues
Cost and benefits

General principles

Core contents

Specific investment issues

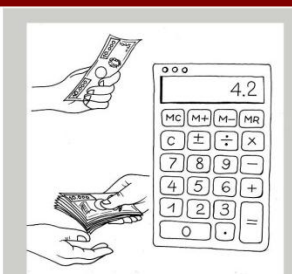
Adult & discovery learning



M3 Manage your farm for enough food



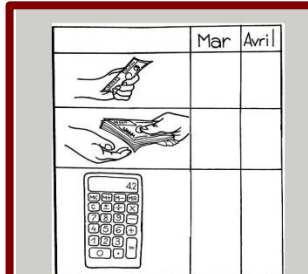
M4 Money-out/Money-in: Know whether you do good business



M5 Decisions for more income



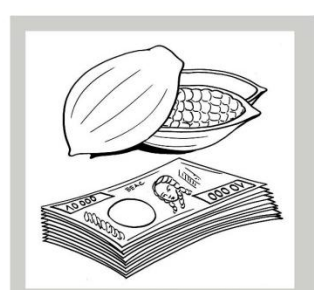
M6 Seize opportunities to diversify your farm enterprises



M7 Manage your money throughout the year



M8 How to get good financial services



M9 Make more money with quality cocoa



M10 Benefits from membership in farmer organizations



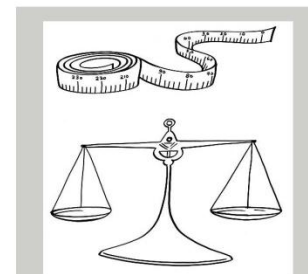
M11 Investing in planting or replanting of cocoa



M12 Becoming an entrepreneur in practice



M1 Is farming a business?



M2 Know the units to know your assets?



Farmer Business School

18,126 Producers trained in Ghana*
28% Women

* 28,110 producers trained in Cameroon, Côte d'Ivoire & Nigeria



Technical training

82,436 Producers trained in
3,184 Communities of Ghana
26% Women

45 Groups covered by survey 08/2011 in Ghana
1350 (373) Number of trained farmers (women)

48% of group members use cropping calendar for planning

35% of group members use Gross Margin

24% of group members use financial calendar

37% of group members opened bank account or restarted to save

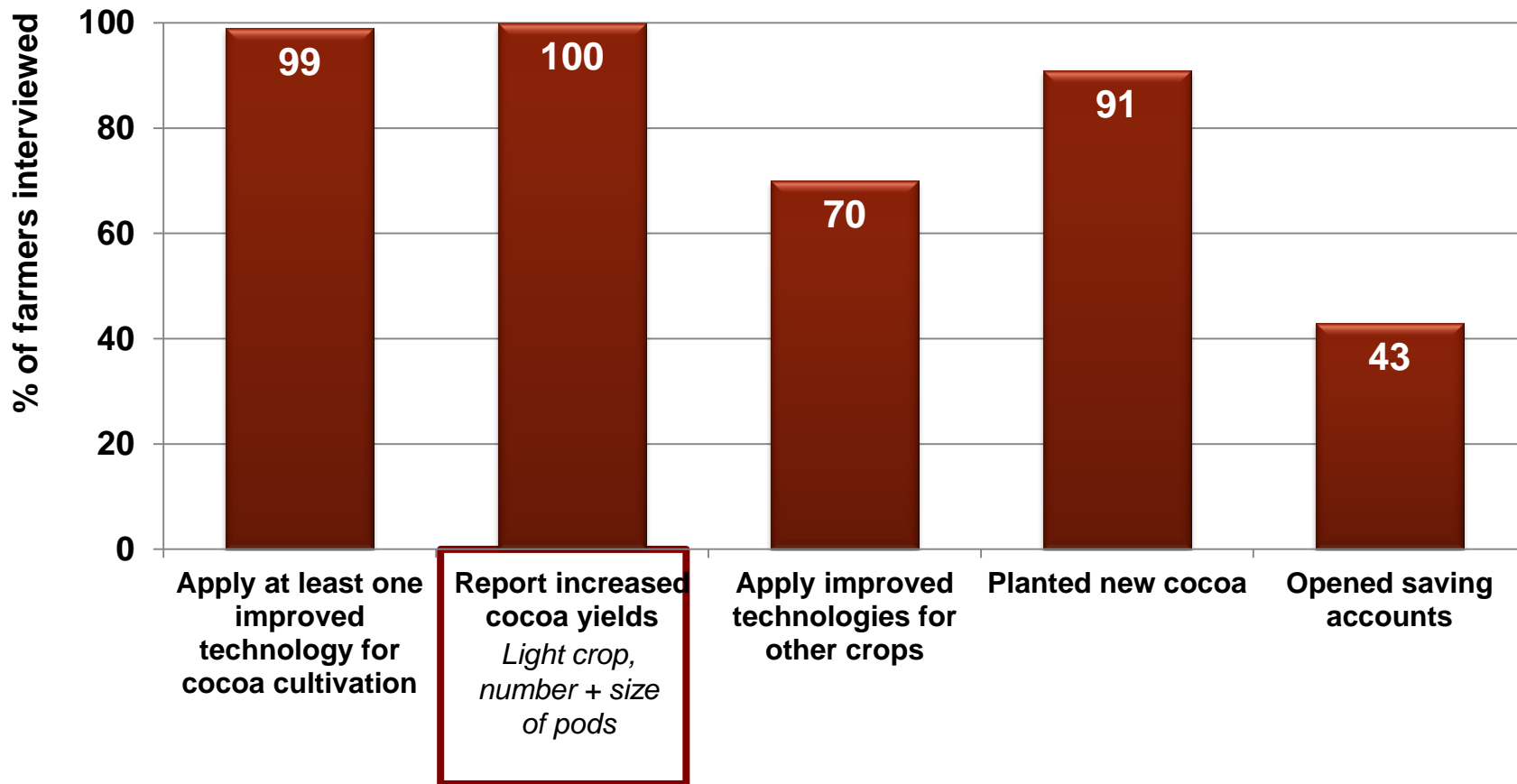
100% of groups opened group account

11% of groups received already group credit

27% of groups Farmer based organization registered

31% of group members are involved in group purchase of inputs
and group sales of produce

Source: GIZ/SCB 2011. Report of regional stocktaking on FBS effectiveness and perspectives for sustainability and rolling out.



Source: Eiligmann, A., Gerster Bentaya. 2011. Assessment of the effectiveness of Farmer Business Schools and prospects for rolling. External consultants' survey 09/2011 - 10 FBS groups, 279 farmers Ghana and Cameroon

Public-private partnership

- increases outreach and efficiency
- strengthens business relevance of technical services

Farmer Business Schools combined with Technical Training

- Enables and empowers farmers to develop their investment and livelihoods strategies.
- Triggers adoption of Good Agricultural Practice ... beyond cocoa

Rhetoric?

- Economics at farm level and farmers' business skills indispensable for technological progress, economic development and fair trade partnerships
- What role do they play in technology generation, dissemination and fair trade standard strategies?

Thank you

