

# Cocoa Certification - Opportunity to Improve Producers Access to Agricultural Research and Best Practices

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# Cocoa Sector

- West Africa produces about 70% of the world's cocoa
- Republic of Cote d'Ivoire produces the highest followed by Ghana
- In Ghana it employs about 800,000 farmers with 3.2 million farmhands giving a total of 4 million (Tutu, 2011 GNA, Feb 16, 2011).

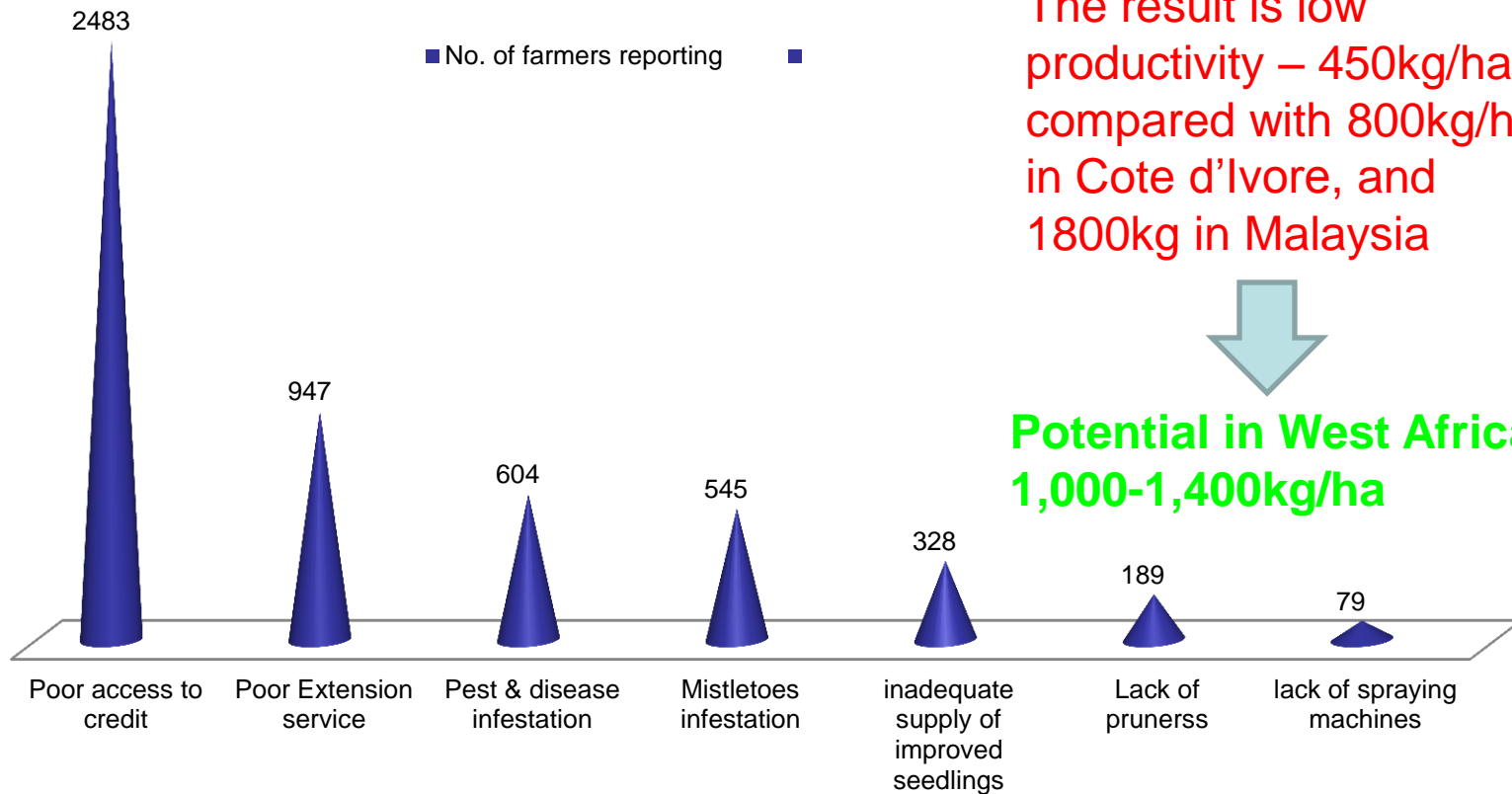


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# Challenges

## Constraints of Cocoa Farmers , Ghana



The result is low productivity – 450kg/ha compared with 800kg/ha in Cote d'Ivoire, and 1800kg in Malaysia



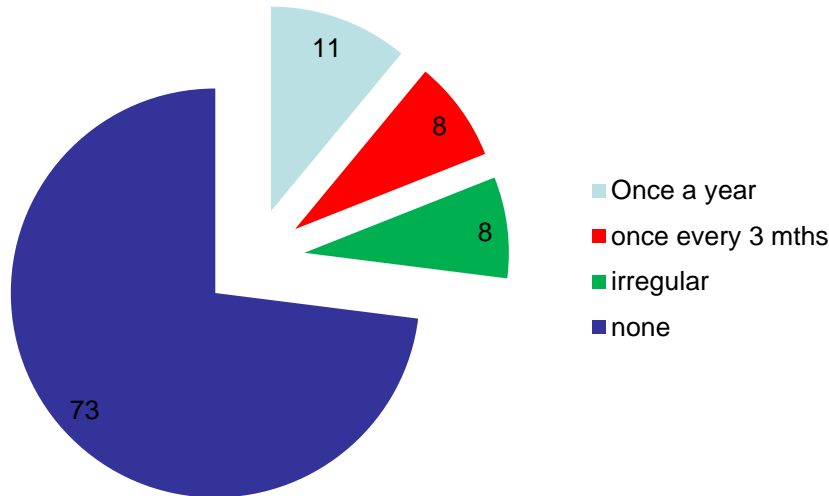
Potential in West Africa: 1,000-1,400kg/ha

Source: Baah, 2008; MMYE, 2008, Helberg, 2011



# Challenges of Extension Services

Frequency of Contact in Percentage



73% did not receive any extension Service

Source: MMYE, 2008

## ***Because of:***

- Institutional and programme instabilities of national agricultural extension systems (eg. COCOBOD & MOFA)

inadequate extension agents

ineffective agricultural research extension linkages

poor logistic support for field staff



# The problem is becoming more complex ...

- **Pressure on Chocolate industry to source responsibly**
  - adoption of environmentally friendly methods of production,
  - adherence to international standards on decent work and child labour issues
  - address the economic returns of cocoa farmers.

**Certification and sustainable marketing are therefore likely to be the long term trend for the global cocoa industry.**

**WHY?**



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# Increasing demand of certified cocoa

- Holland which is the biggest buyer of Ghana's Cocoa has planned to source certified cocoa only by 2020
- Imports of Fair Trade-certified cocoa into the U.S. have more than doubled
- The future projection for the next 10 years according to standard bodies would be 43% (TCC, 2010).





**The challenges have collective dimensions & therefore require collective solutions.**



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# Going forward .....

- 1. Farmers information and knowledge needs go beyond the traditional agro-technical knowledge & measures**
- 2. Requires new forms of relations, organisations & agreement between multiple stakeholders in a coordinated manner**
- 3. Farmers need to play a leading role**
- 4. Need to stimulate and strengthen farmer organisation & groups to enhance sustainability**
- 5. Effective application information depends on factors such as affordable & timely input supply**

No one can do it alone



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# Building Partnership : West Africa Experience – Certification Capacity Enhancement (CCE)

- Private Sector (ADM, Armajaro, Mars, Barry Callebaut, Continaf, Kraft/Cadbury)
- Standard Initiatives (Rainforest Alliance, UTZ Certified, Fairtrade)
- Development Organisations (GIZ, Solidaridad, IDH)
- In collaboration with governments



# CCE Objective & Approach

## Objective:

- Develop capacity of the West African cocoa sector to benefit from sustainability-certification programs



## Phase 1

### Curriculum development

Certification training curriculum addressing the common criteria of the three leading voluntary standards

### Pilot activities

M & E

## Phase 2

Test refined curriculum

Nat. extension services & priv. programmes in West Africa offer common curriculum

Certification contact points

- Sector developments
- Market dev. on certified cocoa
- Overview on access to services

Ghana

Nigeria

Côte d'Ivoire

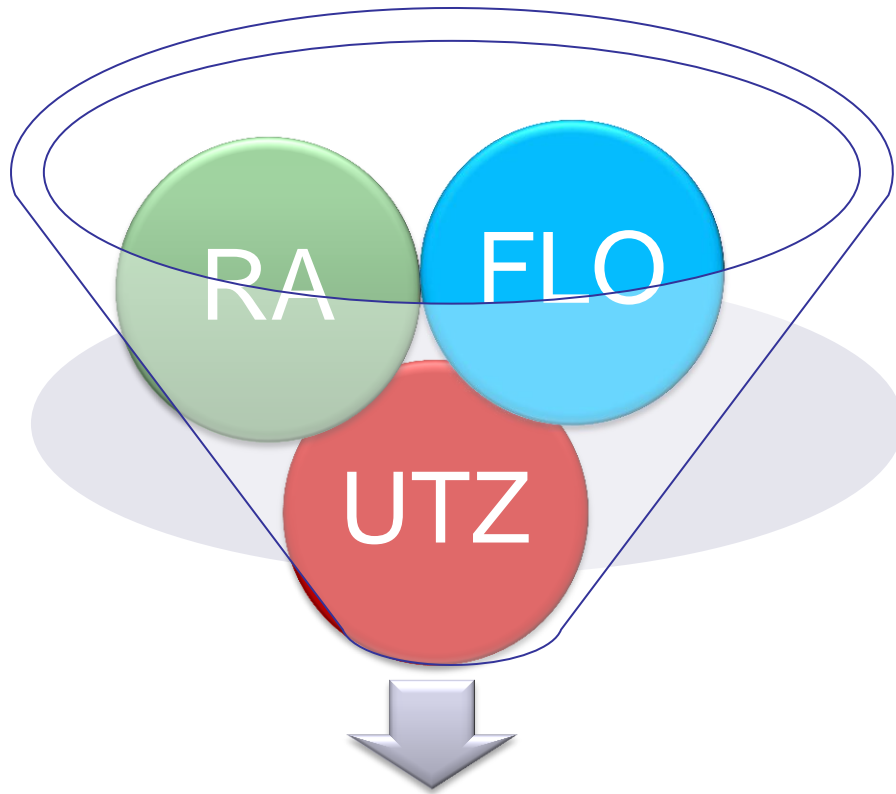
Roll out

Further countries

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# Simplified & user friendly curriculum



**Common Training Material**

Farmers performing central role of providing extension services

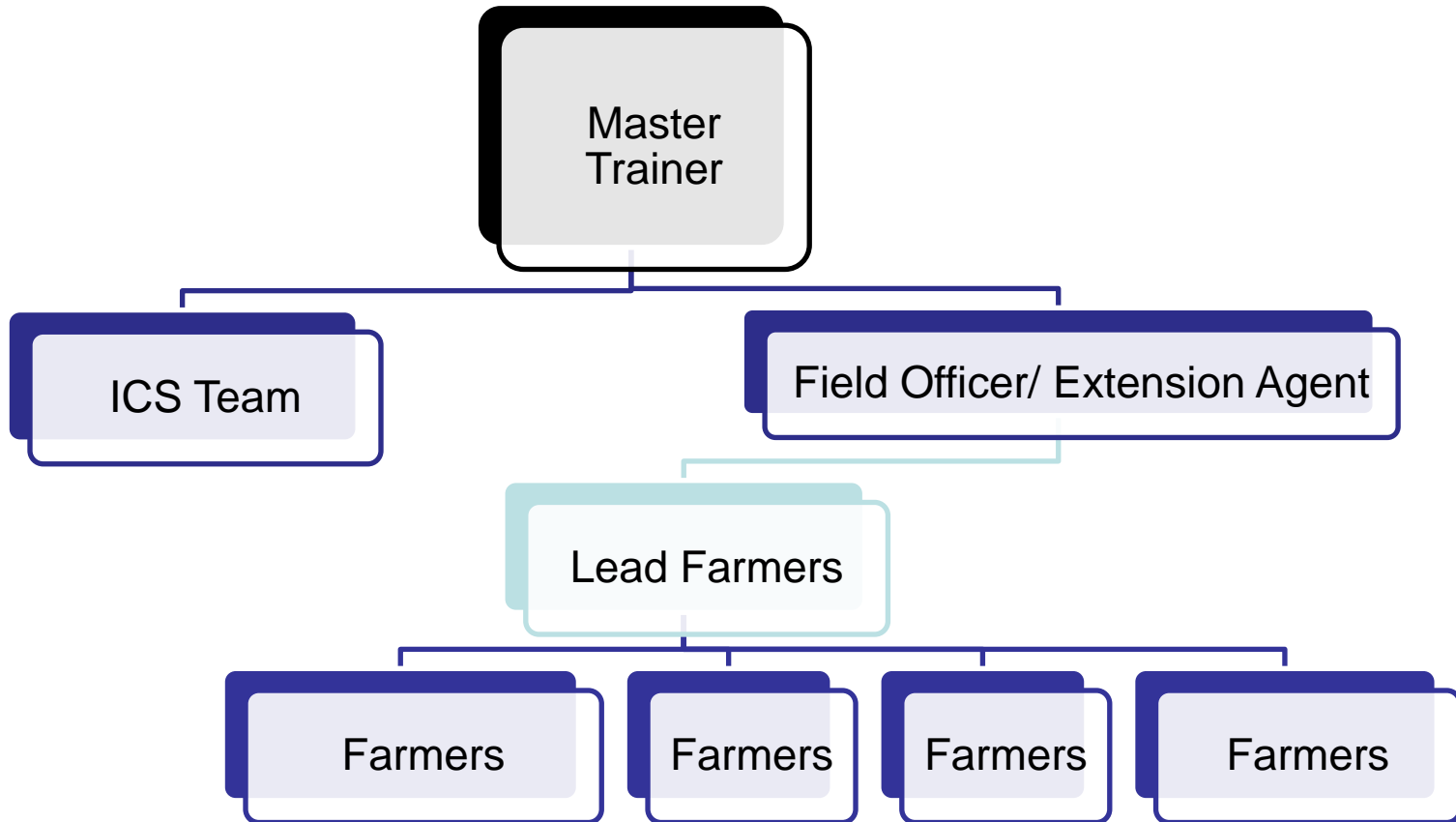
- Good agricultural practices
- Good environmental Practices
- Good social practices
- Certification structure & monitoring
- Facilitation & communication skills
- using adult learning techniques & pictorial presentations



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# Training Cascade



# Conclusion

- **Sustainable agriculture requires farmers to have a broad range of knowledge**
- **It calls for greater collaboration & partnership - pulling resources & expertise together**
- **Encourage and strengthen farmers, farmer groups & organisations to play leading roles**
- **Effective application will depend on factors such as timely input supply**



# Thank you for your attention



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