

Market-oriented promotion of certified sustainable cocoa production Côte d'Ivoire



A joint project of the private and public sector
to promote sustainable cocoa production



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Project background and relevance of cocoa production



- West Africa accounts for over 60% of global cocoa production
- Côte d'Ivoire depends pre-dominantly on agriculture, and supplies about 40% of global cocoa production
- The majority of cocoa farmers (90%) are smallholders with plantations of 1,5 – 5 ha



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Challenges of cocoa production on farm, local and regional level

Economic and institutional issues

- Low productivity and quality
- High vulnerability (crop losses due to diseases and inappropriate harvest and post-harvest methods)
- Inefficient commercialisation
- Weak organisations

Social issues

- Child labour
- Insufficient access to social infrastructure (e.g. education, health)

Ecological issues

- Deforestation, loss of natural resources
- Inappropriate use of pesticides
- Water pollution
- Soil degradation



Challenges of cocoa production on national and international level

Economic issues

- High dependency on cocoa exports
- Volatility in supply of high quality cocoa and of prices
- Long-term decline in cocoa prices

Social issues

- Child labour issues have negative impacts on the image of the chocolate industry

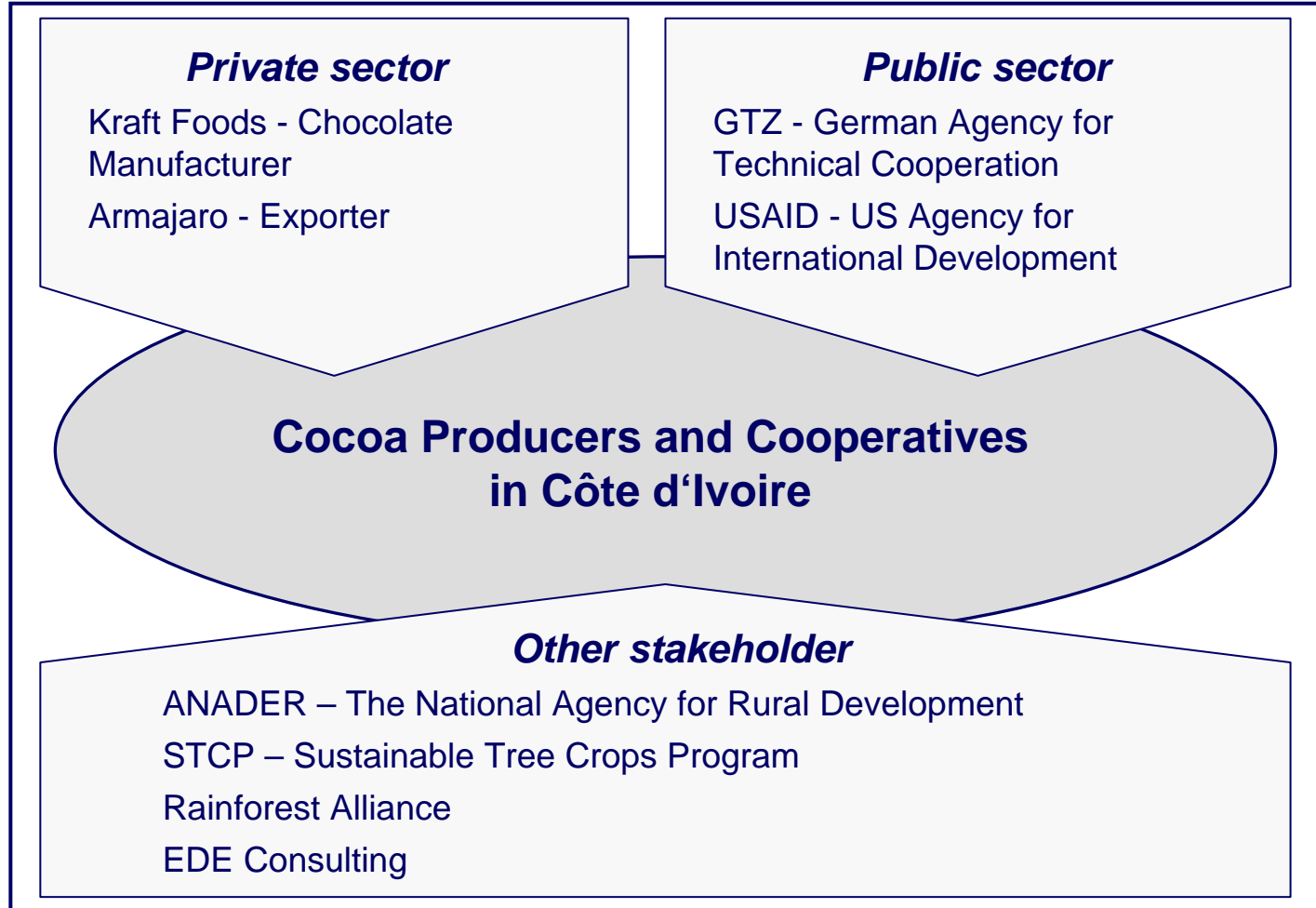
Ecological issues

- Increasing pressure on natural resources
- Global deforestation reinforces global warming
- Loss of biodiversity



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Stakeholder



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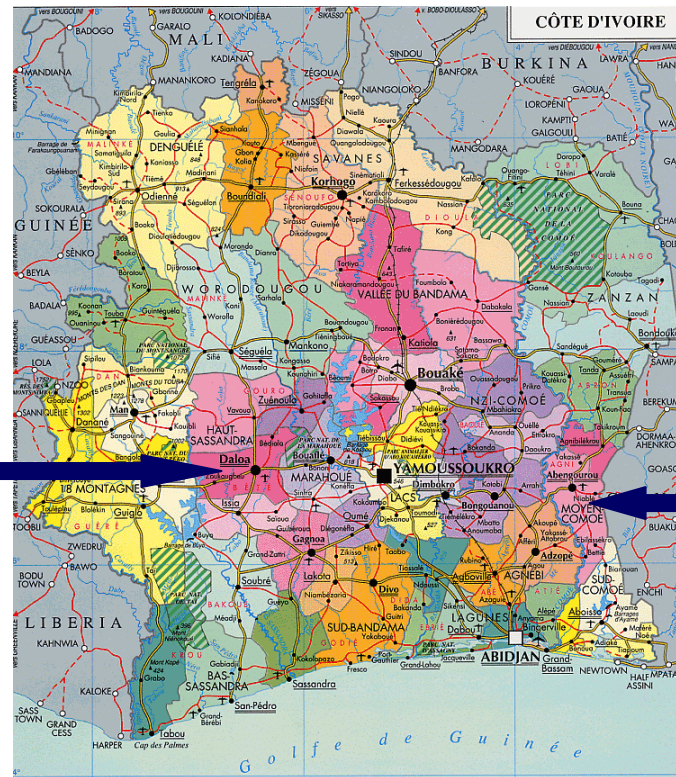
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Case studies

The project is currently implemented in two project regions in the cocoa belt of Côte d'Ivoire.



Project region
Daloa



Project region
Abengourou



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Objectives

- Producer welfare by increasing economic, ecological and social benefits
- Sustainable cocoa production according to Rainforest Alliance Standard
- Supply chain improvement by using a market-oriented, holistic approach

Duration

- November 2005 until March 2009



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Expected impacts on project level

Economic impacts

- Implementation of Good Agricultural Practices
- Improvement of quality and productivity,
- Efficient farm management
- Product differentiation, premium prices and improved access to credit
- Improvement of marketing conditions
- Organisational development and entrepreneurial capacity building

Social impacts

- Combat child labour and child trafficking
- Improvement of health services
- Improvement of living conditions

Ecological impacts

- Reduction of deforestation
- Soil conservation and water resource management



Expected strategic impacts

- Promotion of certified sustainable cocoa production
- Identification of specific concern for producers and the industry in cocoa production
- Generation of know how on a conducive framework for sustainable cocoa production
- Dissemination of experiences on regional, national and international level



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Thank you for your attention



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