

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



Kraft Foods



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



Kraft Foods



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

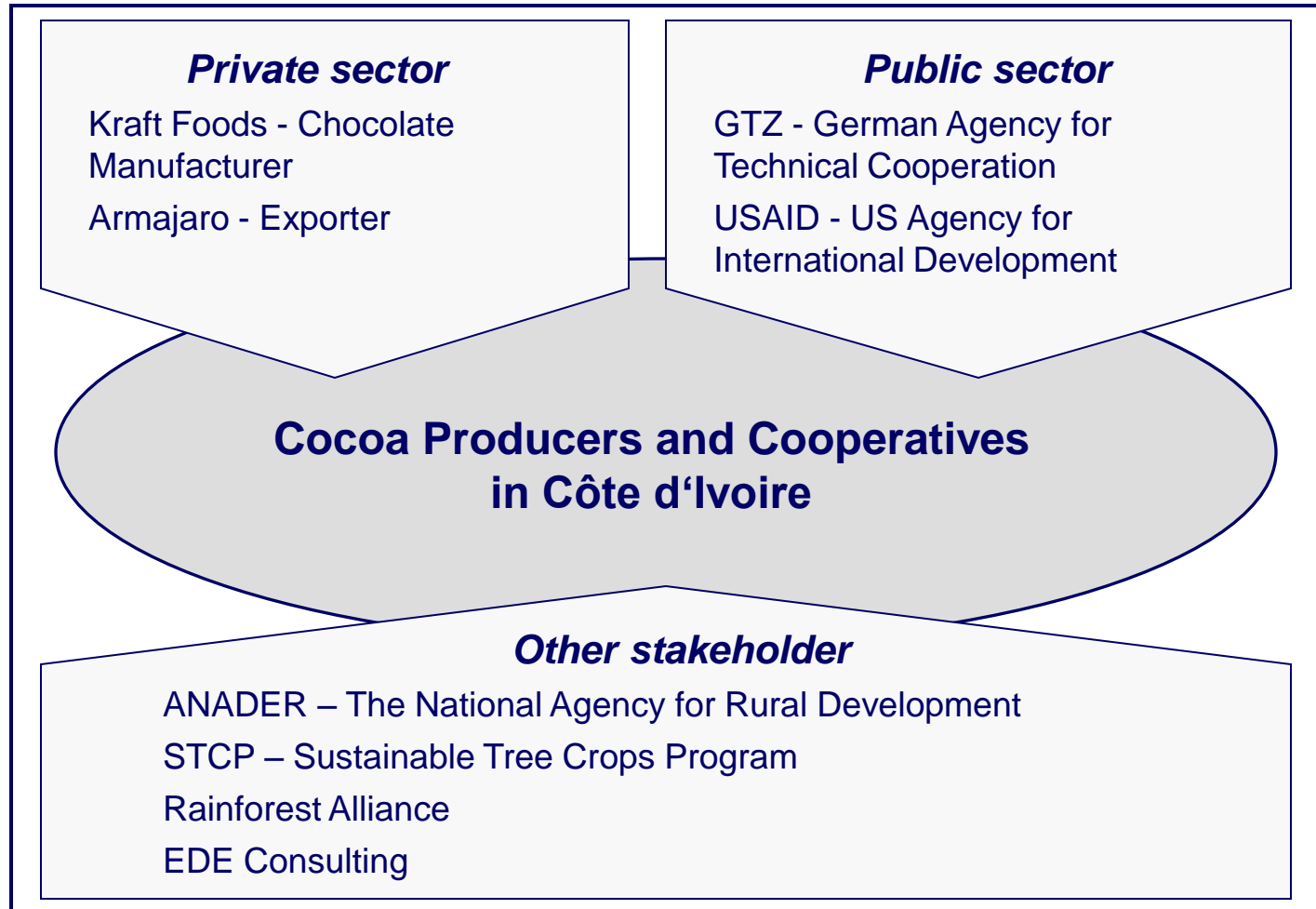
Ecological issues

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



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

Stakeholder



Kraft Foods



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



Kraft Foods



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



Kraft Foods



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



Kraft Foods





Thank you for your attention



Kraft Foods

