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Cocoa: impact & stories

Brussels, 2020



Fairtrade Guaranteed Minimum Price & Premium

Fairtrade certified farmers, organised in cooperatives, benefit from a *better price* (than non-certified farmers) enabling them to invest in the future:

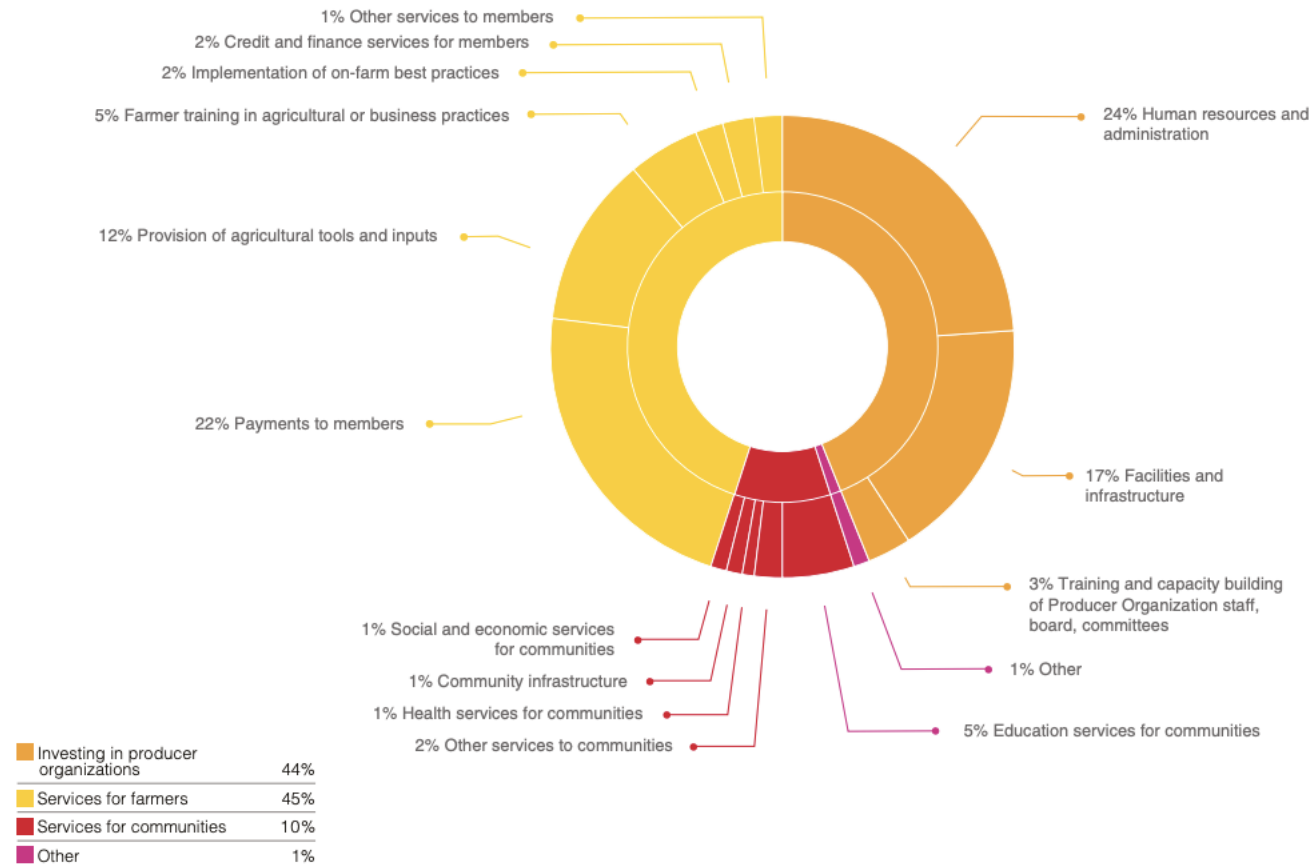
- They can rely on *a guaranteed minimum price*, a safety net when market prices drop.
- In addition, they benefit from the *highest premium* of all certification schemes, paid on top of the price to their cooperatives. It is invested in sustainable practices & community projects.



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The Fairtrade Cocoa Premium

Fairtrade cocoa *premium use* in small producer organizations 2016-2017



Impact of Fairtrade in *Ghana*

The example of Kuapa Kokoo, a Fairtrade certified cocoa producer organization, located in Ghana. The cooperative represents over 100,000 farmers. They invest their premium to provide **technical support** to the farmers, and to undertake **social development projects**.



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Impact of Fairtrade in *Ghana*

The example of Kuapa Kokoo. How the farmers organisation invested the Fairtrade Premium:

Health

- Mobile health program to visit members' villages
- Provision of wells and bore holes for drinking water
- Organize HIV/AIDS awareness workshops

Infrastructure & Productivity

- New equipment, such as scales, reducing workload and farmers' dependency on the machinery of middlemen
- Construction of warehouses at Tema port
- Employment of Development Officers to advise farmers on sustainable agricultural practices

Finance

- Direct payments to farmers in the form of an end of year bonus
- Establishment of a credit union providing members with access to credit and banking services
- Access to information regarding world market prices thus protecting members from unfair trades

Impact of Fairtrade in *Ghana*

The example of Kuapa Kokoo. How the farmers organisation invested the Fairtrade Premium:

Education

- Construction of local schools
- Construction of day-care centers and classrooms
- Purchase of two mobile cinema vans for a farmers' education program
- Setting up of training programs in management and leadership skills

Women empowerment

- The participation of women in managing position is actively promoted: each society elects a Management Committee of seven which includes at least two women. Each society then delegates one female and one male member to elect Area Executive Committees of which two of the seven members must also be women
- Alternative income generating schemes: tie-dye textiles, soap making, palm nut production and palm oil extraction, corn milling and snail farming for local and export markets
- Special seminars and workshops organized for women on a wide range of issues such as nutrition, child care, health and credit facilities

Doris Abena Mansa, member of Kuapa Kokoo:

"I am a 58 year old mother of six. The eldest of my children is already 31 years old and the youngest is 23. I live in a village of 200 people close to the cocoa farm. I have worked as a cocoa farmer for twenty years. Before that I made clothes for a living. The best thing about working here is that I can provide for myself and take care of my children. All my children have had the chance to go to school. They have done very well : one is a doctor, another a nurse, the third a policeman and the others are still studying."





Barikisu Adam, member of Kuapa Kokoo:

" We have taken our destiny into our own hands. Through Fairtrade and Kuapa we now have a lot of progress. We have good drinking water, toilet facilities and schools. Kuapa pays the farmers on time and there is no cheating when the cocoa is weighed. We meet every two weeks to share our problems. We are able to generate extra income through our soap making and palm oil making schemes that help us through the lean months. Kuapa Credit Union gives us loans and enables us all to benefit. We can take a loan out as an individual or as a group."

Impact of Fairtrade in *Ivory Coast*

ECOOKIM is a Fairtrade certified cocoa producer union, located in rural communities across four regions in the Ivory Coast. Its members produce cocoa and coffee for export, which is sold exclusively to ECOOKIM.



©Nabil Zorkot, Fairtrade International

Emma Georgette (right),
working at ECOOKIM, a cocoa
producer organization in Ivory
Coast:

*"My life changed when I became a
member of the cooperative,. With the
support of the cooperative and the
agricultural training I have been
able to increase my cocoa production
and thereby increase our family
income as well. We are really happy."*





Dembele Mamdou, working at ECOOKIM, a cocoa producer organization in Ivory Coast:

"I am really proud to be a member of the cooperative. With the agricultural training offered by the cooperative I could almost double my cocoa production. I am also working as a secretary in one of the cooperative's sections. In the future we want to invest our premium in projects like schools for our children and drinking water supply in the communities."



Anne-Marie Yao, Liason Officer
of Fairtrade Africa at
ECOOKIM:

"For me, trade fair means to empower the producers. They are enabled to sell their crop on a free market and advance their community. Currently we have reached an important goal: the engagement of the producers! They are interested in Fairtrade, they like to be part of it."

Impact of Fairtrade in *Ivory Coast*

The CAYAWE coop in Aniassue in the Ivory Coast, consists of around 1,500 members and produces 5,000 tons of cocoa per year. They used the Fairtrade Premium, amongst other things, for the construction of a high school for 210 students and six wells for access to water.



Impact of Fairtrade in *Ivory Coast*

Empowering women: the Women's School of Leadership

Women make up about half of the workforce on farms in origin countries around the equator. Yet, the majority is paid less than their male counterparts, they are often unable to own land and have very limited influence within their communities and cooperatives.

With the objective of empowering women in Fairtrade certified cooperatives in Ivory Coast, the Women's School of Leadership was launched in May 2017.

Of the initial 23 course participants (19 women and 4 men), the 19 women are now leading their local women's associations and co-operatives. The objective is to inspire as many other cooperatives as possible, to establish wide-spread change. Men are part of the program because change requires their support.

In total, 800 women a year gain an education through the Fairtrade 'Women's School of Leadership' in Ivory Coast, increasing female leadership.

Julienne Assoko, a graduate from the Women's School of Leadership:

" During the year that I attended the programme, I learned a lot.. The programme reinforced my capacities in the exercise of my functions and enabled me to diversify my activities. In a way, the School of Leadership helped me unlock my school education... I used to think that I wasn't useful to the community and that I should just work the land. But, through my participation in the school, my vision changed. I realized how much I could do for my cooperative, my community and my personal projects."



Impact of Fairtrade in *Ivory Coast*

SACANDI COOP-CA (Société Coopérative Nataaba de Diegonefla) is a Fairtrade certified cocoa producer organization in Côte d'Ivoire. It was founded in 2017 and is part of the WACP (West Africa Cocoa Program).

With the WACP and the Fairtrade Premium investments, SACANDI has **strengthened the capacities of the cooperative and improved the living standards** benefitted the members and their community.

The Fairtrade Premium has been invested in:

- Surveillance cameras to prevent robberies
- A tractor & four new trucks
- Laptops, chairs, tables, internet access
- Meeting room with a capacity of over 200 people in order to organize training sessions & general assemblies
- The construction of a fully-furnished canteen at the EPP WEAKA primary school in Diégonéfla
- The construction of two classrooms in a Franco-Arab school for the Muslim children to attend

These changes have improved the safety and efficiency of the work, as well as the general living conditions of the farmers and their community.



Ouedraogo Sidiki, a SACANDI member

"I can say that there has been a lot of change because, thanks to the pickup trucks, we no longer have any problem transporting our cocoa from the sections to the central warehouse; it's easy. Also, before the Fairtrade certification, we used only one sprayer, but today the cooperative has purchased several. Each section has at least one making our work more efficient. In addition, we also benefit from the Fairtrade Premium, which allows us to better take care of our families.."

Ouedraogo Sidiki, a SACANDI member

"Today, our children who attend the EPP WEAKA school benefit from a canteen and are no longer obliged to come home for lunch before going back to school. Before the Franco-Arab school, there were not enough classes to accommodate all pupils. Today, thanks to Fairtrade, our children can benefit from quality training in modern and sophisticated facilities."



Impact of Fairtrade in *Dominican Republic*

CONACADO : Dominican cocoa producers strive towards excellence in production

In 2011, the Fairtrade certified cocoa cooperative CONACACDO in the Dominican Republic had one of the lowest productivity levels, compared to other cocoa producing countries in the region (Brazil, Colombia, Peru) This was linked to poor agriculture practices, a low density of cocoa plants, inadequate special distribution, and a lack of financial resources.

As a consequence, the members were not earning enough money, and did not see a future in cocoa farming.

They responded to the challenges by creating the COOPERATIVE DEVELOPMENT PLAN (CDP), supported by USAID and Fairtrade. Through constant training, farmers learned how to adopt appropriate agronomic practices. At the end of the project, in 2017, a significant increase in productivity levels was noticed. In the demonstration plots, productivity increased by 496% from 353 kg/ha at the beginning of the project in 2011 to 2,104 kg/ha in 2017!

Following the success, they have used their Fairtrade Premium to expand the program to other branches and members of the cooperative.

Evaristo Sánchez, demonstration plot owner

"When I started to apply the new practices to my plot [...] people told me I was crazy, but I did it because I had seen that it gave results. My farm was previously very overgrown – it had old trees with low productivity. But I put in young plants and now those same people who told me I was crazy are interested in what I'm doing. The farm is 50 percent grafted with basal suckers and nursery grafts. Now the neighbours want to visit the farm because they have seen I have shade control, living barriers and a good level of production. In the other 50 percent of the farm I will continue to implement the new practices because they have made a difference. Now I can say that I am an expert in grafting.."



Research insights

Do sustainability standards benefit smallholder farmers also when accounting for cooperative effects? by Jorge Sellare, Eva-Marie Meemken, Christophe N. Kouamé, and Matin Qaim

Aim of the study

- Understand differences between certified and non-certified farmers in Côte d'Ivoire, by disentangling them from the benefits that may occur due to being part of the cooperative
- Random sample of 50 cooperatives, of which 25 non-certified and 25 certified; 500 member-farmers (also split 50/50)

Findings

- Participation of cooperatives that are already doing better are more likely to take up certification and thus show a positive impact.
- Fairtrade certified farmers have 13% higher yields, receive on average a 3.5% higher price for their cocoa than non-certified farmers.
- Fairtrade certified farmers have 20% higher per capita consumption expenditure, raising household living standards by 18%.



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Thank you

www.fairtradebelgium.be



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