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COCOA SUSTAINABILITY ALLIANCE

MARKET-ORIENTED PRODUCTION OF CERTIFIED SUSTAINABLE COCOA

THE CHALLENGE

Côte d'Ivoire supplies 40 percent of the world's cocoa, and its economy relies predominantly on agriculture with an estimated 40 percent of GDP originating from cocoa crops. The majority of cocoa farmers are typical smallholders who grow their crops on impoverished soils and use poor resource management practices, resulting in a high incidence of pests and diseases. Inadequate processing of cocoa beans also produces a low quality product. As a result of these constraints, farmers' returns from cocoa are low and poverty among farmers and their families has the potential to affect overall supply of cocoa on the world market.

THE APPROACH

In response to these challenges, USAID and Kraft Foods have partnered together with other organizations to encourage quality cocoa production through the application of sustainable agricultural practices according to internationally accepted standards. Farmers, in turn, are able to charge a premium price for their products. Through training, inspection, and certification, this alliance seeks to increase small-scale producers' economic, environmental, and social benefits by supplying cocoa beans from Rainforest Alliance Certified farms. This Global Development Alliance (GDA) demonstrates how producers, the private and the public sectors can take joint responsibility for re-orienting mainstream cocoa production towards more sustainable practices by using a market-oriented approach.

PARTNERS

Kraft Foods Global, Inc., Amajaro Ltd., German Agency for Technical Cooperation (GTZ), Sustainable Tree Crop Alliance, International Institute of Tropical Agriculture (IITA), Rainforest Alliance, Anader, EDE Consulting



RESULTS

- The Farmer Field School teaches sustainable agriculture techniques, cooperative management, and conduct of financial and control operations to ensure a sustained impact.
- The certification process ensures adherence to international standards established by the Sustainable Agriculture Network while also reflecting local conditions in Côte d'Ivoire.
- Training given to farmers improves social norms by raising awareness on the importance of avoiding the worst forms of child labor and protecting oneself from HIV/AIDS and malaria.
- To date, all six cooperatives (1,850 farmers) in the project have been certified and 290 tons of cocoa beans from certified farms have been purchased by Kraft Foods.

