



AMARTA Sulawesi Kakao Alliance

Connecting Rural Cocoa Farmers to Global Markets

THE CHALLENGE

Indonesia is the world's third largest producer of cocoa, with about 70 percent of that cocoa originating in Sulawesi. On this large, lush island to the east of Java, cocoa production is a way of life for many smallholder farmers. Last year, however, the island's cocoa farmers lost about \$127 million to the ravages of the Cocoa Pod Borer and other pests and diseases. These cocoa tree problems reduce yields by as much 60 percent and leave the farmer with poor quality cocoa beans – reducing income and threatening Sulawesi's status as a major producer and exporter of cocoa.

THE APPROACH

Through the AMARTA Sulawesi Kakao Alliance (ASKA), USAID, Blommer Chocolate Company, and Olam International work with the Government of Indonesia to promote Sulawesi's cocoa industry. By providing training in pest and disease control technologies and cocoa best management practices, the alliance helps to improve farm productivity and increase the incomes of rural cocoa farmers. In addition, partners provide local farmers with information on the cocoa grading process so that farmers can command higher prices at local buying units for their crops. So far, the alliance has worked to provide more than 11,000 farmers with the knowledge and training in cocoa production and access to local cocoa buying stations that pay premium prices for high-quality cocoa. Farmers who have gone through the training program are benefiting from increased cocoa yields and income of up to 75 percent.

PARTNERS

Olam International, Blommer Chocolate Company



RESULTS

- Since its launch on February 14, 2007, the ASKA alliance has enabled over 11,000 farmers to increase productivity and improve the quality of cocoa beans.
- Olam International has set up more than 23 local buying units in South and Southeast Sulawesi, providing farmers with direct access to major exporters.
- Blommer Chocolate Company pays a premium of 200 Rupiah (US \$0.21) per a kilogram for export-grade Sulawesi cocoa.



