

Global Cocoa Agenda Roadmap

Mind-mapping for Change

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Vision or “just” innovation?



Challenges and the Vision of a Sustainable Cocoa Economy

CURRENT STATUS

• **Production:**

Low yield;
losses due to pests and diseases;
uneconomic farm size;
degraded soils;
old farmers, old trees/planting materials;
lack of technology transfer,
lack of investment in R&D,
challenges of climate change,
risks, price volatility;
low bargaining power due to low level of
organized farmers;
etc - vicious cycle of poverty and

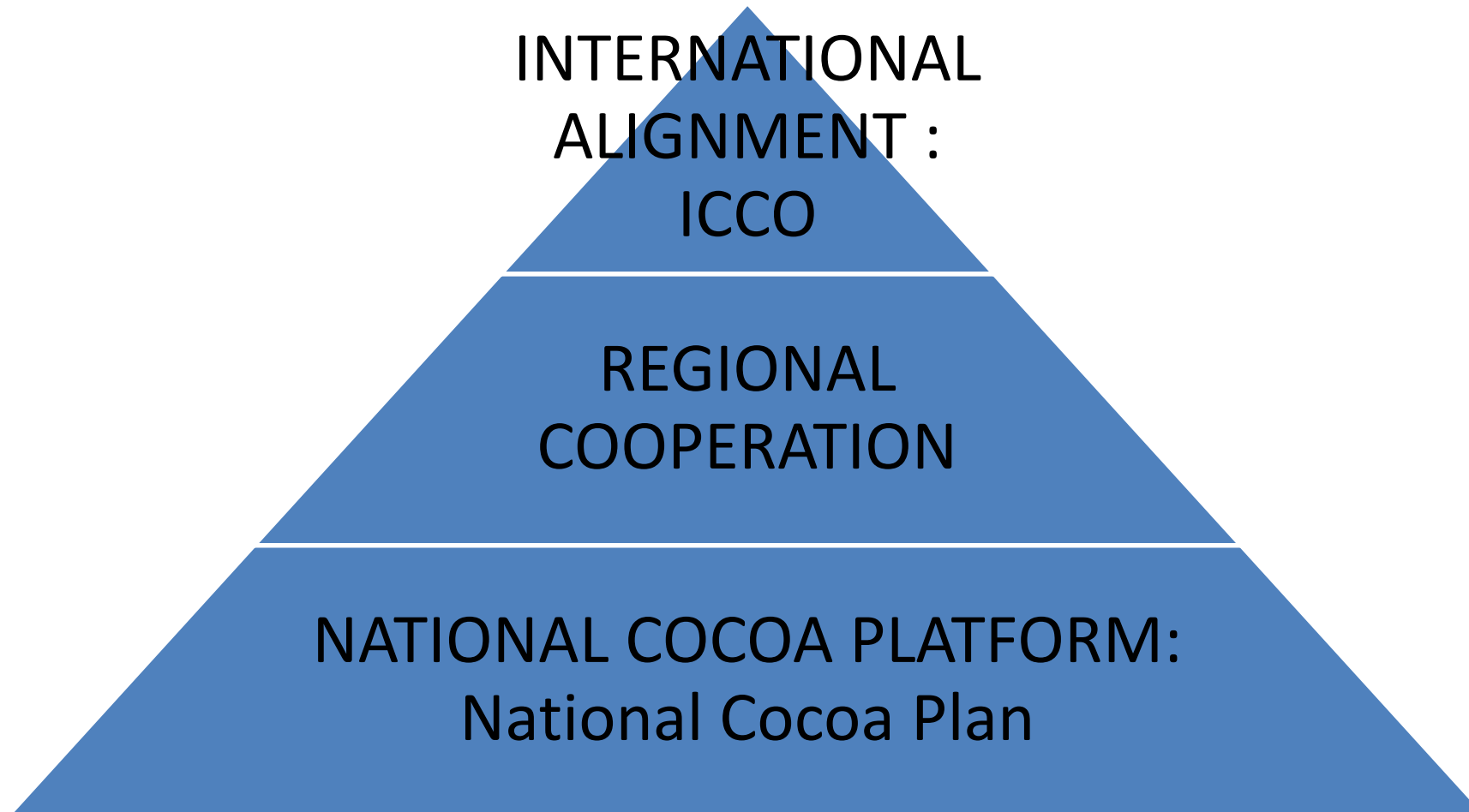
UNSUSTAINABLE in the LONG TERM

- **Processing:** low levels of processing in origin countries; low technology;
- **Manufacturing:** modern; high technology; highly concentrated;
- **Consumption:** concentrated mostly in high income developed countries; need to increase consumer awareness/willingness to pay for high quality, sustainable cocoa origins

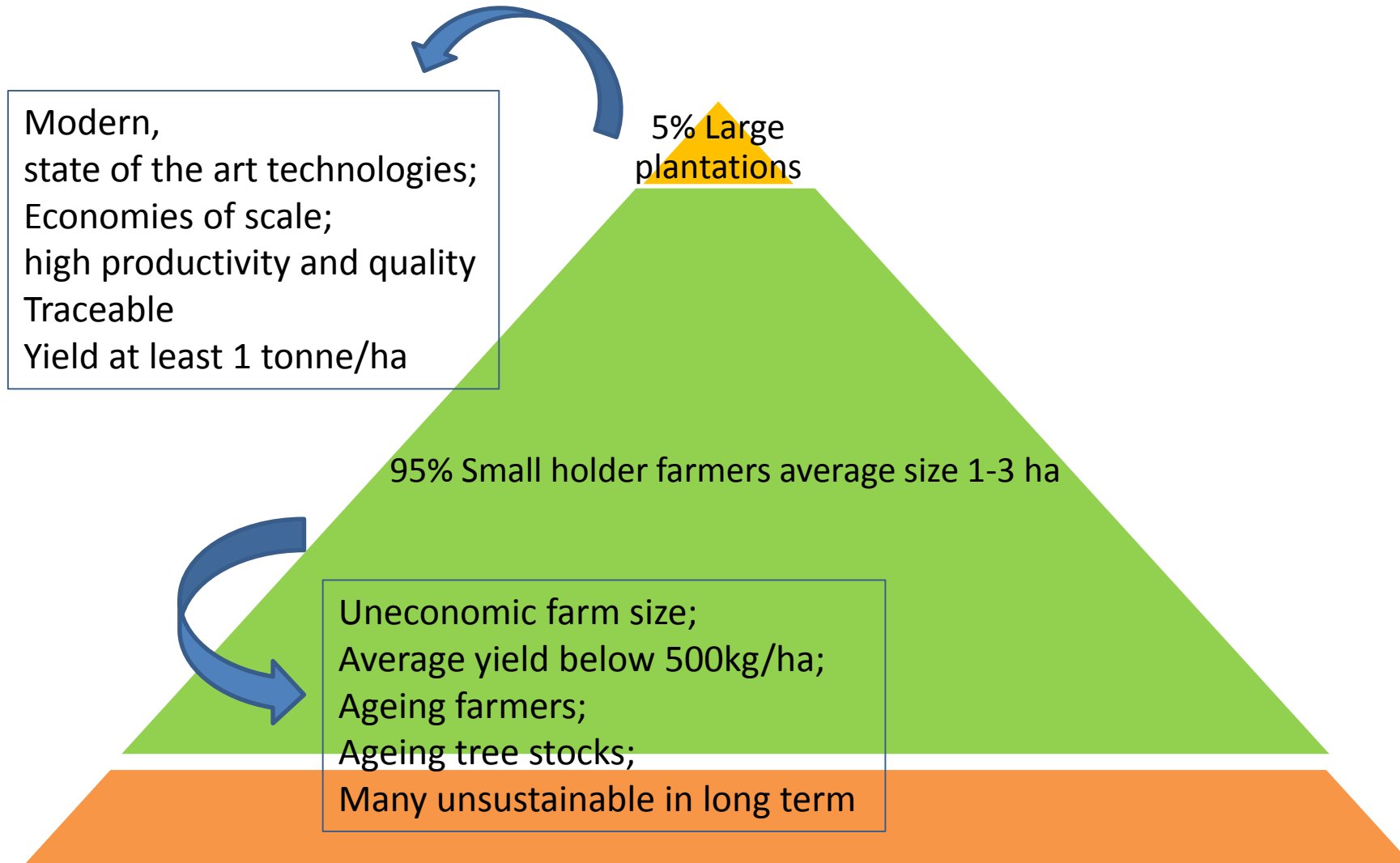
PARADIGM SHIFT/TRANSFORMATION

- Sustainable world cocoa economy
- Need for a Change in HEARTS and MINDS in ALL STAKEHOLDERS along the cocoa value chain from producers to consumers;
- OLD system has surpassed its efficacy date;
- calls for NEW system of doing business by ALL stakeholders in the cocoa value chain;
- 2012 – The *GLOBAL COCOA AGENDA (GCA)* adopted at the WCC1 as the roadmap

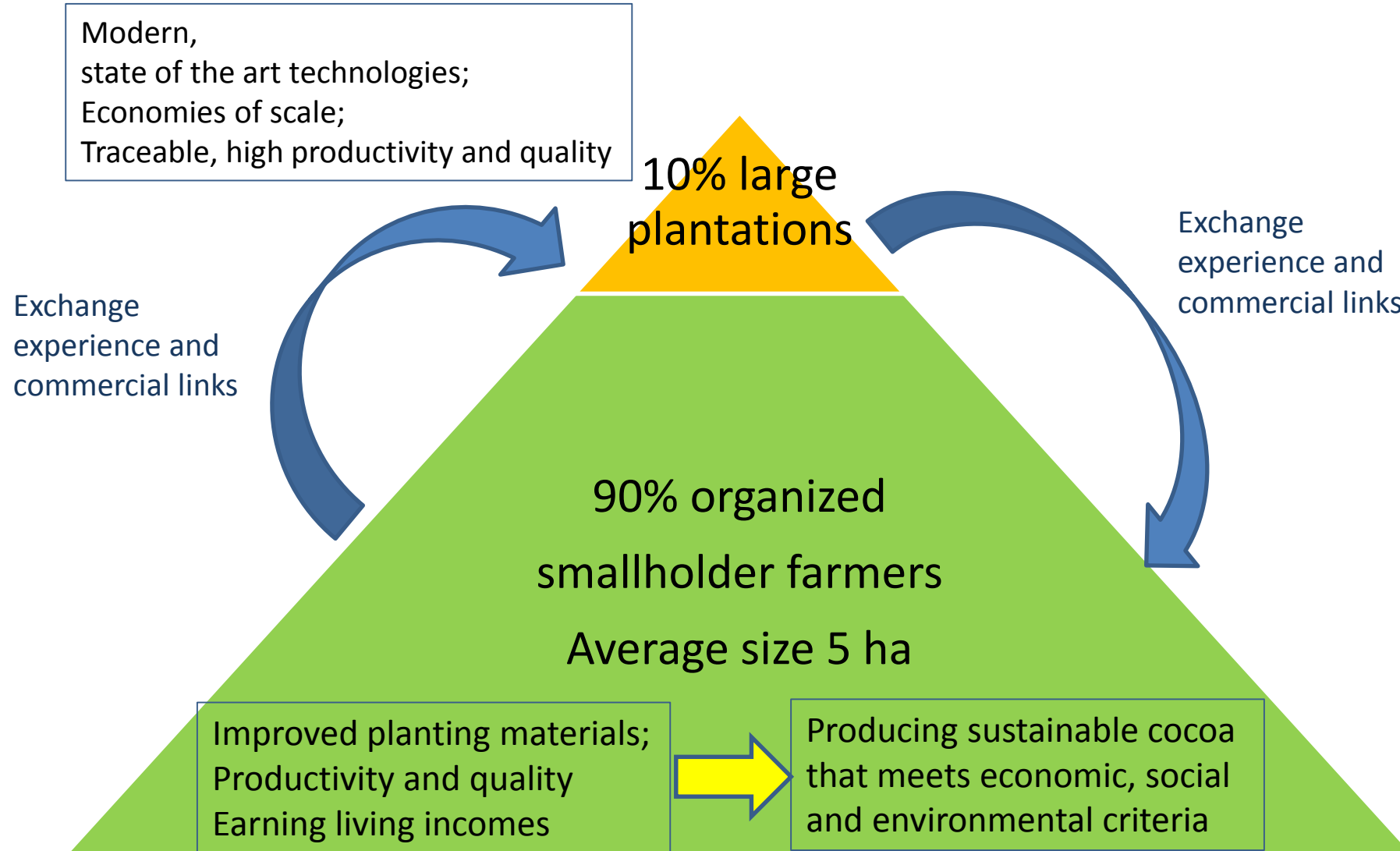
GCA calls for ALIGNMENT of ALL
cocoa sustainability INITIATIVES



Current Cocoa Structure



Vision of Farm structure 20 years from now



Opportunities for Change

- Bringing together all research institutions to stocktake, review and coordinate cocoa R&D activities in new transformation strategy;
- Access to credit and inputs
- Tap Mobile phones as a tool to transfer knowledge and information to farmers
- New market developments and consumption trends
- Conducive environment for starting a business
- Improve necessary infrastructure, including incentives
- Strengthen institutional framework
- Capacity building

What next?

- Significant progress has been made: implementation of national plans; Industry with *CocoaAction*;
- Much more remains to be done;
- The third edition of the WCC will report on the progress made and enhancing its implementation with more innovative ideas and programmes.



Concluding remarks

- The road to sustainability is an evolving process that requires transformational change in the global cocoa value chain.
- Towards this end, all stakeholders have to increase efforts.
- ALL are invited to the third WCC in the Dominican Republic in 22-25 May 2016

Thank you
for your kind attention



<http://www.icco.org>