

Cocoa Future? facing the gender challenge

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Cocoa Challenge

- Concentration of cocoa-chocolate value chain
- Shifting end markets (consumers in Asia)
- Declining cocoa productivity, quality
- Poor community & welfare provision
- Exit of younger farmers
- Amajaro prediction – 1 m ton shortage 2020

“Cocoa is a male crop”

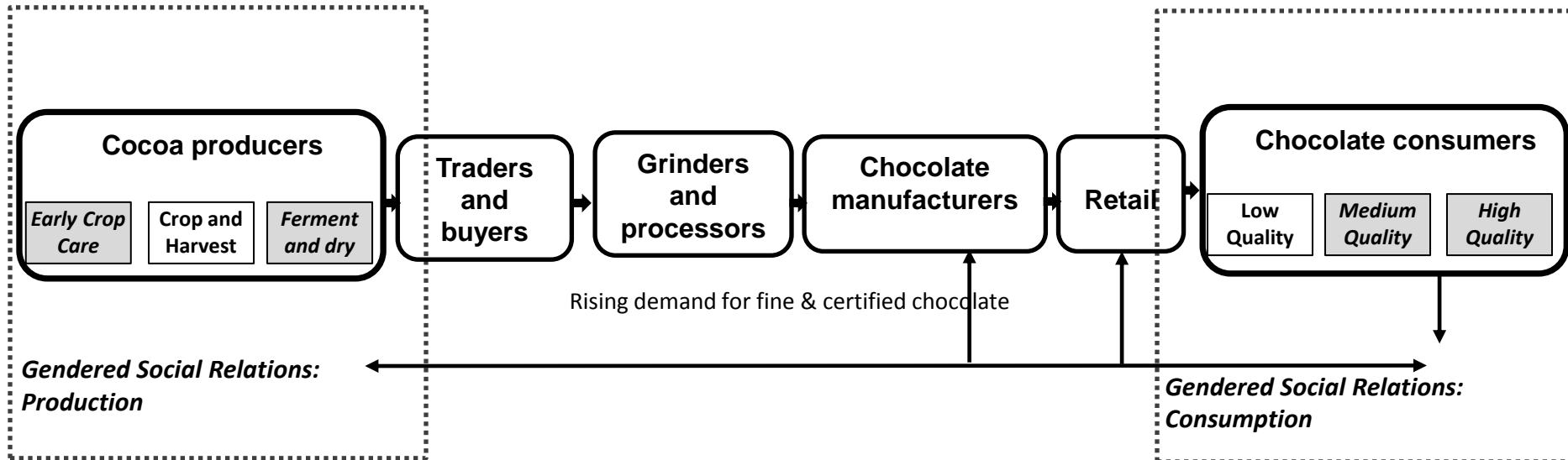
– Or is it?

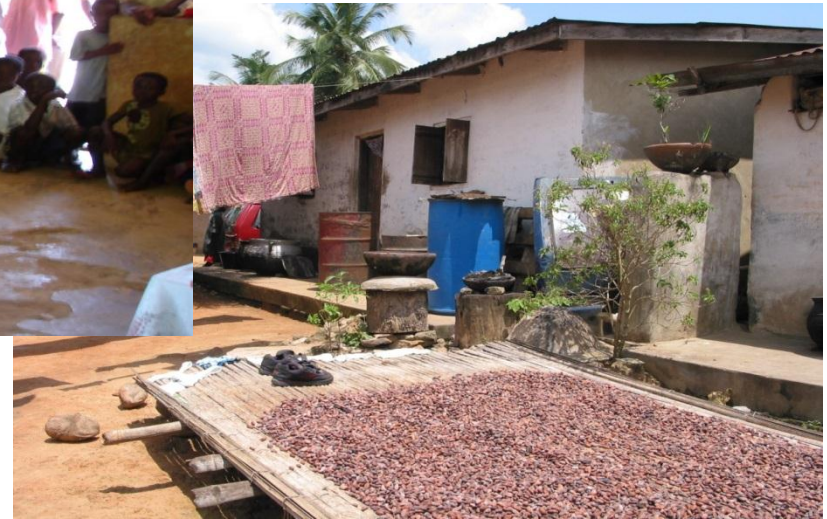
- Quality Matters
 - Rising demand for fine & certified chocolate
- Who buys quality chocolate?
 - Women majority of quality consumers
 - Marketing focuses on “she”
- Who produces quality cocoa.....?

Gender roles in the cocoa value chain (FGDs or % respondents reporting engagement by activity)

Activity	GHANA		INDIA	
	Male	Female	Male	Female
Land/crop preparation	Some men	Mostly Women	76.8%	62.5%
Weeding			72.5%	68.8%
Spraying	Mostly men	Few women	47.8%	12.5%
Pruning	Mostly men	Few women	43.5%	22.9%
Harvesting pods	Mostly men	Some women	33.3%	31.3%
Fermentation	All	All	21.7%	31.25%
Drying beans	All	All	18.8%	27.1%
No. of respondents			69	45

Simplified Cocoa-Chocolate Value Chain





Doing Something?

Civil Society



Companies



Certification



Gender Strategies & Alliances

- **Governments**
 - Training and education for women
 - Community and social provision
 - Land tenure arrangements
- **Companies**
 - Access to finance and contracts
 - Purchasing strategies: quality/price
- **Civil Society**
 - Capacity building and extension
 - Corporate Social Responsibility
 - Alliances, advocacy, campaigns
- **Donors**
 - Gender interventions in policies
Aid for Trade, private sector etc.