

# CHOCOA 2014

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# SOME CHALLENGES IN THE COCOA INDUSTRY

- ❖ Crop, employs millions in producing and consuming countries and drives economic growth;
- ❖ 95% of world cocoa is produced by smallholders with low income / Mostly living under poverty threshold;
- ❖ Ageing tree stocks/ Ageing farmers Stagnating yields / low productivity/ Outdated farming techniques
- ❖ Land constraints/ Depleted soils;
- ❖ Little or no use of inputs/ Loss of production caused by pests and diseases;
- ❖ Increasing legislation / strong regulations on food safety;
- ❖ Absence of the next generation of cocoa growers

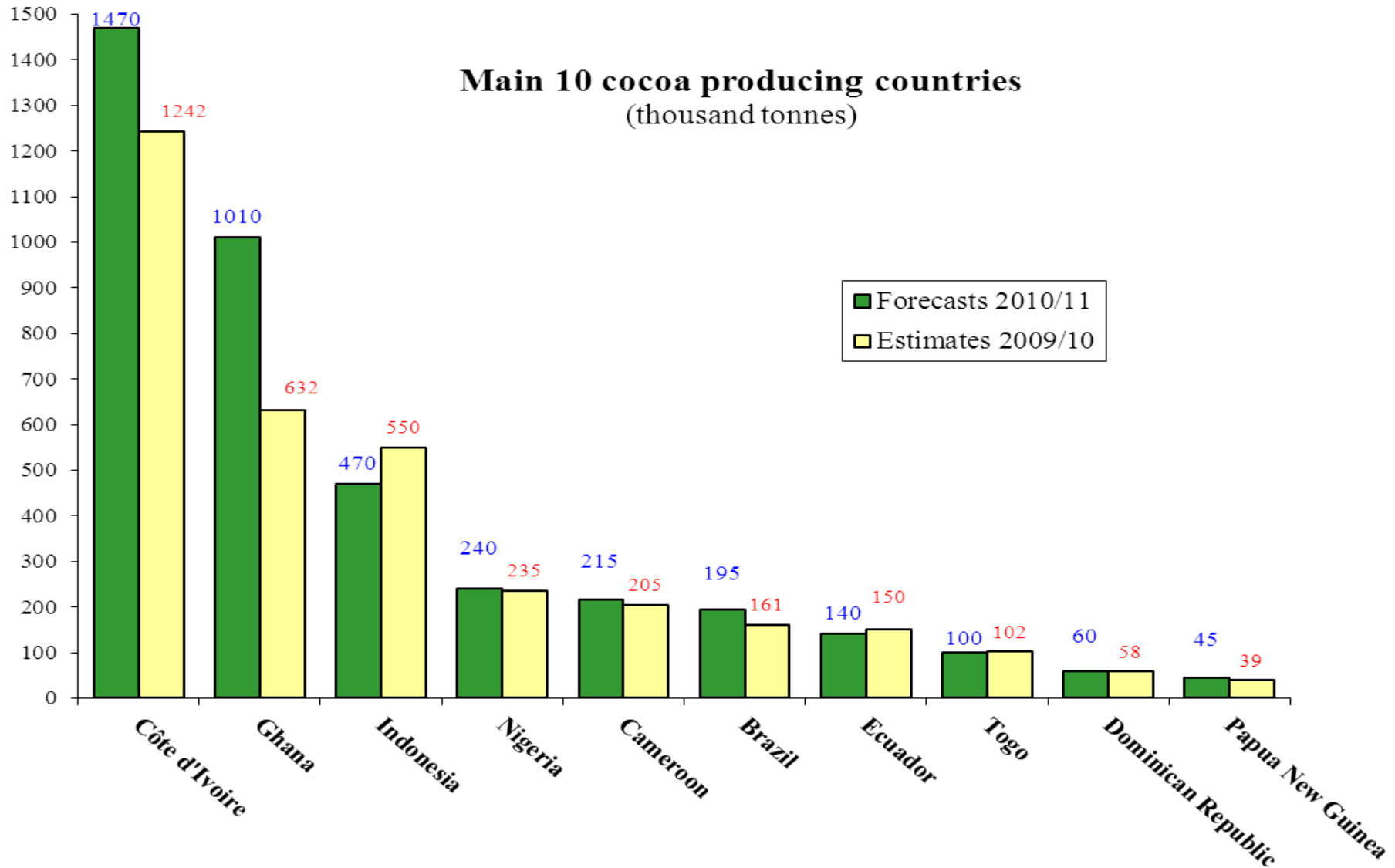
**SO CAN WE LEAVE WITHOUT  
THIS ???**



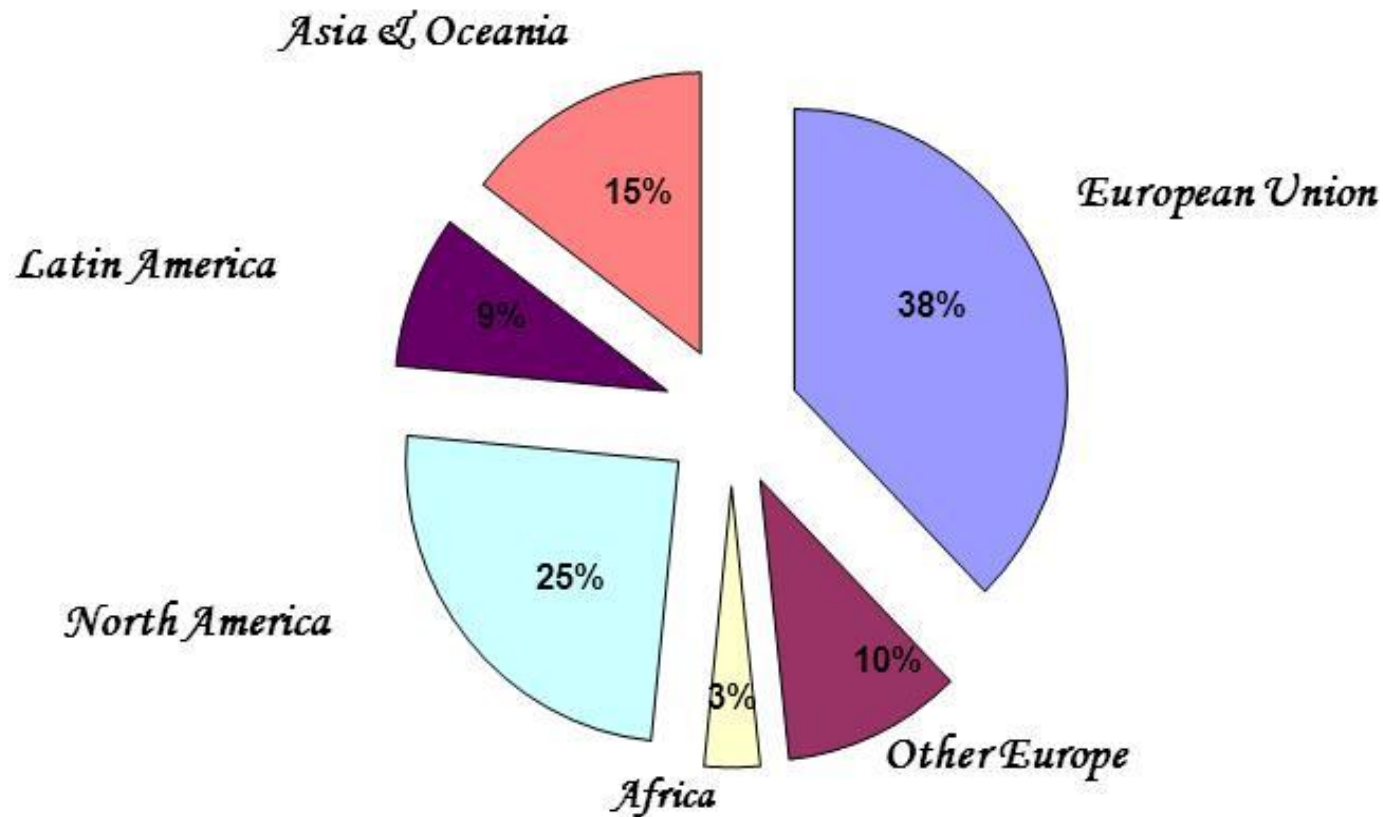
# ICCO : MARCH 2010 FIELD TRIP IN A COCOA FARM



# ICCO: HOW IS PRODUCTION??



# ICCO: APPARENT CONSUMPTION OF COCOA 2010/2011



# WHAT IS « PROFIT » FOR A COCOA FARMER???

- Improved and more equitable economic returns for farming;
- Optimized incomes through skilled farming;
- Remunerative market prices.

Could we consider the farmer as a share holder of the cocoa value chain and not only a stake holder???

# ICCO/CIRAD: DISTRIBUTION OF CHOCOLATE BAR VALUE

- Production of beans= 6%;
- Collection and export of Cocoa beans= 4%;
- Manufacturing and distribution of Chocolate= 70%;
- VAT on Manufacturing and distribution= 5%;
- Manufacture of liquor and butter= 5%;
- Sugar= 3%;
- Manufacturing of couverture= 5%;
- Milk=???
- Other components=???



# QUESTION IS: IS THIS FAIR???



# HOW CAN WE FIGHT THIS IN THE COCOA INDUSTRY ???



**HOW CAN WE SUCCEED IN MAKING  
THIS ICCO'S DREAM A REALITY ???**



LET US

DICUSS!!!