



Webinar June 25<sup>th</sup>

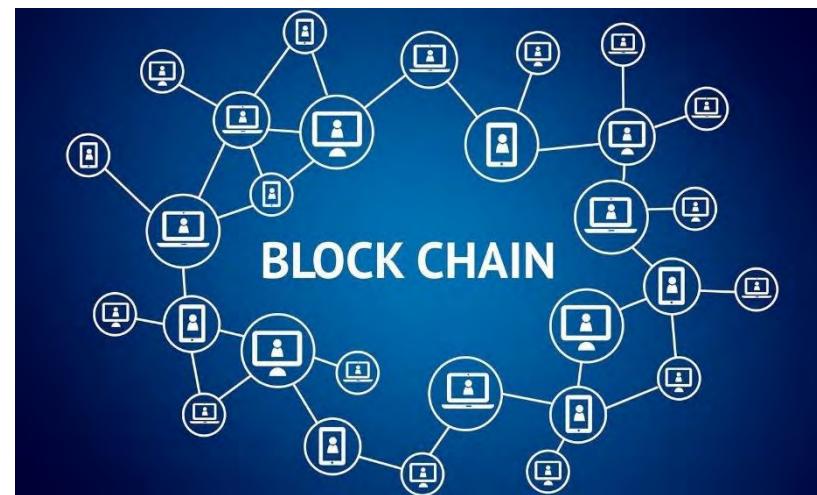
# The role of data in cocoa sector sustainability



NewForesight



# Why talk about data?



# Before we start, some logistics



## Guiding questions

- How has the role of data and evidence-based approaches evolved in the cocoa sector?
- How will the increasing use of data help shape efforts towards sustainability in the future?

## Using GotoMeeting:

- Right click in the Attendees list and click “Add name”.  
Fill in your Name and Organization
- In case of a question select “private” in the chat and send to Eva Schouten, NewForesight. We will answer your question after the speaker has finished.
- In case of any difficulties, use the chat function or “raise” your hand

## Cocoa and chocolate – what are the images that come to mind?



# What do we hear about in the news?

**UN: Ivorian military officers smuggling cocoa ‘Warlord Style’**

30/4/2013

Child Labour: the true cost of chocolate production

19/6/2018

**Land Disputes Gnaw at Côte d'Ivoire's Forests**

25/11/2013

Third party certification only way to combat cocoa child labor

12/6/2013

**Sustainable cocoa farming crucial to protect Ghana's forest**

4/6/2018

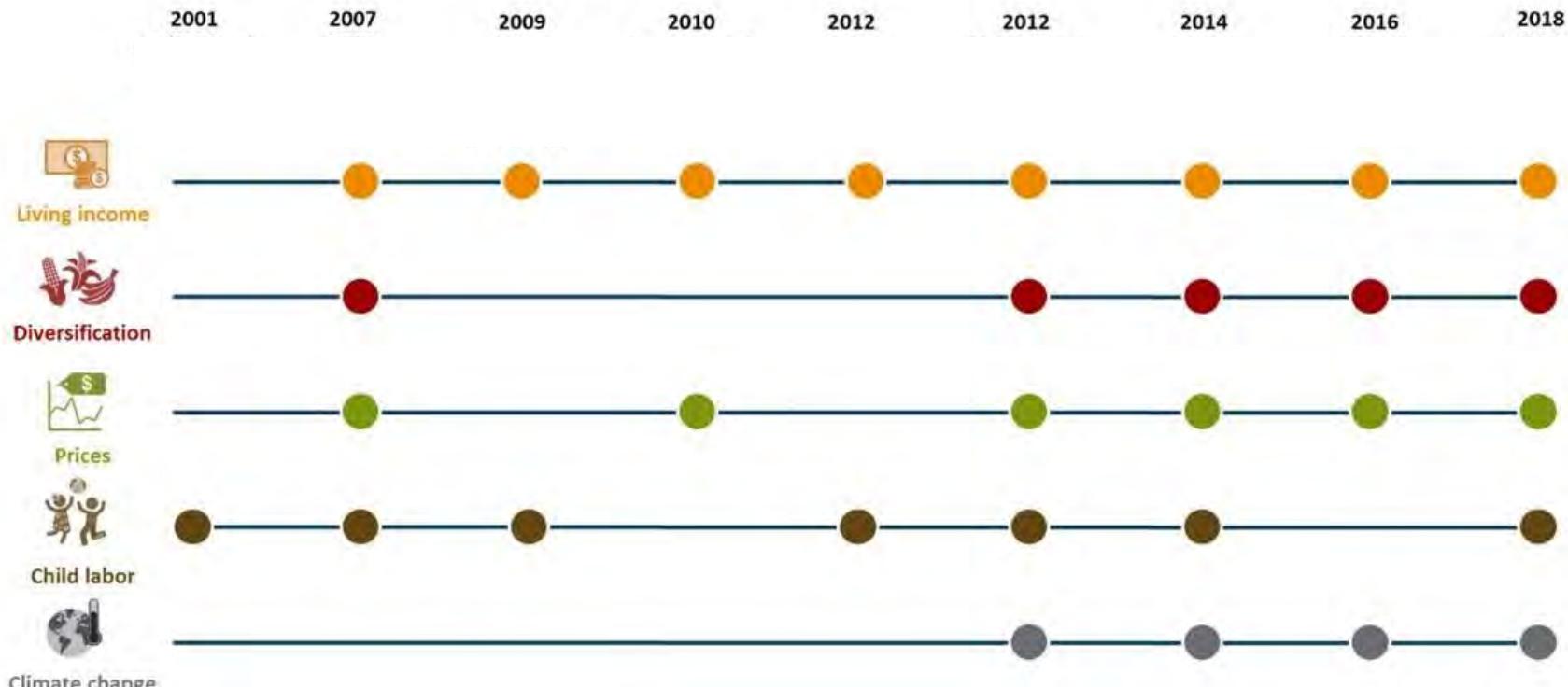
The cost of chocolate and the unjust underbelly of supply chains

19/6/2018

**Migrant farm workers face systemic abuses: Amnesty International**

20/10/2014

## What about at conferences?



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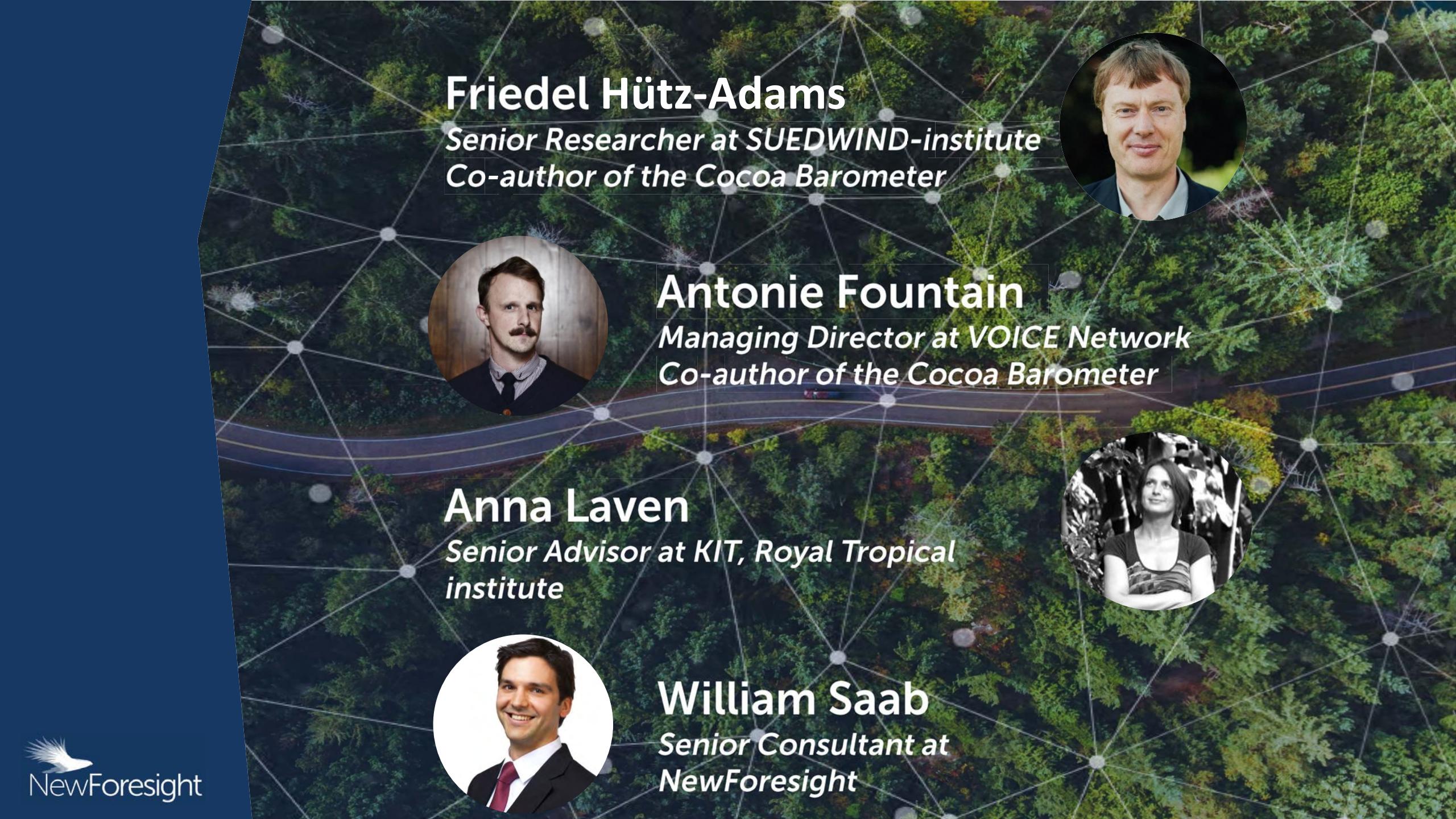
Do we also sometimes hear some positive news?

**“...unprecedented commitments on  
forest protection and restoration. and  
sustainable cocoa production and  
farmer livelihoods...”**

**“...decades-long  
commitment to  
sustainability in  
the cocoa  
sector...”**

**“...ambition of moving  
sustainable chocolate from  
niche to norm by 2025...”**

**“...more than  
250.000 farmers  
trained...”**



# Friedel Hütz-Adams

*Senior Researcher at SUEDWIND-institute  
Co-author of the Cocoa Barometer*



# Antonie Fountain

*Managing Director at VOICE Network  
Co-author of the Cocoa Barometer*

# Anna Laven

*Senior Advisor at KIT, Royal Tropical  
institute*



# William Saab

*Senior Consultant at  
NewForesight*



And who is in the audience?

UNIVERSITY OF  
COPENHAGEN



controlunion

MARS



COCOA  
NECT.

WAGENINGEN  
UNIVERSITY & RESEARCH

AGRI LOGIC

CONCORDIA  
UNIVERSITY IRVINE

BARRY CALLEBAUT

AgroEco  
AGRO ECO  
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giz  
Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

Rainforest  
Alliance

idh  
the sustainable  
trade initiative

CORNELL UNIVERSITY  
FOUNDED A.D. 1865 IIT

Solidaridad



**Speaker:**  
**Friedel Huetz-Adams**  
*Senior Researcher at SUEDWIND-institute*  
*Co-author of the Cocoa Barometer*



Webinar, 25.06.2018

## The role of data-driven approaches in the cocoa sector

Institut SÜDWIND  
von: Friedel Hütz-Adams

## Data: Non-competitive collaboration?



**I don't need eyesight, I need vision  
(Faithless)**

**People with a vision should go to the doctor  
(Helmut Schmidt, former German Chancellor)**

## Data: Non-competitive collaboration?

### **Sharing data is no vision, it is a necessity**

- Discussion on cocoa will go on: Pressure from unions, NGOs, Press, Politicians, Investors will increase
- Farmers might stop cocoa farming
- Communication problem as long as the industry has so many different programs:
  - Nobody has an overview on impacts = no trust

## Data: Non-competitive collaboration?

### Research 1 = Baseline Situation

- Social and economic situation of farmers
  - Detailed data collected every year: capacity building of research in the cocoa producing countries
  - Detailed data about different countries: Allow comparisons possible to identify inactive governments

**Goal: To get valid data from an independent source**

## Data: Non-competitive collaboration?

### Research 2 = Designing Models

- Develop standards for evaluation:
  - How do we measure the impact of certifications and company projects?
  - How do we isolate other influences for improvements like rising prizes for cocoa or progress initiated by governments ....?

**Goal: The development and implementation of a widely accepted model**

## Data: Non-competitive collaboration?

### Research 3 = Impact

- Impact of certification/company projects:
  - Improvements of the situation of the farmers
  - Improvements of cocoa yields (volume & quality)
  - Interdependency with government programs

**Goal: We have to identify and replicate what works best**

# Data: Non-competitive collaboration?

## Present situation

- Last four slides were from the presentation “Brüssel, 25.05.2011  
[Cocoa-Sector: Non-competitive collaboration](#)”
- WCF: Cocoa MAP never worked
- BUT: More and more data are collected
- Extensive databases of companies (including GPS figures on locations, farm size, yield, family size, diversification etc.) exist
- Many data are not shared
  - Unnecessary costs
  - Farmer and governments should own data!

# Data: Non-competitive collaboration?

- 17 KIT database: cocoa most important crop  
Balineau / Bernath / Pahuatini 2017: Data are based on surveys conducted on farms aligned to
- 18 Barry Callebaut Cocoa program
- 19 Como Consult 2016; Base line for Pro Planteurs project, region in eastern Part of CDI
- 20 Ingram, Verina et al. 2014: Database: Analysis of Impact of UTZ-Certification in Cote d'Ivoire
- 21 Waarts, Yuca et al. 2015; Database: Analysis of Impact of UTZ-Certification in Ghana  
Foundjem-Tita / Donovan / Stoian / Degrande 2016; Evaluation study of Fairtrade cooperatives
- 22 and control group
- 23 Fairtrade International: Sample of 3202 Farmers in Cote d'Ivoire  
Aidenvironment, NewForesight and IIED 2015a: based on calculations after interviews with
- 24 experts  
Aidenvironment, NewForesight and IIED 2015b: based on calculations after interviews with
- 25 experts
- 26 ICI (International Cocoa Initiative) 2016: Big data collection in different regions of Cote d'Ivoire  
and Ghana
- 27 Asamoah, Mercy / Owusu-Ansah, Frank (2017): Research on land use in Ghana, GPS-Data
- 28 Tulane University (2015): focus on child labour
- 29 Nestle 2017: Summary without transparent database
- 30 Agrilogic 2017: FFB Côte d'Ivoire Company Report Barry Callebaut,  
Company A: Unknown database, but company does a lot of on the ground research with many
- 31 farmers included  
Company A: Unknown database, but company does a lot of on the ground research with many
- 32 farmers included



JT FÜR ÖKONOMIE  
KUMENE

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
	figures in red: see literature list below		17: KIT (2016)	26: ICI (2013)	23	22 certified	22 not certified	24	25	27	28	19	18	29	30	20/21 certified	20/21 not certified	31	32	
<b>Household Size</b>	Average																			
Côte d'Ivoire	5,15	6,84	7,39	9								10	8	7	8,7		7,00			
Ghana	5,19	5,83	4,38											6						
<b>Adults per Household</b>	Average																			
Côte d'Ivoire	4,61	3,65	3,62	3								5,3			4,9					
Ghana	2,75	3,29	2,75																	
<b>Age of Farmers</b>	Average																			
Côte d'Ivoire	45,62	44,69	47									45,1	44	46	46					
Ghana	49,15	49,73	49		51							48,8	47,8							
<b>Farm Size (in hectare)</b>	Average																			
Côte d'Ivoire	5,28	6,56	5,77	6,7								5,28	5,81	4,87	5	6,9	3,70			
Ghana	3,05	4,9	1,94		4,40	3,80						3,1		1,54			3,96			
<b>Used for Cocoa (in</b>	Average																			
Côte d'Ivoire	4,08	4,42	5,04	4,9								3,5	4,31	4,4	2,30					
Ghana	3,00	3,80										3								
<b>Yield per Ha (in kilo)</b>	Average																			
Côte d'Ivoire	410,78	369,75	214,00	427								323	471	375	545	467,00	315,00			
Ghana	489,29	433,26	402,00		540,00	770,00						450,00	353,00		631	311,00	321,00	631,00		
<b>total yield Yield (in kilo)</b>	Average																2342	2,326,00		
Côte d'Ivoire	2.009,00	1325,00	1369,00	1999																
Ghana	1.288,00	1175,00	1288,00																	
<b>Labour productivity koperson days</b>	Average																			
Côte d'Ivoire	16,26		16,26																	
Ghana	20,50		20,50																	
<b>Labour days per Ha</b>	Average																			
Côte d'Ivoire	56,11		39,71													73				
Ghana	123,50		187,00													60				
<b>Expenditure Inputs per</b>	Average																perha			
Côte d'Ivoire	62,50	96,50	47,00													78,00				
Ghana	89,00	171,86			97,00	73,00										97,00				
<b>Household Labour days</b>	Average																			
Côte d'Ivoire	70,24		83,28													58,4				
Ghana	62,00		62,00																	
<b>Hired Labour days per</b>	Average																14,6			
Côte d'Ivoire	14,60																			
Ghana	125,00		125,00																	
<b>Expenditure Labour (in</b>	Average																perha			
Côte d'Ivoire	171,50															235,00				
Ghana	141,25		267,00		175,00	51,00										72,00				
<b>Cost per Ha (labour +</b>	Average	perha	perha																	
Côte d'Ivoire	108,65		35													147,6	314	258		
Ghana	173,00															173,00				
<b>% Cocoa of Income</b>	Average																			
Côte d'Ivoire	75,75	66,00	74													79		62		
Ghana	73,75	61,00			74,00	71,00						62,00				88				
<b>Cocoa Income</b>	Average																			
Côte d'Ivoire	2.899,57	2268,00														4115	3065	2632	2340	
Ghana	2.082,50	1776,00														1936		2229		
<b>Household income USD</b>	Average																			
Côte d'Ivoire	3.469,75	2426	2707													3659	4877	2634		
Ghana	2.960,00	2911														2960				



**Thanks for your attention!**

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[www.suedwind-institut.de](http://www.suedwind-institut.de)



**Speaker:**  
**Antonie Fountain**  
*Managing Director at VOICE Network  
Co-author of the Cocoa Barometer*

# VOICE Network

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions
- Watchdog and catalyst

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions
- Watchdog and catalyst
- Three Core Activities

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions
- Watchdog and catalyst
- Three Core Activities
  - Informed Civil Society

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions
- Watchdog and catalyst
- Three Core Activities
  - Informed Civil Society
  - Research

Antonie Fountain  
Managing Director



# VOICE Network

- Umbrella association of NGO's and Trade Unions
- Watchdog and catalyst
- Three Core Activities
  - Informed Civil Society
  - Research
  - Advocacy

Antonie Fountain  
Managing Director



# Market Information



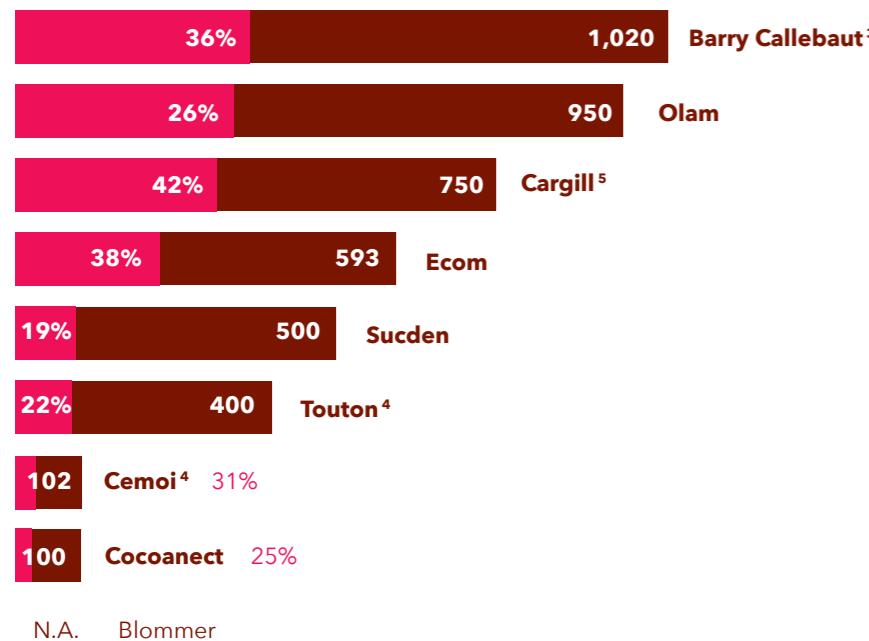
# Market Information

## Companies:

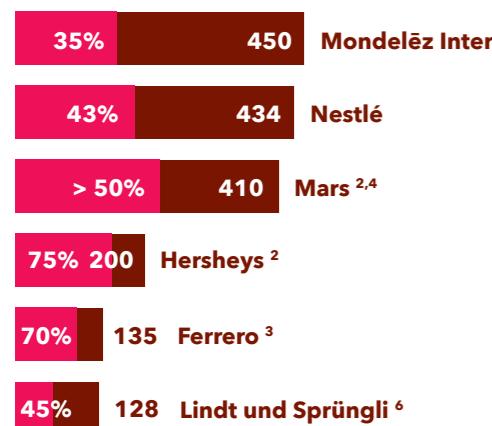
### Certified cocoa\* / used cocoa 2017<sup>1</sup>

\* certified or own project verified cocoa

#### Trader/Grinders



#### Chocolate Producers



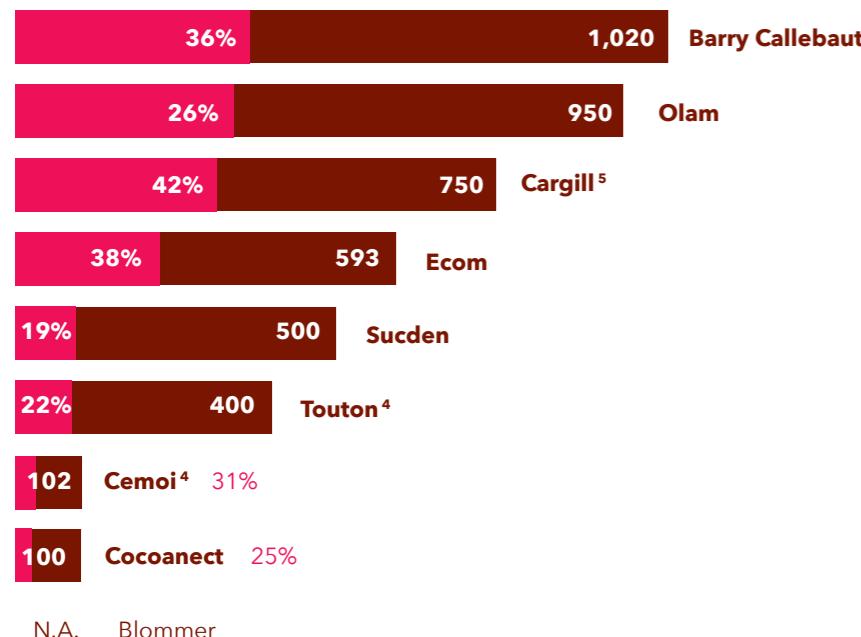
# Market Information

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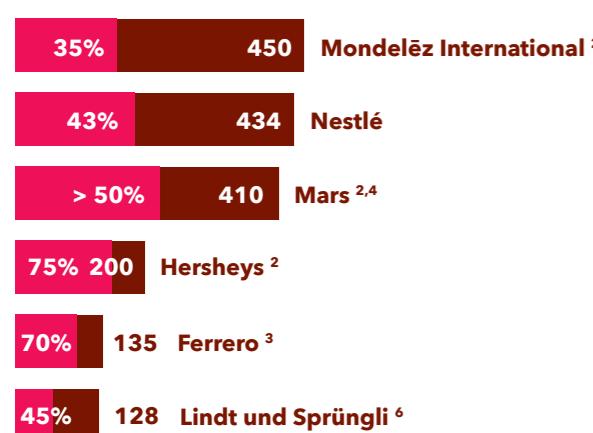
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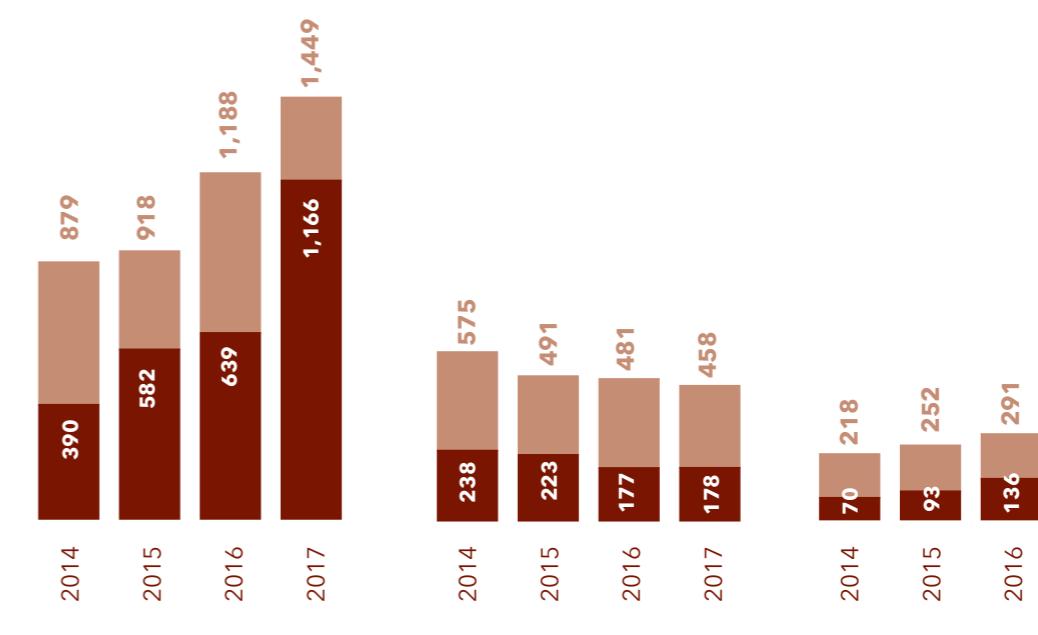


#### Chocolate Producers



#### Produced/sold as Certified

(data from questionnaire)



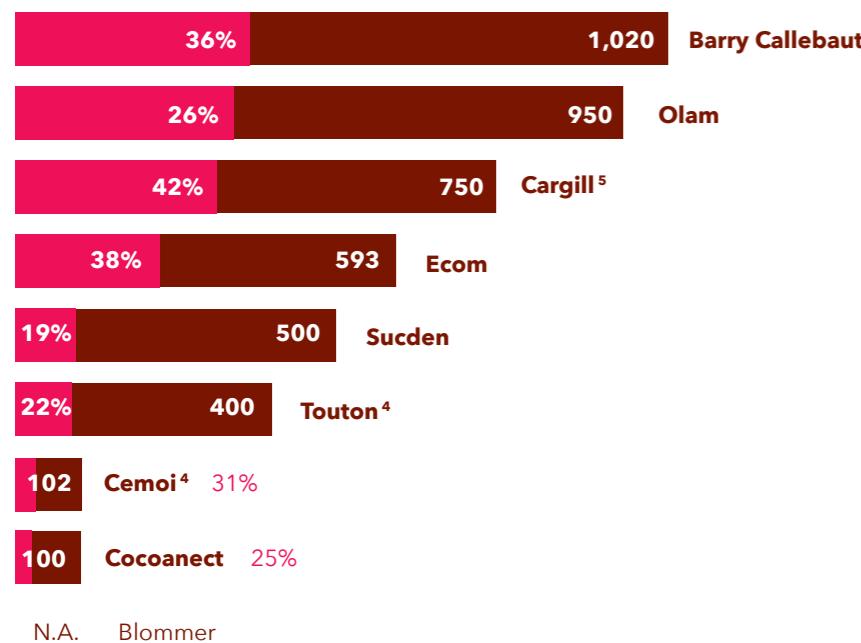
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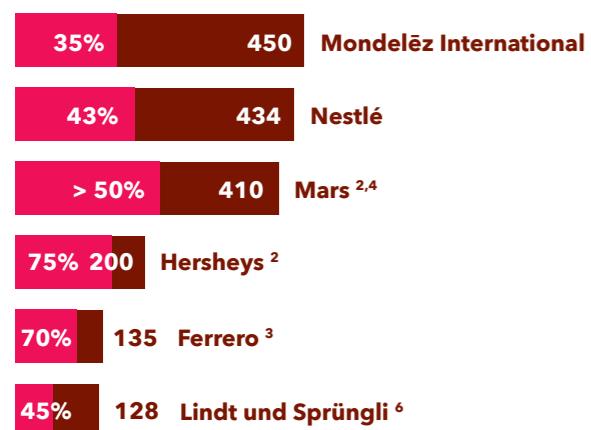
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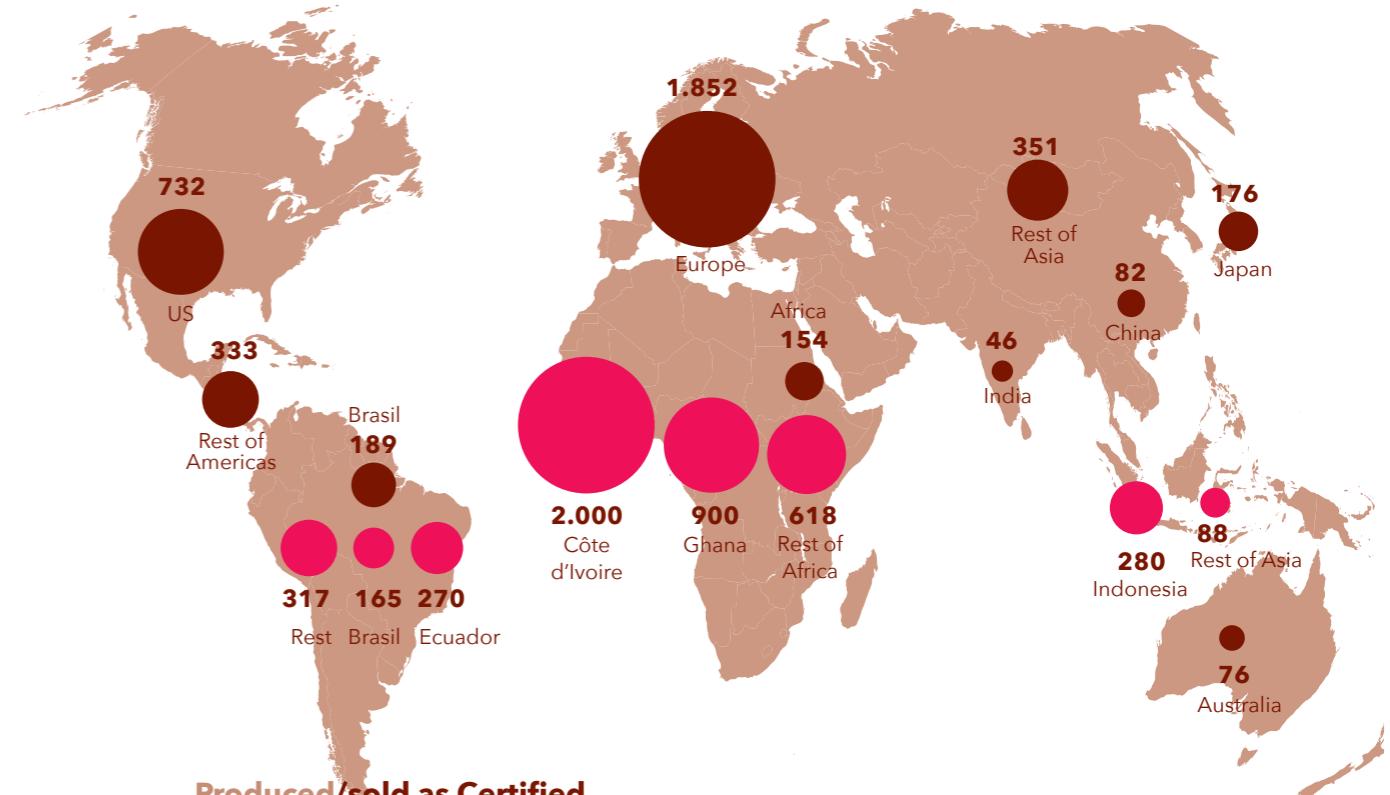
### Chocolate Producers



## Production / Consumption

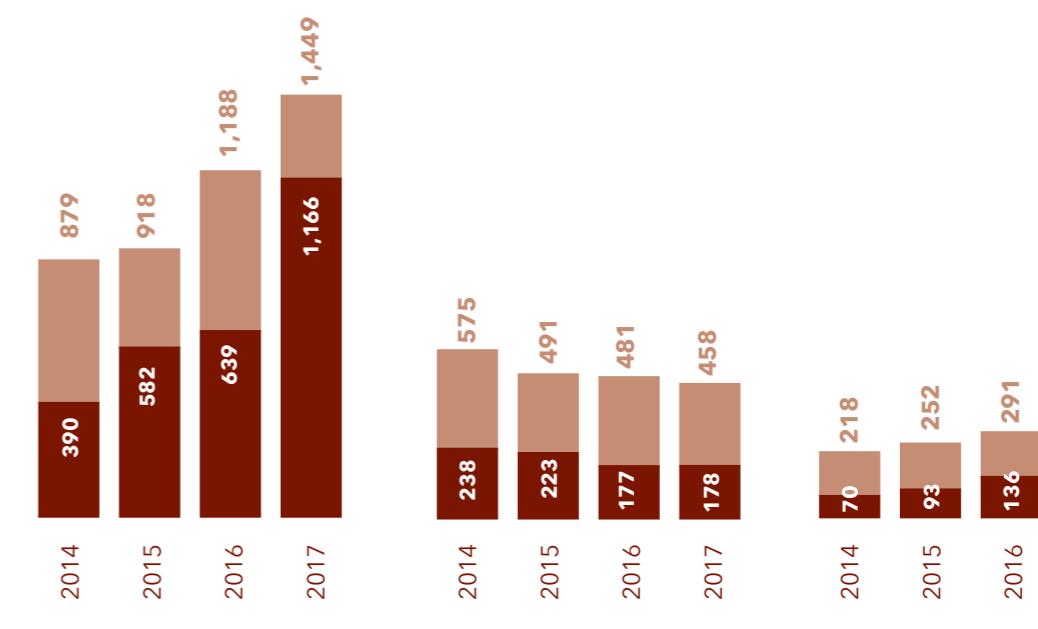
Cocoa Production in 1,000 tonnes 2017/18

Source: ICCO 2018, Table 2, 40



### Produced/sold as Certified

(data from questionnaire)



# Under-represented issues



# Under-represented issues

Value Distribution	Sells	Buys	Value Added	Profit	final sale
Farmers income weighted	\$ 1.874	\$ 664	\$ 1.210	\$ 1.210	6,6%
Inland Transport	\$ 1.971	\$ 1.874	\$ 97	?	0,5%
Taxes/MarketingBoard	\$ 2.745	\$ 1.971	\$ 774	?	4,2%
International Transport	\$ 2.793	\$ 2.745	\$ 48	?	0,3%
Costs port of arrival	\$ 2.993	\$ 2.793	\$ 201	?	1,1%
International Traders	\$ 3.038	\$ 2.993	\$ 45	\$ 15	0,2%
Processors & Grinders	\$ 4.434	\$ 3.038	\$ 1.395	\$ 211	7,6%
Manufacturer*	\$ 10.858	\$ 4.434	\$ 6.425	\$ 870	35,2%
Retail& Taxes	\$ 18.917	\$ 10.858	\$ 8.058	\$ 473	44,2%

Per tonne of sold cocoa

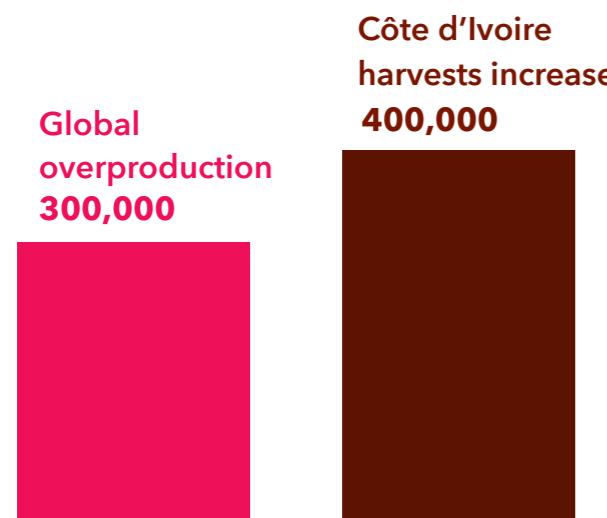
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Per tonne of sold cocoa

## Cocoa production increase:

**Global overproduction / harvest increase Côte d'Ivoire**



metric tonnes

Source: ICCO, Quarterly Bulletin of Cocoa Statistics.

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Per tonne of sold cocoa

**Cocoa production increase:**  
**Global overproduction / harvest increase Côte d'Ivoire**

Global  
overproduction  
**300,000**

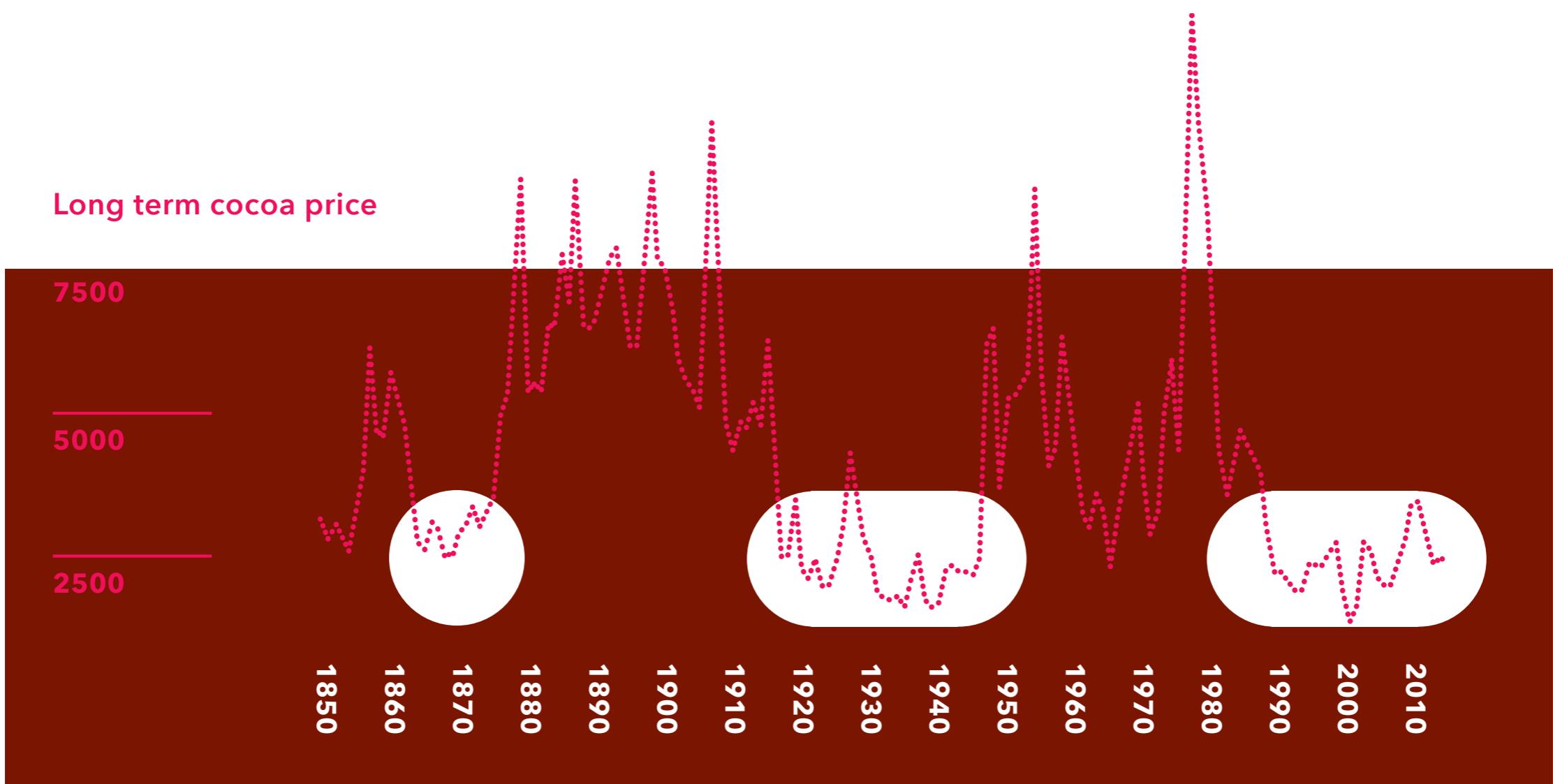


Côte d'Ivoire  
harvests increase  
**400,000**

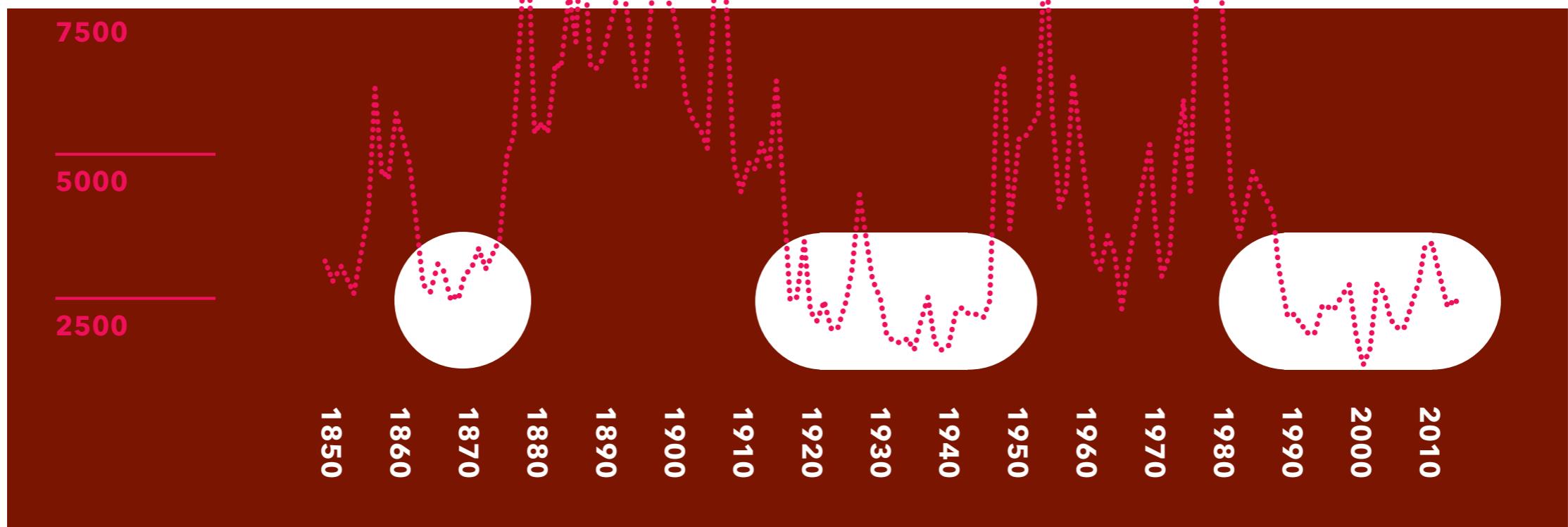


metric tonnes

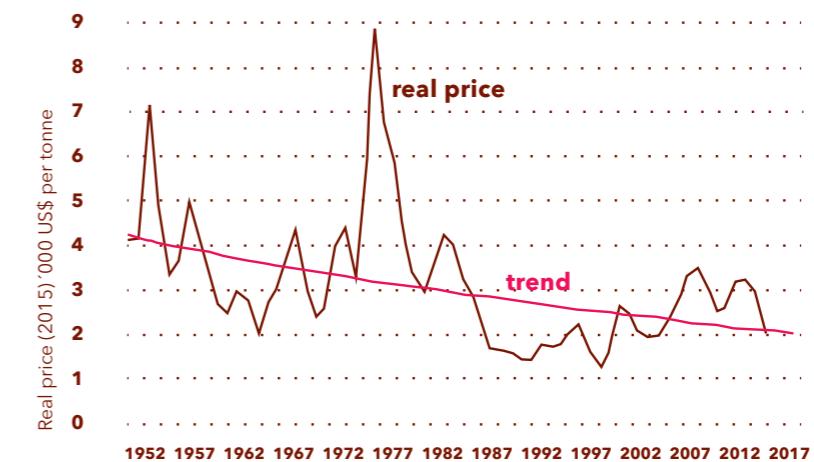
Source: ICCO, Quarterly Bulletin of Cocoa Statistics.



## Long term cocoa price



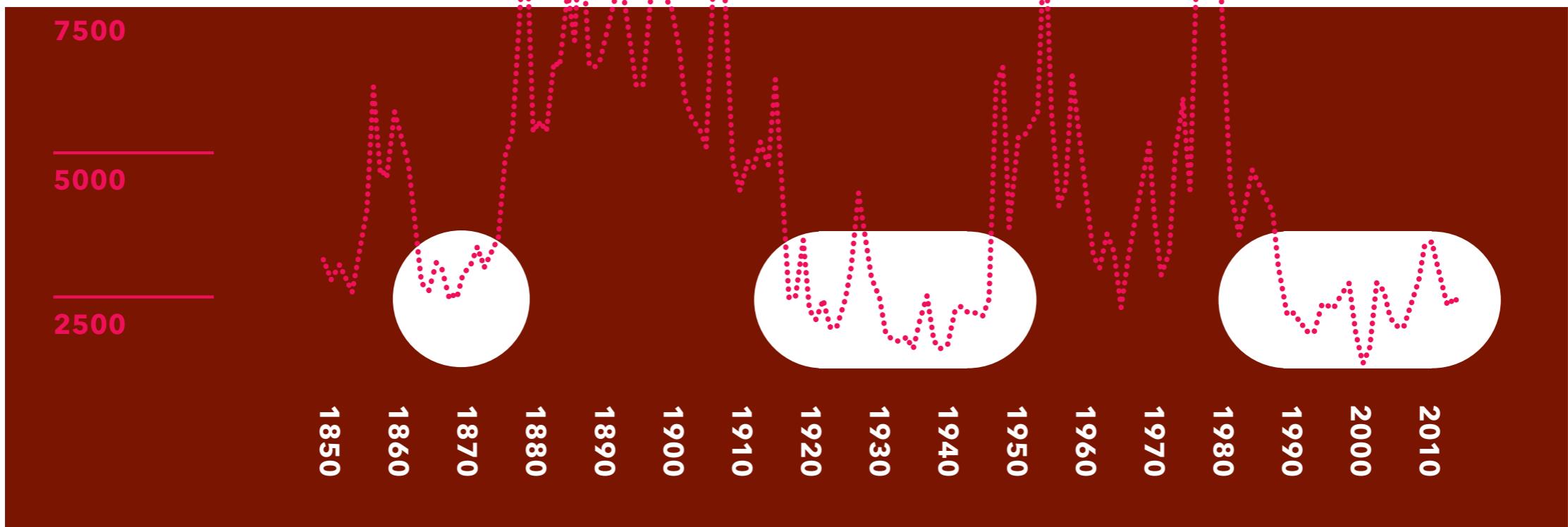
## Long-term cocoa price trends



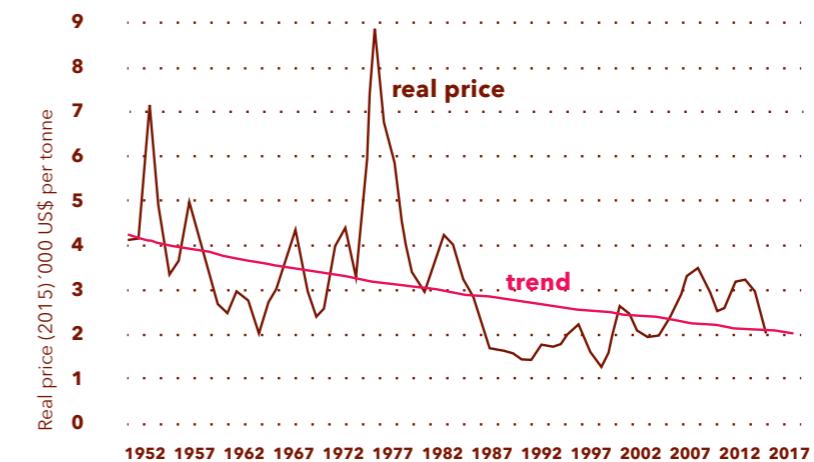
Source: LMC 2018<sup>36</sup>

# Repetition

Long term cocoa price



Long-term cocoa price trends



Source: LMC 2018<sup>36</sup>

# Repetition



**INKOTA** network

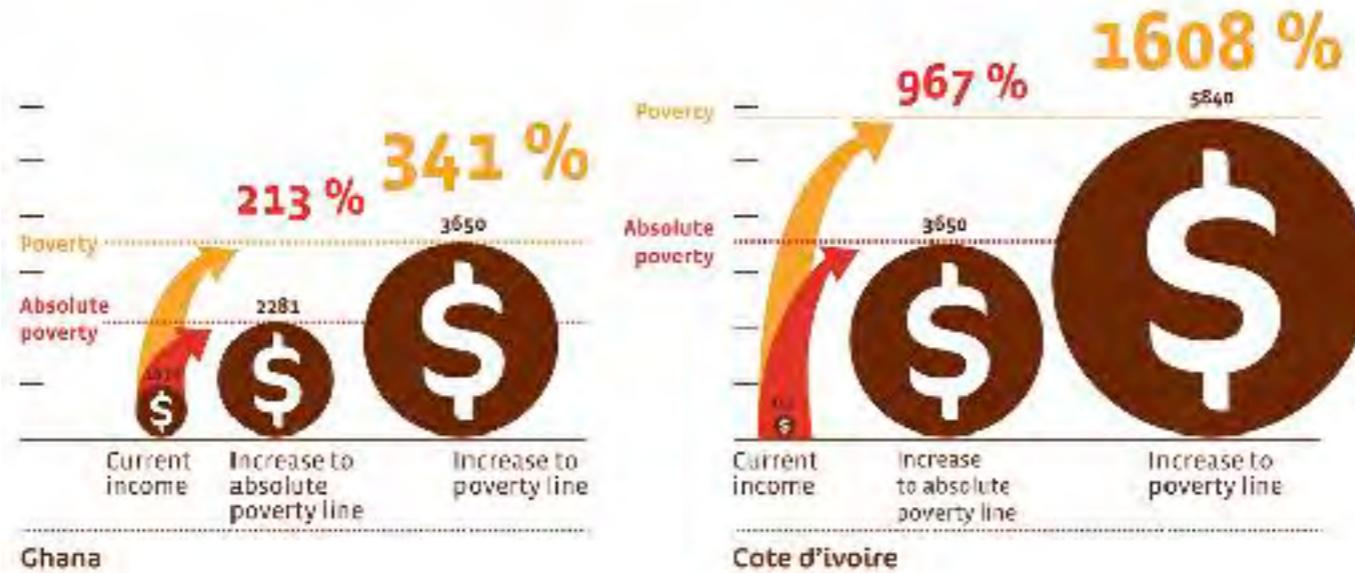


**STOP THE TRAFFIK.**  
EUROPEAN UNION DRAFT OF DIRECTIVE & SUD



# Repetition

Visual 4 Income increase needed to escape from poverty and absolute poverty



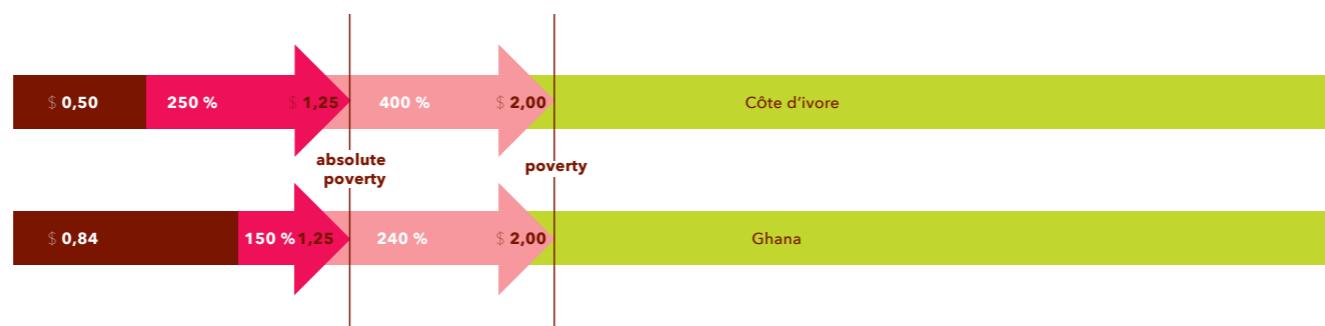
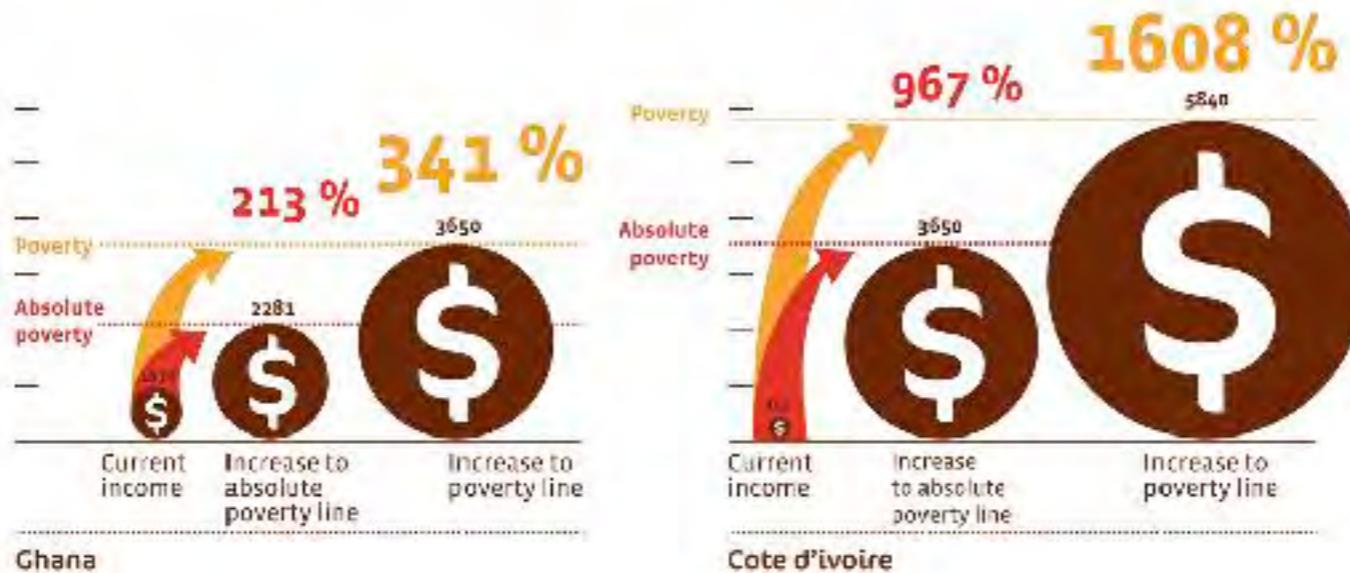
# Repetition

Visual 4 Income increase needed to escape from poverty and absolute poverty

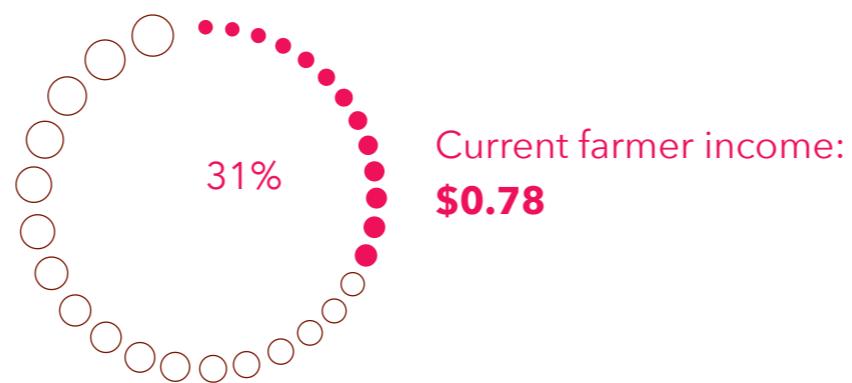


# Repetition

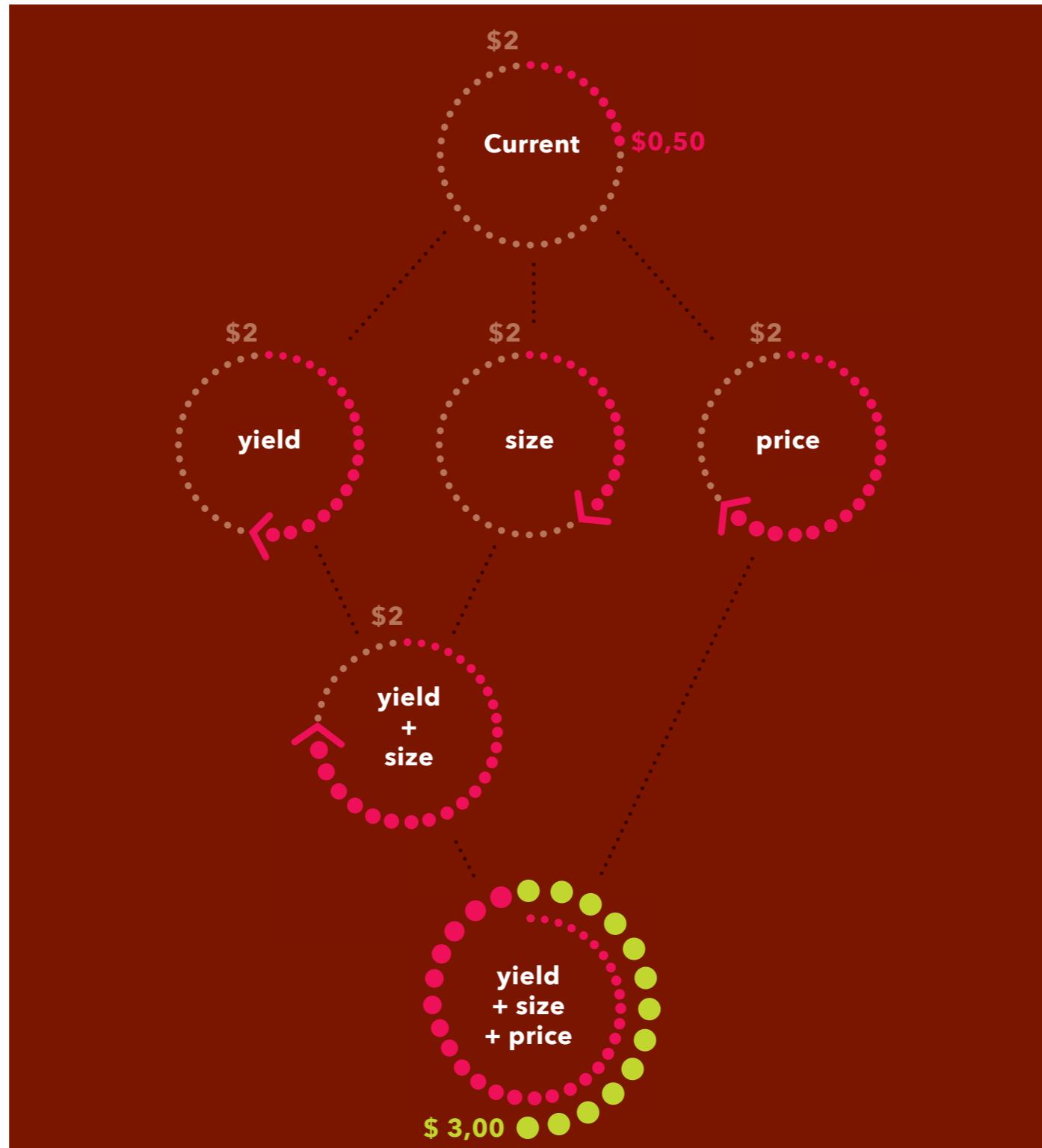
Visual 4 Income increase needed to escape from poverty and absolute poverty



**Living income:**  
**\$2.51**  
(Source Fairtrade)



# Challenge Assumptions



# Lead by example

FOB						42.744,50										
Farm Income - general	€1.275,81	€526,31	€1.247,65	€1.767,56	8,1%											
Benefits of certification p.c.	€1.033,35	€40,12	€116,43	€116,43	0,2%											
Transport	€1.470,48	€1.470,48	€47,41	-	0,3%											
Taxus/Marketing Board	€1.745,06	€1.071,38	€774,08	-	4,2%											
International Transport	€1.242,24	€1.242,24	€47,74	-	0,3%											
Terminal Handling/Quay fees of arrival	€2.093,30	€2.791,79	€236,61	-	1,1%											
International Trade	€3.098,25	€1.993,39	€11,90	€10,19	0,2%											
Processing & Shippers	€4.495,42	€3.084,79	€1.145,23	€737,47	7,4%											
Manufacturer*	€10.858,15	€4.433,59	€6.424,55	€870,17	35,1%											
Retailer/Trader	€13.416,04	€703,80,14	€910,94	€10,42	40,1%											
Weight calculation	€1.000,00	Weights														
Côte d'Ivoire	1.440	35%														
Ghana	340	21%														
Rep. of West Africa	606	17%														
Asia	537	13%														
Total Addition	3.644	100%														
Total	4.051	100%														
Sold as certified	Pounds	Units	U.S.\$/lb		Sold as un-certified											
Barrocas	591,605	278,870	445		40%											
UTZ	691,490	237,311	175		42%											
Fairtrade	746,000	510,000	95		34%											
Total	1.930,095	626,181	100%		40%											
Farm Income/R.A.	UTZ which includes Decent Work	UTZ Input	Farm size (ha)	Total Yield (tonnes)	Input costs/ha	Direct Income	UTZ Premium	Net Income/ha	UTZ Premium	Net Income/ha	UTZ Premium	Net Income/ha	UTZ Premium	Net Income/ha	UTZ Premium	Net Income/ha
Côte d'Ivoire	93%	10	0,486	3,5	1,7	€249,22	€2.528,35	€5,80	€1.650,00	€0,45	€1.840,10	€0,60	€1.840,10	€0,60	€1.840,10	€0,60
Ghana	73%	5,867	0,12	2,61	1,1	€151,11	€1.803,38	€1,91	€1.709,11	€0,16	€1.800,59	€0,61	€1.800,59	€0,61	€1.800,59	€0,61
Nigeria	65%	7	0,17	2,2	0,8	€99,08	€2.724,87	€2,85	€1.510,64	€0,54	€2.240,43	€0,50	€2.240,43	€0,50	€2.240,43	€0,50
Indonesia	50%	4,6	0,4	1,8	0,7	€500,00	€1.383,23	€2,82	€848,23	€0,50	€1.686,46	€1,00	€1.686,46	€1,00	€1.686,46	€1,00
Ecuador	33%	5,5	0,71	1,1	1,1	€4.910,00	€1.125,50	€2,61	€1.725,50	€0,42	€1.540,50	€0,70	€1.540,50	€0,70	€1.540,50	€0,70
Weighted Average	71%	6,185	1,403	3,081	1,7	€2.571,29	€2.329,40	€2,91	€1.555,48	€0,57	€1.701,29	€0,60	€1.701,29	€0,60	€1.701,29	€0,60
Calculated Income per Cocoa Farm	Farm size (ha)	Avg yield (t/ha)	Total Yield (tonnes per ha)	Net Input costs per farm/Revenue		Net Income										
Côte d'Ivoire	0,7	0,186	1,2	€873,75	€2.528,35	€1.650,00										
Ghana	2,643	0,42	1,1	€395,44	€1.803,38	€1.409,14										
Nigeria	2,2	0,4	0,9	€2.640,00	€2.724,87	€2.113,11										
Indonesia	1,8	0,4	0,7	€546,00	€1.383,23	€848,23										
Ecuador	11	0,15	1,6	€3.100,00	€1.125,50	€775,50										
Weighted Average	4,903	0,121	1,2	€2.528,35	€2.329,40	€1.650,00										
Certification Benefits & Costs	Premium RA	Premium UTZ	Premium FT	% interest	LTZ	Fairtrade	Average Premium	Audit Cost/ton	Certs RA	Costs LTZ	Costs FT	Average Costs	Net RA	Net LTZ	Net FT	Net average
Côte d'Ivoire	€11.010	€11.010	€200,00	13,00%	€1.10,10	€1.00,00	€115,00	€110,00	€40,00	€18,54	€18,54	€18,54	€1.111,20	€111,42	€111,42	€111,42
Ghana	€200,00	€140,00	€200,00	€100,00	€140,00	€100,00	€171,06	€100,00	€41,93	€41,93	€41,93	€41,93	€155,02	€10,02	€155,02	€155,02
Nigeria	€150,00	€140,00	€200,00	€110,00	€110,00	€200,00	€159,00	€100,00	€40,00	€10,00	€10,00	€10,00	€112,00	€10,00	€112,00	€112,00
Indonesia	€110,00	€140,00	€200,00	€110,00	€110,00	€100,00	€150,00	€110,00	€40,00	€40,00	€40,00	€40,00	€111,00	€111,00	€111,00	€111,00
Ecuador	€150,00	€140,00	€200,00	€140,00	€140,00	€100,00	€150,00	€100,00	€15,00	€15,00	€15,00	€15,00	€130,00	€13,00	€130,00	€130,00
Weighted Average	€100,26	€104,28	€200,00	€100,26	€104,28	€100,00	€136,55	€100,00	€10,12	€10,12	€10,12	€10,12	€10,12	€10,12	€10,12	€10,12
FOB Distribution	Farm	Farm S	Inland Transport			Taxis, Marketing Board & Other										
Côte d'Ivoire	54%	€1.487,00	€55,00	3,0%	€55,00	€2,00	€1.162,50	€367,00								
Ghana	54%	€1.601,00	€117,00	6,9%	€117,00	€1,00	€1.373,00									
Nigeria	90%	€2.470,00	€25,00	3,5%	€25,00	7,00	€2.175,00									
Indonesia	73%	€1.421,15	€14,00	4,5%	€14,00	2,00	€1.279,15									
Ecuador	90%	€2.470,00	€25,00	3,5%	€25,00	7,00	€2.175,00									
Weighted Average	63%	€1.873,98	€26,44	3,0%	€26,44	26,2%	€1.774,00									

# In closing



# In closing

- Data itself is useless

# In closing

- Data itself is useless
- Always stay humble

# In closing

- Data itself is useless
- Always stay humble
- Sharing is caring



**Speaker:  
Anna Laven**  
*Senior Advisor at KIT, Royal Tropical Institute*

# The role of data driven approaches in the cocoa sector

Webinar, June 25, New Foresight

Demystifying the cocoa sector in  
Ghana and Côte d'Ivoire

KIT 2018: Roger Bymolt, Anna Laven, Cedric Steijn  
& Marcelo Tyszler

Contact:  
[a.laven@kit.nl](mailto:a.laven@kit.nl)



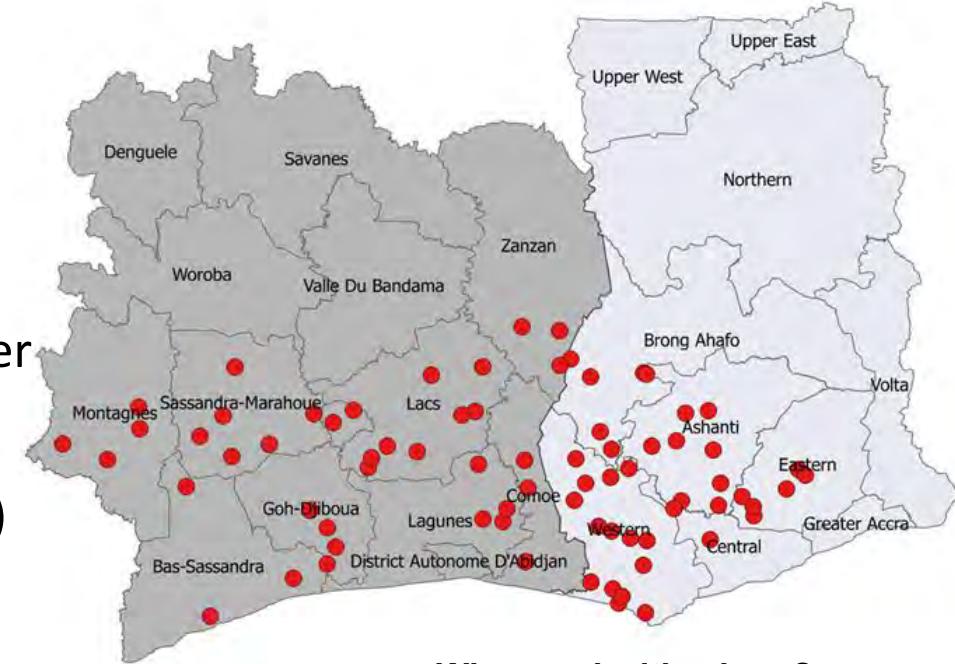
INSTITUT FÜR ÖKONOMIE  
UND ÖKUMENE

# Background

- There are many hypotheses, assumptions and even myths about the cocoa sector and its future
  - Supply/demand
  - Age of farmers
  - Poverty of cocoa farmers vs non-cocoa farmers
  - Diversification
  - And many more...
- Research is often limited in scope or based on small sample sizes
- Reports and *databases* is often not shared
- Risk programmes and policies are based on (incorrect) assumptions
- Aim to close part of the knowledge gap and share this data in the public domain

# Scope of the study

- Desk study
- 74 Focus group discussions (37 per country) - PADEV
- 3045 surveys ( $\pm 1500$  per country)
- Rural households in cocoa growing areas
- 2 stage random sampling
- 34% women respondents
- Survey and FGD are same sample



## When and with whom?

### Ghana

- Nov. 2016 - Jan 2017
- KIT + ALC

### Côte d'Ivoire

- Jan 2017 - March 2017
- KIT + ALP

# Data & Deliverables

## **Data on**

- Crop choices and preferences
- Household characteristics
- Intra household dynamics
- Gender & nutrition
- Indexes (PPI,DHS,MDD,WEAI)

## **Deliverables:**

- Final report on demystifying the cocoa sector (>300 pages)
- Summary report
- Full data set on dataverse
- Easy data navigator
- Papers & Presentations
- ...



# Key messages

- Cocoa is currently farmers' best option and has become more important, not less
- Crop diversification is already common practice – 5/6 crops
- Cocoa is not the only source of income; households estimate that between 61 (Ghana) and 66% (Cdi) comes from cocoa
- Most cocoa households are poor but are not belonging to the poorest of the poor
- Let's make cocoa part of the solution and unleash the potential of cocoa farmers

## We believe that

Everyone needs to take responsibility for improving the livelihoods of farmers and see how cocoa can be part of the solution.

What we see as one of our roles is to collect and share quality data and do data analysis that contributes to transparency and create a good starting point for discussion, as well as action.

# How?

*How do studies like the household survey collect and share data to inform action and progress in the sector?*

Active and pro-active in data sharing to support sustainability efforts, for example:

- Community of practice – Living Income
- Fair trade study on Living Income
- Barometer
- Input for research proposals
- Use data as benchmark, baseline, control group

It works best if the ones you share data with, share the commitment to put data in public domain

*Challenge:* time and money in ‘post-publication phase’ – how can others support dissemination and follow up?

*Challenge:* how to get data & insights back to the respondents and local decision-makers?

# How?

*How will sustainability efforts benefit from the improved quality, availability, sharing, and use of data?*

- Without quality data interventions can be based on assumptions, are less effective or can do harm
- Sharing quality data saves money. More money to work on impact
- Data can inform policy and help to keep different stakeholders accountable
- Data helps to measure progress and impact



**Speaker:  
William Saab**

*Senior Consultant at NewForesight*



NewForesight

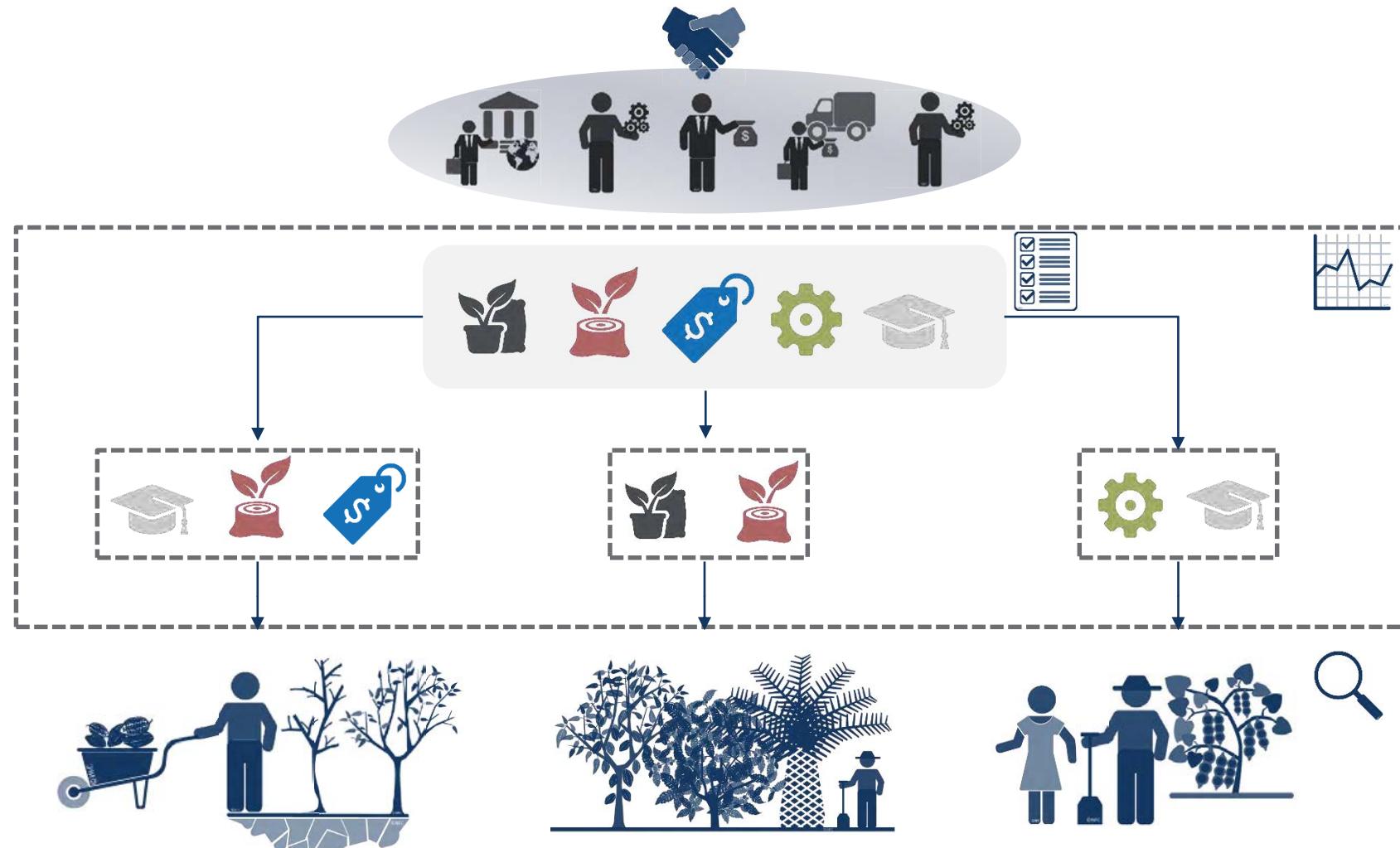
# NewForesight: what do we do?

## *Sustainable market transformation*



"We envision a world in which markets incentivize sustainable behavior and operate within the boundaries of our planet"

# What does my vision of a successful cocoa sector look like?



# Why is data important in cocoa sector sustainability?



*1. Cocoa producing farmers, households and communities*

*2. Goods and services that work for farmers*

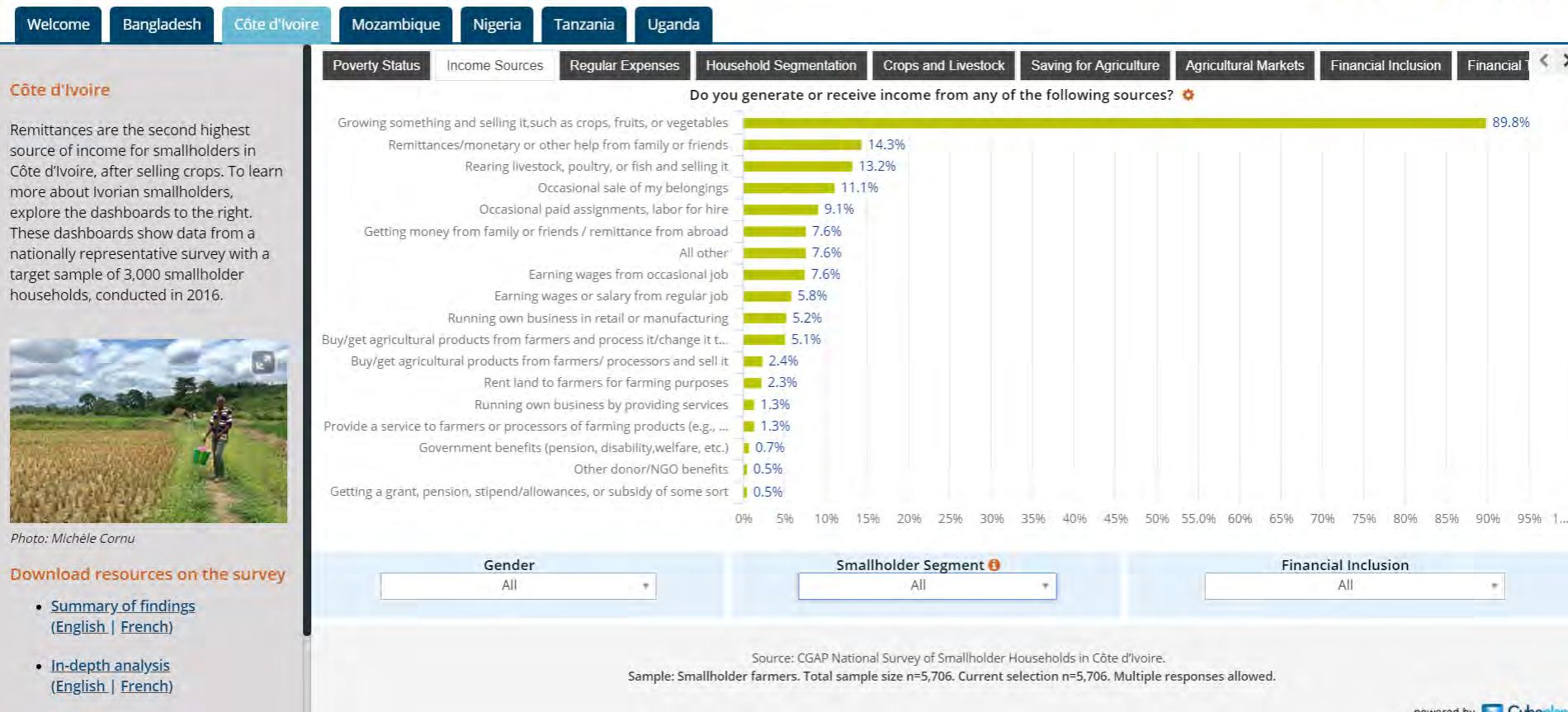
*3. Sustainable service delivery models*

*4. Coordination and accountability*

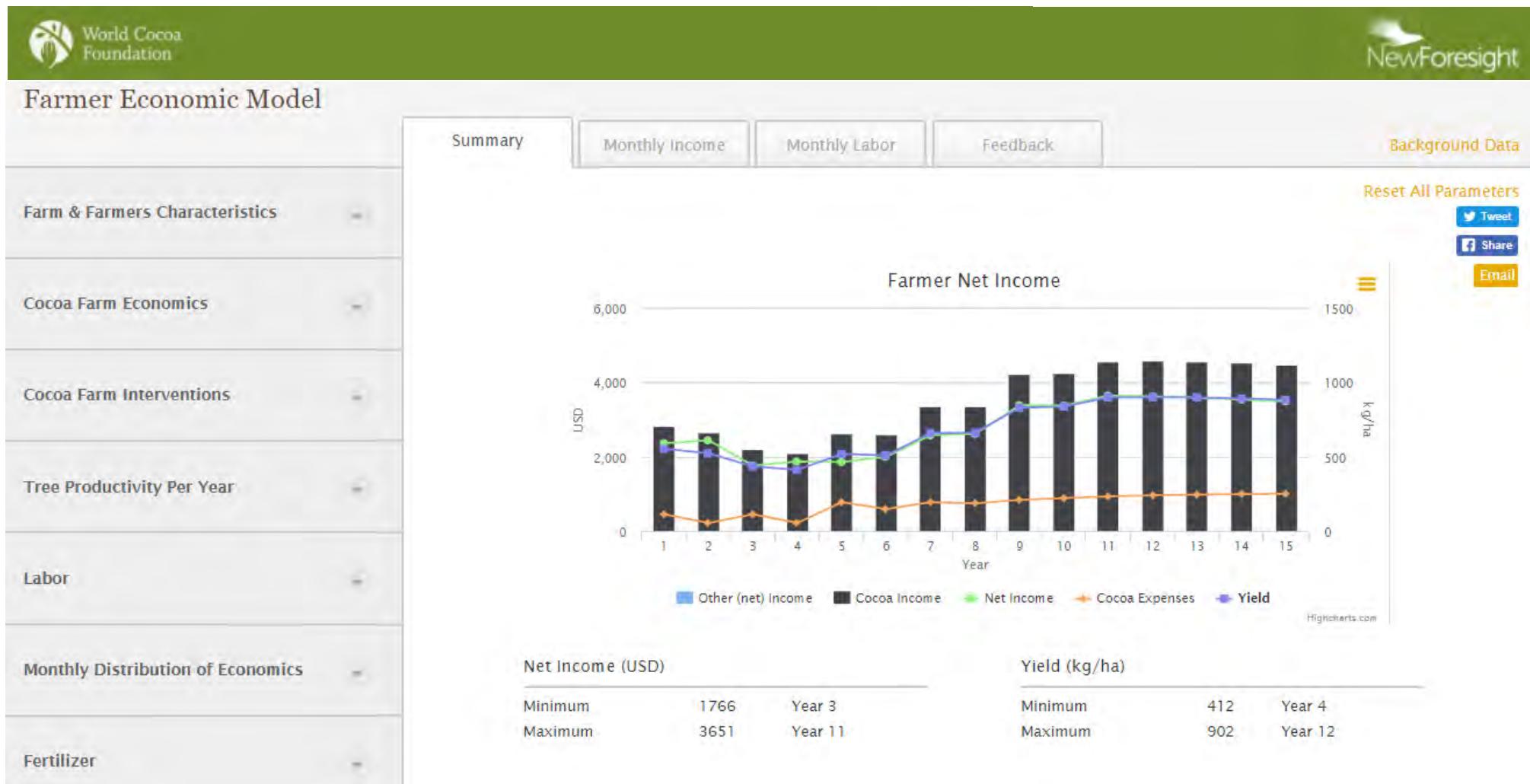
# 1. Farmer insights

## 1. Cocoa producing farmers, households and communities

### CGAP Smallholder Families Data Hub



# 1. Farmer insights



## 2. Designing effective sustainability strategies

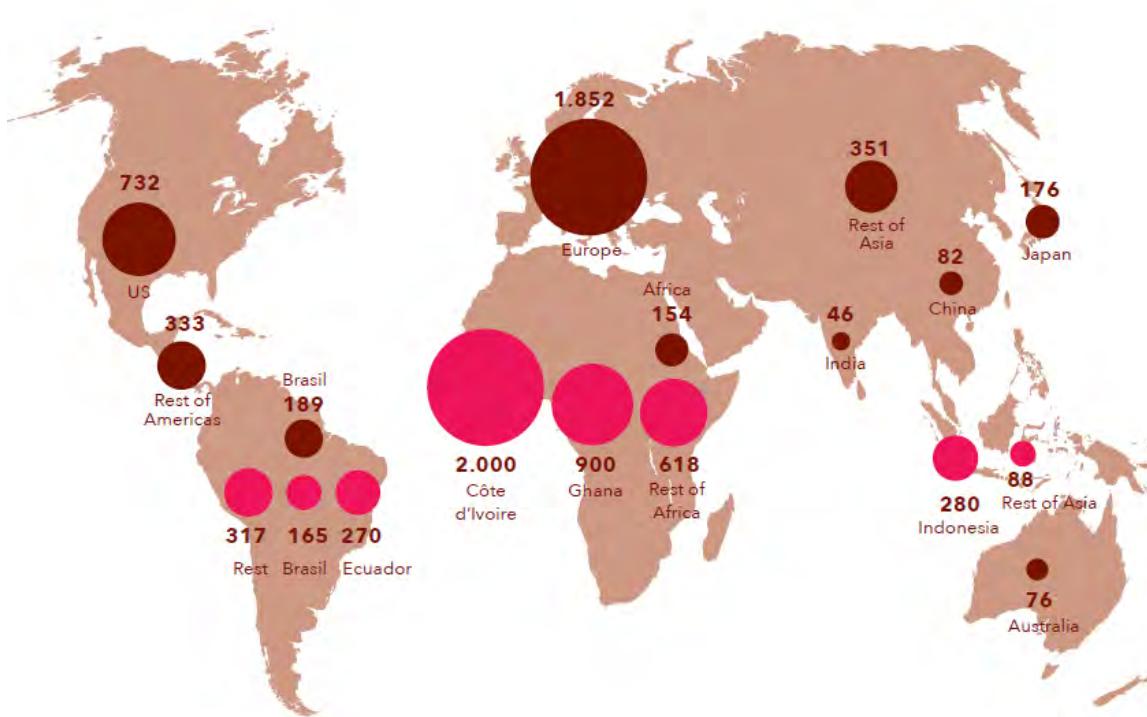


## 2. Designing effective sustainability strategies

### Production / Consumption

Cocoa Production in 1,000 tonnes 2017/18

Source: ICCO 2018, Table 2, 40



*Farm size*

*Yield*

*Cocoa price*

*Inputs*

*Labor*

*Other crops*

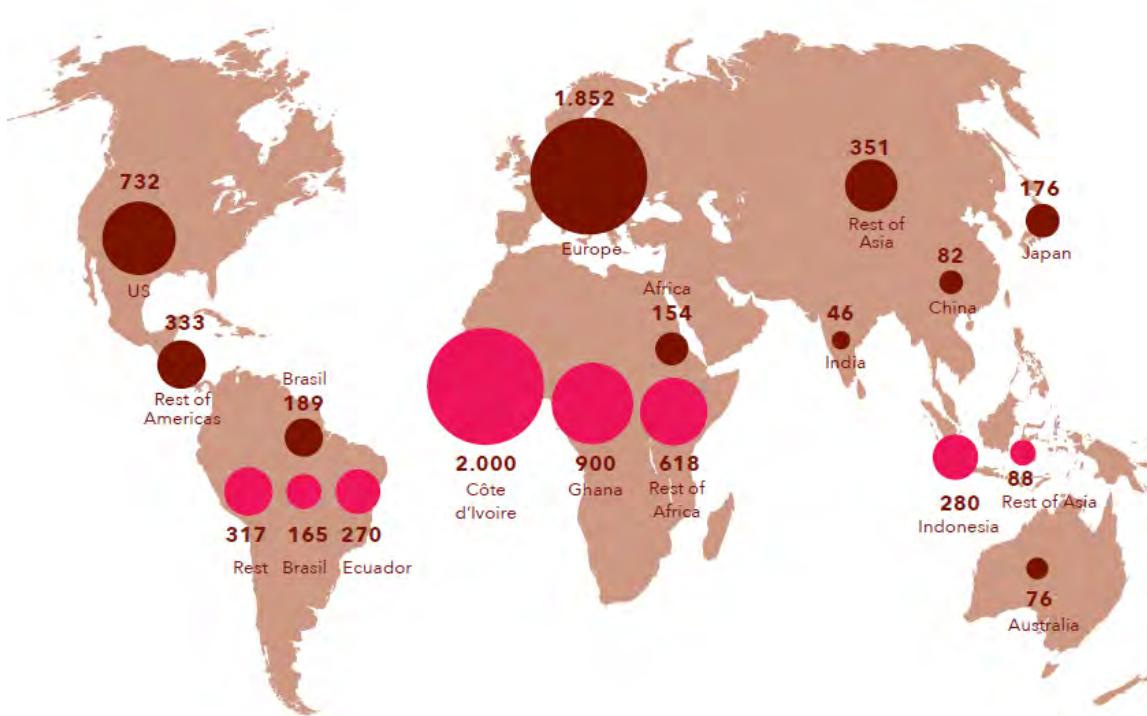
*Household  
size*

## 2. Designing effective sustainability strategies

### Production / Consumption

Cocoa Production in 1,000 tonnes 2017/18

Source: ICCO 2018, Table 2, 40



### Farm size

*X* Yield

*X*

Cocoa price

- Inputs

- Labor

+

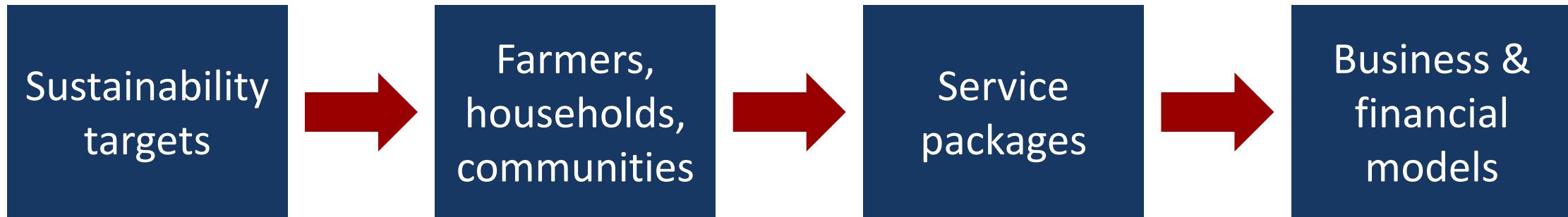
Other crops

/ Household  
size

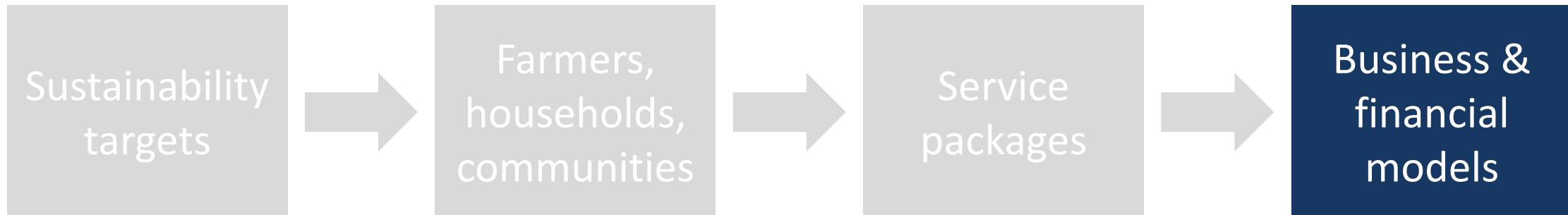
## 2. Designing effective sustainability strategies



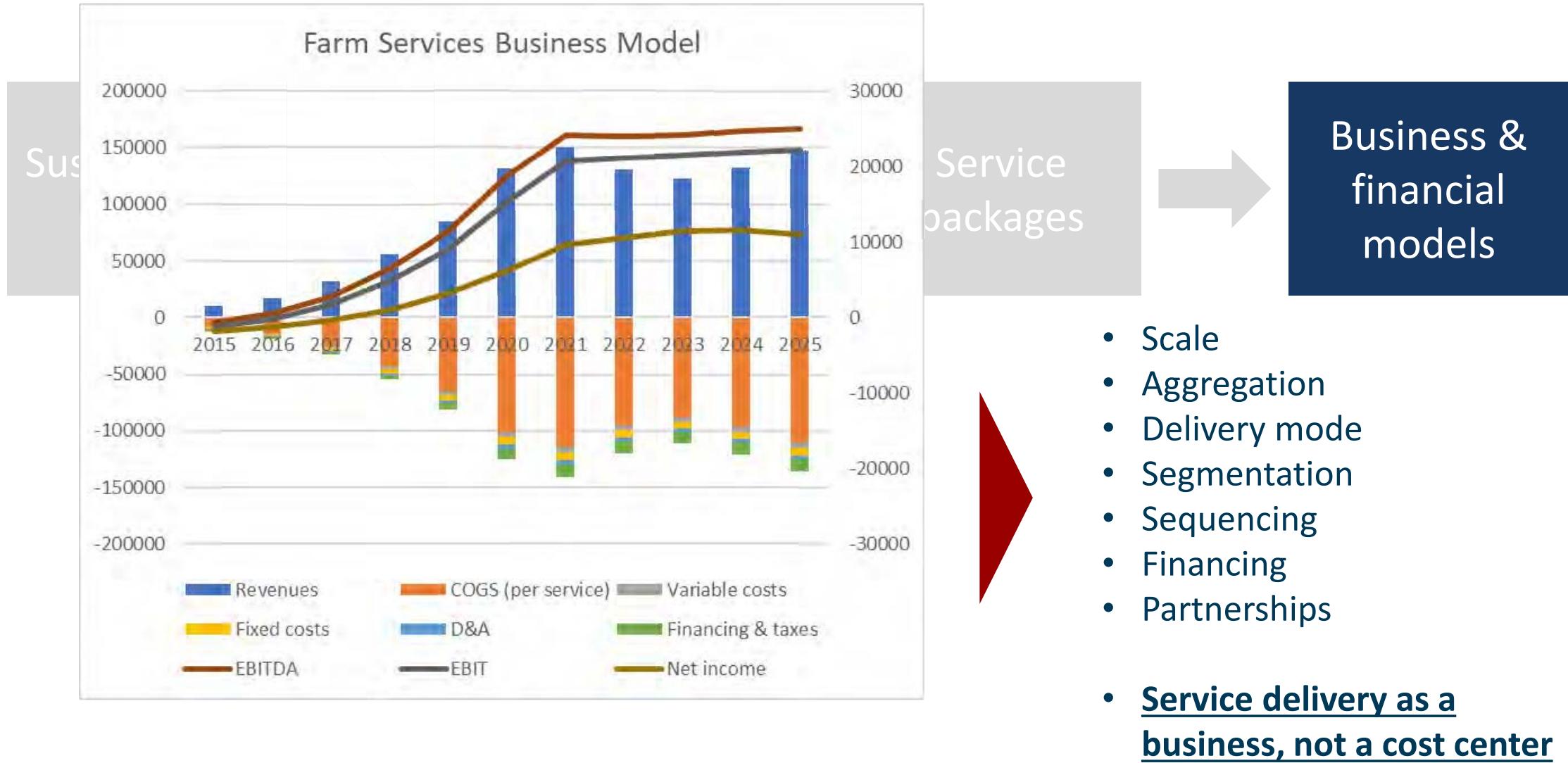
## 2. Designing effective sustainability strategies



## 2. Designing effective sustainability strategies



## 2. Designing effective sustainability strategies



### 3. Accountability and a common language

#### *From*

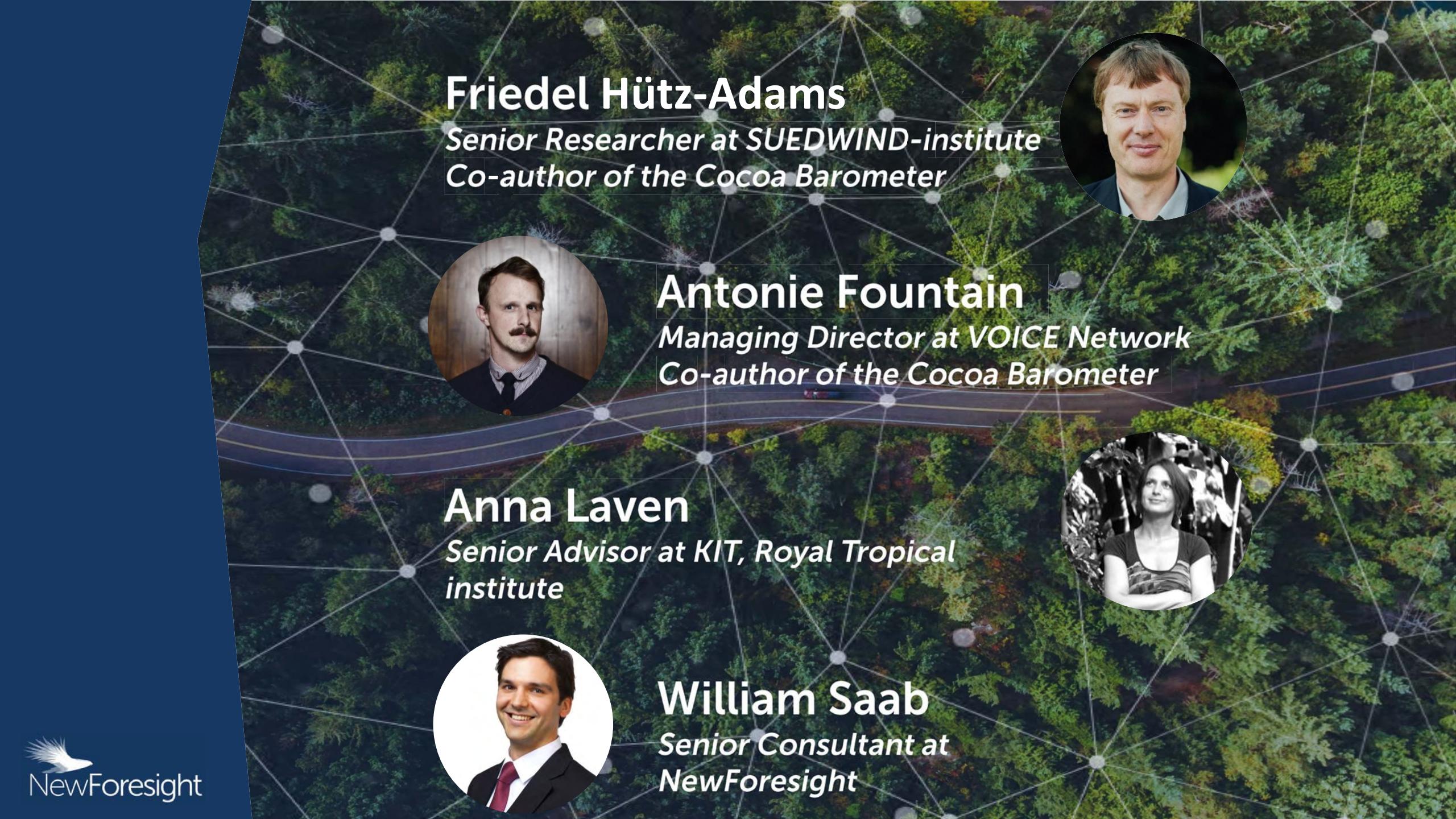
- Output-based
- Voluntary
- ‘Visible’
- Own

#### *To*

- Outcome-based
- Third-party certification / audit / validation
- Transparent

## Closing thoughts

1. Better data = better understanding of needs, challenges, opportunities, realities on the ground. This means accepting difficult conclusions
2. Sustainability as a business, not as a cost center
3. Transparency and accountability



# Friedel Hütz-Adams

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Co-author of the Cocoa Barometer*



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*Managing Director at VOICE Network  
Co-author of the Cocoa Barometer*

# Anna Laven

*Senior Advisor at KIT, Royal Tropical  
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# William Saab

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**Thank you for attending!**  
**Let's get in touch**



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