

Taking it further 3

Sustainable cocoa farming

The challenges facing cocoa farming in Ghana

As you saw on www.skillsspace.co.uk:

- Ghana relies on cocoa for a large share of its earnings
- its cocoa farmers are producing only 40% of what they could – therefore they (and Ghana) are earning less than they could
- young people see cocoa farming as hard work for little reward, and therefore don't want to become cocoa farmers.

Cadbury's response

The world demand for chocolate keeps growing. To meet this demand, Cadbury, and all chocolate companies, depend on the world's cocoa farmers. Cadbury has especially strong links with Ghana's cocoa farmers.

So, Cadbury aims to help the cocoa farmers by investing £45 million over 10 years, through the Cadbury Cocoa Partnership (CCP). Some of this fund will be used to benefit farmers in India, Indonesia and the Caribbean. £30 million is for Ghana.

it is called a partnership because Cadbury will work with the farmers, the Ghanaian government, the United Nations Development Programme, and other groups, to decide on the best way to spend the money.

Things to do

1. It is 2020. You are visiting a cocoa-farming village. How has it changed? Write about it in the form of a newspaper report or a letter. You could add a sketch map!
2. It is 2020. You interview the head of the Ghana Cocoa Board about this year's cocoa crop. What does she say?
3. Write a press release on behalf of Cadbury, about the Cadbury Cocoa Partnership. No more than 150 words please!
4. In the module, you saw a cocoa farmer being interviewed about things he wanted. Imagine the Cadbury Cocoa Partnership has been running for 10 years. Interview the farmer again. What will he say?



Sustainable cocoa farming

The Cadbury Cocoa Partnership is about sustainable change. That means change which brings economic, social, and environmental benefits, long into the future. How can the Cadbury Cocoa Partnership achieve this? Let's look at each area in turn.

Economic benefits: helping the farmers earn more

By improving the cocoa yield:

Make sure farmers have easy access to:

- farming techniques, through farmers' newspaper, radio programmes and farming courses
- fertilisers, to replace the goodness in worn-out soil
- sprays, to protect the trees against diseases.

In other ways:

Help the farmers to earn money in other ways by:

- giving advice about other crops they could grow alongside cocoa, e.g. pineapples, peppers and mangos
- providing loans to start other small business, such as snail farming or fish farming or to purchase seedlings and fertiliser.

Social benefits: helping to improve life for the community

To work in partnership with cocoa farmers and their communities through:

- helping to provide wells in communities that don't have a water supply
- building libraries, and stocking them with books
- working with partner organisations to provide computers and other ICT equipment in teacher training colleges.

Environmental benefits: helping to improve the environment

The cocoa growing region was once mostly rainforest. Over centuries, much of the forest was cut down for timber. Cocoa is grown in the shelter of rainforest trees, where the forest has been thinned out.

The environment can be improved by encouraging the farmers to:

- protect the wildlife that still lives in the region
- plant other trees and crops that will earn money, and at the same time attract wildlife and increase its biodiversity (variety).

Will it bring young people into farming?

All over the world, people are leaving rural areas and heading for towns and cities. Today, over half the world's population lives in urban areas.

Ghana is no exception. Over half of its population still lives in rural areas. But young people are being drawn to towns and cities in the hope of finding work, and better opportunities.

The Cadbury Cocoa Partnership can't prevent this. But it can make cocoa farming more attractive, by helping the farmers earn more, and improving services in their communities. So enough motivated young people will choose cocoa farming to ensure that Ghana, and consumers, continue to benefit from high quality cocoa.