

# COCOA LIFE: EMPOWERING COCOA FARMERS AND COMMUNITIES



## 2015 PROGRESS REPORT

The Cocoa Life Progress Report shares the firsthand stories of people involved in Cocoa Life across the globe. The report also describes the learnings from our successes and challenges as we evolve the program. We hope it will inspire readers, not just inform them.

### MAKING PROGRESS ON OUR ROADMAP

Cocoa Life is a holistic, verified program that aims to create a sustainable cocoa supply by transforming the lives of cocoa farmers and communities at scale. As the world's largest chocolate company, we know this is vital for the future of chocolate and our planet. We are on a journey towards our goal of empowering at least 200,000 cocoa farmers and reaching over one million community members by 2022.

Cocoa Life integrates the work of stakeholders to achieve common goals in ways that are relevant and tailored to Cocoa Life farming communities around the world. We work with communities, suppliers, non-government organizations and national cocoa authorities – including the Ghana Cocoa Board (COCOBOD), Conseil du Café-Cacao in Côte d'Ivoire and the Indonesian Coffee and Cocoa Research Institute (ICCRI) – to build lasting change.

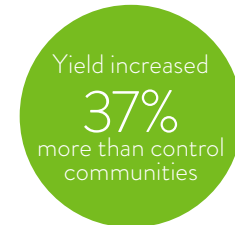
### MEASURING IMPACT

The report captures Cocoa Life's progress at scaling up the program in our origin countries as well as the initial findings from independent, third-party researchers on program impact in Ghana.

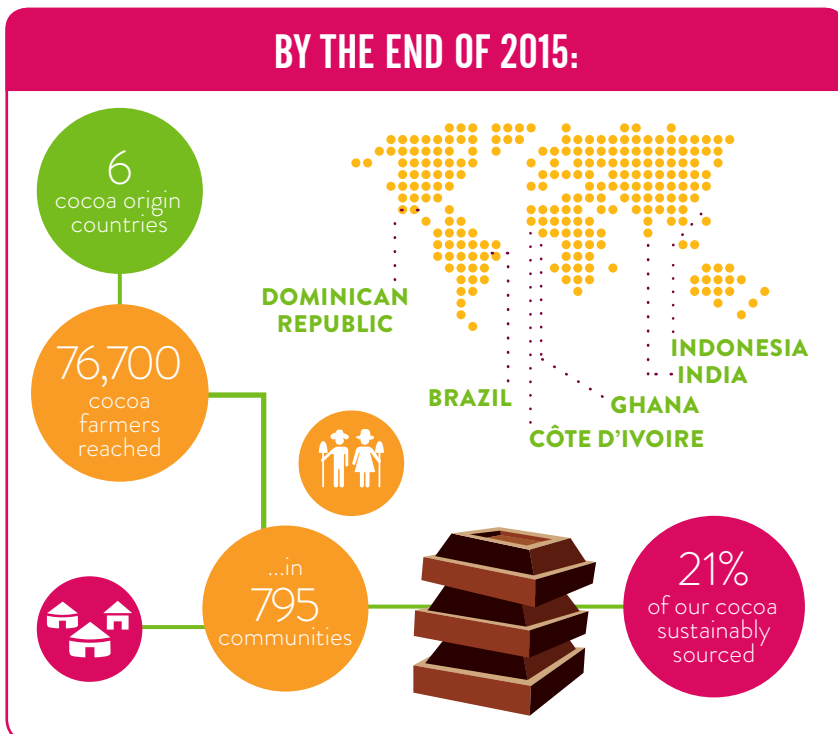
#### INITIAL RESULTS FROM OUR FIRST IMPACT EVALUATION OF COCOA LIFE COMMUNITIES IN GHANA SHOW THAT SINCE 2009\*



Farmer income increased by **49%** more than control communities



Yield increased **37%** more than control communities



The report also includes data from Côte d'Ivoire community needs assessments and an Indonesia baseline assessment. This data is important to define key areas for improvement and to set baselines for progress measurement.

\*These data were first measured as part of the Cadbury Cocoa Partnership, which began in 2008 and became Cocoa Life in 2012. Evaluation compared early 2014 data with baseline measurements from 2009.



## THE VOICES OF COCOA LIFE

Through firsthand stories, the report provides a closer look at how Cocoa Life has been driving change in five key areas (farming, community, youth, livelihoods and environment) as well as cross-cutting themes of women's empowerment and elimination of child labor. Below are examples from each origin country.



### WOMEN EMPOWERING WOMEN FOR A SUSTAINABLE FUTURE IN COCOA FARMING

Janet Opare-Addo, a Cocoa Life Women's Extension Volunteer in Ghana, finds enormous fulfillment in her role helping to empower women in her community to be strong, accomplished cocoa farmers.

“ THE IMPACT OF COCOA LIFE IS FAR-REACHING AND GOES BEYOND THE WOMEN WE TRAIN. BECAUSE OF THIS PROGRAM, MANY ASPECTS OF COCOA FARMING IN MY COMMUNITY ALSO HAVE IMPROVED – FROM PLANTING THROUGH TO LINING AND PEGGING, REGULAR FARM MAINTENANCE AND INCREASED CROP YIELD.”



### EMPOWERING COCOA FARMERS AND THEIR FAMILIES

Aduma Situmorang, Senior Program Manager of Cocoa Life, Save the Children Indonesia, is working to engage and empower Cocoa Life farming families by creating community action plans to chart their own course for community success.

“ YOUTH ENGAGED IN THIS PROJECT HAVE TOLD US IT MAKES THEM PROUD TO BECOME COCOA FARMERS. THEY CAN SEE MORE TANGIBLE OPPORTUNITIES FOR GROWTH AND REALIZE THEY CAN POSITIVELY IMPACT THE ECONOMIC SUSTAINABLE DEVELOPMENT OF THEIR COMMUNITIES.”



### CULTIVATING ENHANCED COCOA MANAGEMENT PRACTICES TO IMPROVE INCOMES

Pilar Ramirez of Fundación REDDOM, one of Cocoa Life's implementing partners in the Dominican Republic, is working to elevate cocoa growing skills and demonstrate that cocoa farming can be profitable for the next generation.

“ BY IMPLEMENTING CLIMATE-RESPONSIVE FARM MANAGEMENT TECHNIQUES AND PRE-HARVEST HUSBANDRY PRACTICES, WE CAN HELP TO INCREASE THE YIELD OF COCOA FARMS IN THESE COMMUNITIES.”



### INCREASING COCOA YIELD AND BUILDING STRONG FARMING COMMUNITIES

Amadou Ouattara is a lead farmer and member of ECAM, a large cooperative of more than 900 farmers participating in the Cocoa Life program in Côte d'Ivoire.

“ THROUGH COCOA LIFE, WE ARE ABLE TO EXPAND OUR KNOWLEDGE ABOUT NEW FARMING TECHNIQUES AND LEARN TO MASTER GOOD AGRICULTURAL PRACTICES. THROUGH TRAININGS, WE LEARN PRUNING TECHNIQUES THAT HAVE RAISED THE QUANTITY AND QUALITY OF THE COCOA HARVESTED.”



### STEADY INCOME FROM COCOA INDUSTRY EMPLOYMENT SPARKS HOPE FOR THE FUTURE

M. Kumari, a cocoa worker in the West Godavari district of Andhra Pradesh, has worked in a cocoa nursery for many years. The Cocoa Life program in India supplies seedlings to farmers and provides technical guidance.

“ I AM VERY PROUD TO BE A PART OF THE SEEDLINGS PRODUCTION PROGRAM. I FEEL A SENSE OF ACHIEVEMENT WHENEVER I THINK ABOUT HOW THE PLANTS WE RAISE HAVE BEEN PLANTED ACROSS MANY FARMS IN THE STATE. THIS PROGRAM HAS ALSO CREATED EXCELLENT EMPLOYMENT OPPORTUNITIES FOR OTHER WOMEN WORKERS.”



### INCREASING KNOWLEDGE OF FARMING BEST PRACTICES

Ana Paula Souza, head of the Gandu Cooperative, leads efforts to assist farmers and strengthen the supply chain in the Bahia region of Northeastern Brazil.

“ WE WORK WITH COCOA LIFE TO HELP TRAIN FARMERS IN MANAGEMENT PRACTICES TO OPTIMIZE SHADE AND SOIL FERTILIZATION.”

## FUTURE OUTLOOK

Looking to the future, Cocoa Life will adapt to achieve the greatest impact as learnings are applied from measuring progress on the ground. Cocoa Life has enhanced its environmental strategy to address deforestation and to help farmers become more resilient to the impact of climate change.