

PRO-PLANTEURS factsheet: Journée PRO-PLANTEURS 2018

Introduction



PRO-PLANTEURS is a project co-financed by the Conseil du Café-Cacao (CCC), the German Initiative on Sustainable Cocoa (GISCO), and the German government (BMZ and BMEL). The objective of the project PRO-PLANTEURS is to professionalize 20,000 families of small cocoa farmers and their organizations to improve their living conditions. The project works with 35 organizations in the eastern, southern and south-eastern regions of the Ivorian cocoa zone.

Component 4 of PRO-PLANTEURS facilitates the exchange between the different actors within the project. For this reason, **the *Journée PRO-PLANTEURS – PRO-***

PLANTEURS day – was initiated to invite the different project partners and beneficiaries to share their experiences within the project. The theme of the first Journée PRO-PLANTEURS was “***strengthening the partners for larger impact***”.

The first *Journée PRO-PLANTEURS* took place in Grand-Bassam on September 19, 2018. 109 people participated in the event, of which 78 were representatives of 36 farmer organizations targeted by the project (e.g. presidents of administrative councils, directors, secretary generals, rural advisors for nutrition (animatrices rurales)) and 31 project partners (e.g. project team, implementing partners, Ivorian Ministry of Agriculture and Rural Development (MINADER), CCC, GISCO members, members of the German Embassy in Côte d’Ivoire).



Participants of the PRO-PLANTEURS-Day (September 2018 in Grand Bassam, Côte d’Ivoire)

The agenda of the Journée PRO-PLANTEURS

The participative approach applied during the *Journée PRO-PLANTEURS* facilitated open discussions between all participants. Presentations of the implementing partners, testimonies of individuals targeted by the project activities, and results of working groups led to a better understanding of the project activities by the participants. Furthermore, successes were identified and shared mid-way through the implementation of the project.

During the first part of the day, the activities of each of the four components were presented in detail. Each presentation was underlined by two crucial experiences, followed by testimonies from beneficiaries,

The second part of the day was dedicated to group discussions: farmer organizations, GISCO members and other stakeholders exchanged their views and experiences on how to strengthen cooperation within and around the PRO-PLANTEURS project.



Lessons learnt during the Journée PRO-PLANTEURS

Component 1: Strengthening Farmer Organizations



The approach by TechnoServe in component 1 **strengthened the technical, financial, and business management, and enlarged the governance capacities of the farmer organizations**. The result was an improvement in the level of development of each farmer organization according to the *SCOPEinsight* evaluation.

In addition to the recruitment of missing key personnel, there has also been an improvement in respect to the roles and responsibilities of the actors. These advances have resulted in improved relations between the staff, the president and members of the Board of Directors.

However, further progress is still needed in financial management, accounting, and the efficient provision of services to members.

Component 2: Producing Sustainable Cocoa



ANADER is in charge of training producers in Good Agricultural Practices (GAP), farm management (Farmer Business School, FBS) and agroforestry. **A strong interest was observed for the training farm management and for planting shade trees despite the issues concerning the ownership of the trees. Producers are demanding for a replication of the FBS approach and extension to the entire community.**

In addition, producers mentioned the improved production on their cocoa farms, yet, higher revenues were sometimes offset by the fall in cocoa prices.

ANADER also noted the **need to raise the participation rate of producers in activities by involving the managers of cooperative societies more closely.**

Component 3: Improving Nutrition through Diversification



The *diversification axis* of this component has the objective to promote the production of food crops and in that way diversify the household's income sources and improve self-consumption. According to ANADER, the implementing partner of this axis, **access to land may be a limiting factor, since activities target women in the household while they have limited access to productive resources, mainly land.**

The activities of the *nutrition axis* were carried out in collaboration with the National Nutrition Programme (PNN). The rural advisors (*animatrices rurales*) who are trained as part of the nutrition axis are members of the farmer organizations. Their role is to raise awareness of Good Nutritional Practices within households. **The communities were committed to the activities and showed a strong rate of participation.** Furthermore, five income generating activities by women groups implemented by the project, the farmer organizations and the women themselves, were discussed within this axis.

Component 4: Promoting Joint Learning

The **exchange of experiences, workshops on different topics, and the visits of GISCO members were highly appreciated learning opportunities by the GISCO members as well as the farmer organizations.** The farmer organizations also valued the participation of four representatives of the farmer organizations in the 4th World Cocoa Conference in Berlin in April 2018 and the invitation of all the project's farmer organizations for the 7th session of the Plenary Assembly of the PPP-platform (PPPP) in Yamoussoukro in June 2018. These events **allowed producers to express their views on important topics** such as producer income and agroforestry.

Approaches to strengthen the partnership within the project

In the second part of the day, farmer organizations and local GISCO members collected and presented ideas to strengthen the partnership within the project:

Ideas of the farmer organizations:

- The participation of cooperative companies in a **PRO-PLANTEURS farmer organization network offers continuing exchange;**
- The project's **network of farmer organizations** must define a **clear, realistic and achievable vision** that guides all its actions and strengthens relationships between cooperative societies;
- The **network must integrate the 18 new farmer organizations** for a successful collaboration after they completed their capacity building program.

Ideas of GISCO members:

- Local GISCO members could be **regularly informed about the level of implementation of project activities** to better adhere to them;
- **Joint activities with GISCO members could strengthen collaboration**, e.g. thematic workshops and field visits;
- GISCO members could be supported in the **development of Public Private Partnerships (PPP) with GIZ.**

PRO-PLANTEURS is a joint project of



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