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The Power of Many:
Women’s Empowerment in CocoaAction

World Cocoa
Foundation
The reality for a woman in a cocoa farming community

- Poverty
- Aging farmers
- Gender inequality
- Child labor
CocoaAction Vision

A rejuvenated and economically viable cocoa sector, starting in Ghana and Côte d’Ivoire and then other cocoa producing countries, that can compete with alternative crops and provide opportunities to cocoa farmers and cocoa communities.
CocoaAction Companies
CocoaAction companies have committed to reach 300,000 farmers in Côte d’Ivoire and Ghana by 2020

Cocoa Life is now working with **45,600 farmers** in **665 communities** in West Africa towards Mondelēz’ s contribution to CocoaAction
...through two interconnected packages with specific interventions to generate a transformation on the ground.

Professional cocoa farmers provide a primary source of livelihoods to the community ...

... who create profitable, thriving farms thanks to the benefit of the Productivity Package.

...in which women have equal right to participate and where sufficient income is generated, and services exist, for kids to go to school ......

Professional Farmers in Thriving Communities

.... so that the community thrives and creates the next generation of educated, motivated cocoa farmers...
Women’s Empowerment is a focus area of CocoaAction

A rejuvenated and economically viable cocoa sector providing increased opportunities to cocoa farmers and their communities

Increased cocoa productivity and income for cocoa farmers and their families

Productivity Package Adoption
- Good Agricultural Practices
- Improved Planting Material
- Fertilizer and Soil Fertility

Community Package Adoption
- Primary Education
- Child Labor Prevention
- Women’s Empowerment

Alignment with Governments

Aligned Activities of CocoaAction Companies
CocoaAction company programs and actions are aligned to achieve coordinated delivery of Productivity and Community Packages.

CocoaAction Partners
Productivity Package Activities

CocoaAction Partners
Community Package Activities

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Why Gender in Cocoa?

- Women are essential to cocoa production, they make-up nearly 50% of cocoa labor
- In addition, women are essential to the health and well-being of the community, providing 80% of food crop labor
- Women spend proportionally more time and resources on education, therefore having a direct impact on children’s livelihoods

However, women in cocoa community often do not enjoy the same access to resources, benefits, or decision-making power as their male counterparts.

CocoaAction therefore aims to empower women through both the productivity and community development packages.
CocoaAction: Women’s Empowerment Activities

CocoaAction is working on:

- Giving access to cocoa productivity inputs and training
- Building women’s roles in leadership positions in farmer organizations
- Training on gender sensitivity for women, men, implementing program staff, farmer organizations (cooperatives) and the community
- Supporting women in:
  - Participation in community committees
  - Income-generating activities
- Working with men and women on household-based interventions
- Increasing women’s access to resources and training

Anticipated Outcome:
Women have increased capabilities and opportunities to generate income and influence decisions in cocoa production and communities
Case Study: Peer-to-Peer Training for Women Farmers

**Concept:**
- Women reach out to other women easily with adapted messages and services, particularly in contexts where male-female interactions are restricted.
- Partners promote local female resources to support extension delivery in cocoa communities.

Mondelēz works with partner Transmar Commodities in Ghana to train community volunteers to support extension activities for women and serve as gender advocates.

Women extension volunteers (WEV) support women’s businesses and raise awareness on issues like health, gender equality, nutrition and hygiene. They also provide extension delivery for food crops.
“Women bring strong skills in financial management and family management, and they understand that the land has to be well treated. Women are holding the whole family together—they coordinate everything. They advise men and help them when it comes time to harvest. They are quite strict in their management of things. The more women are involved, the more durable any enterprise will be.”

-Madame Fanny Assata Doumbia, President of the Cocoa Farmers' Cooperative ECAM
Thank You!