Cocoa Sustainability: a Reality Check
What is it that we’re trying to do ...

**Inputs and services to farmers**

1. Training / FFS
2. Fertilizer / Crop Protection
3. Plant material
4. Awareness-raising
5. ...

**Improved sustainability**

1. Productivity
2. Living income
3. Child labor
4. ...

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What is it that we’re trying to do …

Inputs and services to farmers

Improved sustainability
CocoaAction Farmer Economic Model

Modeling the cocoa farmer business case for the World Cocoa Foundation
Possibilities for more cooperation

1. Put business models first
2. What is the strategy to get us there
3. Who is going to do what
4. Learn and adjust
5. Alignment is key