## The Sustainable Tree Crops Program (STCP) ended its term in 2011 on a successful note. WCF programs such as the Cocoa Livelihoods Program (WCF/CLP) and Empowering Cocoa Households with Opportunities and Education Solutions (ECHOES) program continue to see measured progress in farmers and youth reached. WCF is undertaking a major effort beginning in 2012 to track and report progress in cocoa-sustainability programs across the cocoa sector.

The following is a snapshot of development in current WCF programs and results to date:

### People

**WCF/ECHOES Program (2007 – 2010)**
- 387,720 students benefiting from teacher and administrator training
- 8,069 teachers trained in Ghana; 1,518 teachers trained in Côte d’Ivoire
- 6,209 youth and adults received literacy training with local tutors
- 9,245 youth received vocational agriculture training
- 717 Family Support Scholarships awarded in Ghana and Côte d’Ivoire

Family Support Scholarships provide the equivalent of three years of school expenses to a parent-child pair.

One-third of the funding pays for the current school year’s expenses. The remaining two-thirds is used to further develop a mother’s business to generate sufficient income to support the child’s continuing education.

This ensures that mothers grow their household income and can keep their children in school.

### Planet

**Sustainable Tree Crops Program (2003 – 2011)**
- Ten to 20 percent decrease in pesticide use by trained farmers

**WCF Cocoa Farm Finance Program (2011 – )**
- Farmers will have access to credit for improved fertilizer packages, blended with a higher concentration of phosphate and calcium to enrich nutrient-depleted soils. The improved blend offered through this new program will be at a lower cost to the farmer.

Healthier soil will foster higher producing farms for sustaining future farmers’ livelihoods.

### Profit

**WCF/CLP Program (2011 annual survey)**
- 769 farmers from WCF/CLP training surveyed
- Cost of farmer training: $145/farmer
- Positive trend in yields:
  - 75% increase in Ghana; 70% increase in Côte d’Ivoire

Baseline data from 2009 – 2010 for farmers without WCF training showed an average of 312 kg/hectare/year in Ghana.

After farmers completed Farmer Field School, Farmer Business School and Input Supplies Training programs, there was a jump to an average of 549 kg/hectare/year.

### New members

World Cocoa Foundation members represent more than 80 percent of the global cocoa market. We welcomed 12 new members in 2011, and one new member to date in 2012, adding to the geographic diversity and international corporate representation within the membership base.

- Clif Bar & Company (USA)
- Darrell Lea Chocolate Shops Pty. Ltd. (Australia)
- General Mills (USA)
- Guan Chong Cocoa Manufacturer Sdn. Bhd. (Malaysia)
- Haigh’s Chocolate (Australia)
- ITOCHU Food Sales & Marketing Co., Ltd. (Japan)
- JB Cocoa Sdn. Bhd. (Malaysia)
- PT Bumitangerang Mesindotama/BT Cocoa (Indonesia)
- Royce’ Confect Co., Ltd. (Japan)
- Seattle Chocolate Company (USA)
- Tachibana & Co. (Japan)
- Tulip Cocoa Processing Limited (Nigeria)
- Valrhona SAS (France)

### Mission Statement:

The World Cocoa Foundation promotes a sustainable cocoa economy through economic and social development and environmental stewardship in cocoa-growing communities.

### Commitment:

The foundation is dedicated to a shared future with shared benefits throughout the cocoa supply chain and so maintains long-term commitment to:

- Ensure a sustainable supply of quality cocoa that benefits both growers and users of this unique tropical crop.
- Empower farmers to make choices that help develop strong, prosperous communities in all of the world’s cocoa-growing regions.
- Promote production practices that maintain and increase biodiversity and crop diversification in cocoa communities.

### Strategy:

The foundation achieves its goals by:

- Building partnerships with cocoa farmers, origin governments and agricultural, development, and environmental organizations.
- Working with international donors to support effective programs.
- Supporting and applying demand-led research that improves crop yield and quality.
- Supporting training and education that improves the health, safety and well-being of cocoa farming families.
World Cocoa Foundation 2011 recap (continued)

President’s Message

The year 2011 was key for the World Cocoa Foundation. In the last year, we saw programs come to an end and new programs beginning. We welcomed new members, officers and staff, and we have seen tremendous growth in our operations, services to members and programs in cocoa-growing communities.

The Sustainable Tree Crops Program (STCP) was a successful project that began in 2003 and concluded at the end of 2011. We reached our goal by providing services to more than 150,000 farmers through Farmer Field School trainings, Video Viewing Clubs and a variety of additional agricultural and business skills development trainings. I would like to thank our funding and implementing partners for their many years dedicated to promoting cocoa sustainability through this program:

United States Agency for International Development (USAID), International Institute of Tropical Agriculture (IITA), United States Department of Agriculture (USDA), European Union, Federal Ministry of Agriculture and Water Resources (Nigeria), Fonds de Développement et de Promotion des activités des producteurs de café et de cacao (Côte d’Ivoire), SOCODEVI/Canadian International Development Agency (CIDA), Forest and Landscape Denmark/Danish International Development Agency (DANIDA), Centre for International Migration and Development (CIM Germany), Department for International Development (UK), GTZ, Dutch Ministry of Agriculture, Associates in Rural Development (ARD USA) and Transfair USA.

As we announced last October, the WCF African Cocoa Initiative (WCF/ACI) is a new partnership between WCF and 12 of our member companies, the U.S. Agency for International Development (USAID) and the Sustainable Trade Initiative (IDH). With the official launch of the program scheduled for January 2012, we are excited about the expanded opportunities to empower farmers, to increase their incomes and to advance food security through increased capacity and services in Cameroon, Côte d’Ivoire, Ghana and Nigeria.

Last December, we welcomed two new members to WCF. We also expanded the WCF team with the addition of Kwasi Yeboah Konadu, who is the chief of party for WCF/ACI and will be based in Accra, Ghana. In October, we welcomed new officers for 2012 — co-vice chairs Jeff Morgan of Mars, Inc., and Nicko Debenham of Armajaro Trading Ltd. — and elected representatives to the WCF Executive Committee for 2012 — Steve Genzoli of Ghirardelli Chocolate Company and Dimeji Owofemi of Multi-Trex Integrated Foods. Anne Alonzo of Kraft Foods will continue to serve as chairwoman and Andy McCormick of The Hershey Company will continue to serve as secretary/treasurer through 2012.

It has been my privilege to work alongside our members, officers, staff and, most importantly, the cocoa farmers that we serve. I look forward to continued progress and growth in 2012 and wish you all a prosperous new year. Please plan to join us at the 2012 WCF Partnership Meeting and Roundtable Sessions — June 13 – 14, 2012, in Washington, DC, and also October 24 – 25, 2012, in Zurich, Switzerland.