

AERTCvc – Resilience of the Cocoa Value Chain in Ghana Stakeholder Workshop in Kumasi, Ghana, 3rd - 5th October 2017 Workshop Report

Overview

As part of the project “Assessing and Enhancing the Resilience of the Tef and Cocoa value chains” (AERTCvc), we conducted a stakeholder workshop in Kumasi to develop action plans (strategies) for building resilience in the cocoa value chain in Ghana. 17 stakeholders from all activities (input supply, production, processing and retail) of the cocoa value chain as well as representatives from COCOBOD and NGOs participated at this event. This workshop was the third gathering of the same stakeholder group after we established a transdisciplinary process in January 2017 and conducted a survey validation meeting in June 2017. The objectives of this workshop were:

- Review survey results
- Apply a ‘design thinking’ technique to develop ‘measures’ for building resilience
- Exchange and deepen trust and understanding between stakeholders

‘Design thinking’ technique

For developing action plans through a structured process and based on the survey results (see Figure 1), we applied ‘design thinking’ technique to identify ‘common insights’, ‘common needs’ and ‘common underlying goals’ for two groups: production (input suppliers and farmers) and post-production (LBCs, processors and retailers). This allowed our stakeholders (see Picture 2) to subsequently identify common problems and related measures that help to achieve a particular underlying goal. Results from the production group show that ‘sustainable cocoa farming’ was a common underlying goal. To achieve this goal, the following problems need to be resolved: ‘deforestation’, ‘fire outbreaks’, ‘illegal mining’. The identified measures for each of these problems were ‘tree planting’, ‘creation of fire belts’ and ‘enforcement of law to reduce illegal mining’.

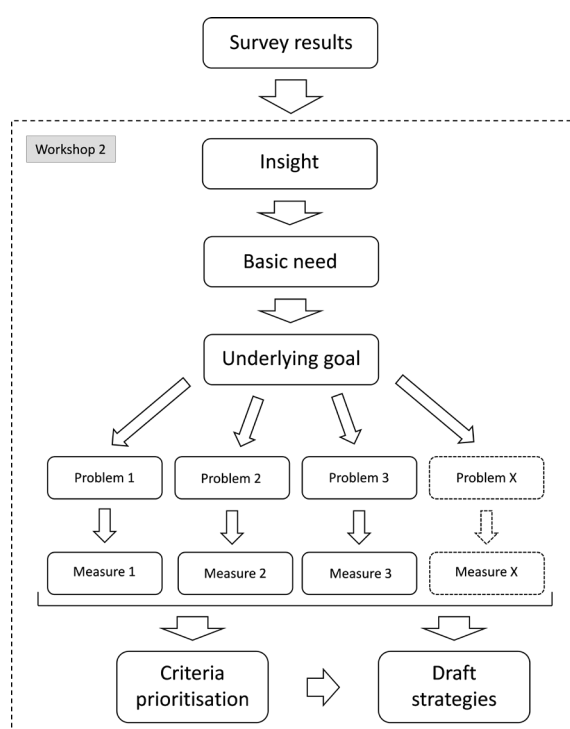


Figure 1: ‘Design thinking’ process

For the post-production group, ‘profitability’ of their business was a common underlying goal. To meet this goal, the following problems need to be addressed: reduce ‘cost of raw materials’, ‘the cost of finance’ and ‘price fluctuations’ and improve ‘access to markets’. The identified measures for reducing the cost of raw materials were to ‘hedge purchases of cocoa beans’ and ‘encourage buying of cocoa during periods of low prices’. For improving access to markets, potential measures are to ‘improve market partnerships’ and ‘increase opportunities for advertisement’.

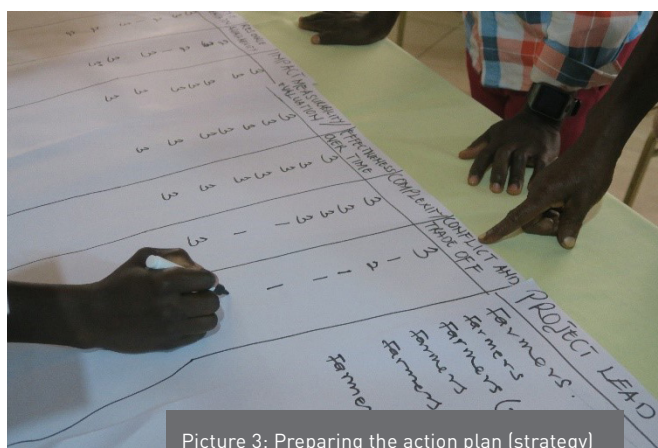
In total, the two groups came up with a combined 40 'measures' to enhance the resilience of the cocoa value chain in Ghana. The stakeholders then evaluated (see Picture 3) those 'measures' based on a set of 13 criteria (e.g. implementation time, costs, feasibility, etc.) that were defined by the policy group (representatives from COCOBOD units). The outcome of this workshop were draft action plans for the production and post-production groups that need to be further validated.



Picture 2: Discussions in the production group

Validation process

In a next step, stakeholders from both groups will conduct validation meetings to confirm the proposed 'goals', associated 'problems' and 'measures' with their peers. For example, a farmer will invite around 10-15 farmers from his village and first explain the draft action plan and then ask them to reflect on the accuracy and consistency of it. This validation process will result in greater representativeness of the proposed strategies.



Picture 3: Preparing the action plan (strategy)

Next steps

In January 2018, the stakeholders will meet to report about the results from the validation process. Subsequently, the action plans are finalised. In April 2018, a final workshop will bring together a larger number of actors and stakeholders of the cocoa value chain. At this final event, we will initiate steps towards implementing the action plans and provide opportunities for actors of the private and public sector to develop collaborations.

Workshop participants:

Yaw Amoako (Farmer), Thompson Anagbonu (OLAM), Samuel Aning (KNUST), Nana Agyemang Ansong (Cocoa Processing Company), Samuel Apenteng (Kuappa Kokoo), Kofi Appia (Farmer), Sylvester Yaw Asiamah (Rainforest Alliance), Yaw Atta-Boamah (Produce Buying Company), Margaret Frimpong Ayerakwa (CHED, COCOBOD), Emmanuel Benning (Farmer), Evans Dawoe (KNUST), Osei Bonsu Harriet (SPD, COCOBOD), Jonas Joerin (ETHZ), Patrick Kaba (SPD, COCOBOD), Pius Krütli (ETHZ), Isaac Opare (CONTI), Samuel Boateng Oteng (Quality Control, COCOBOD), Okyere Gynah Prince (Input supplier), Adam Sayuba (Farmer), Kote Seydou (Input supplier), William Thompson (ETHZ), Albert Yankson (Farmer)

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