



FAIRTRADE
INTERNATIONAL



WEST AFRICA COCOA PROGRAMME MONITORING REPORT

Fourth Edition



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About Fairtrade International: Fairtrade International is a non-profit, multi-stakeholder association that promotes fairer conditions for international trade, empowers small-scale farmers and workers, and fosters sustainable livelihoods. Fairtrade International develops and maintains the internationally agreed Fairtrade Standards, owns the FAIRTRADE Mark, and supports the international Fairtrade system. Three regional Fairtrade producer networks representing more than 2 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organisations in more than 30 countries that promote Fairtrade to business and consumers. For more information, visit www.fairtrade.net



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NOTE FROM FAIRTRADE AFRICA'S EXECUTIVE DIRECTOR



Isaac H. Tongola
Executive Director,
Fairtrade Africa

We are delighted to publish our fourth West Africa Cocoa Programme (WACP) monitoring report. The WACP was launched in 2016 to support Fairtrade small-scale producer organisations (SPOs) in Côte d'Ivoire, Ghana and Sierra Leone in 2022.

The WACP strengthens SPOs' ability to comply with Fairtrade Standards, strengthen their organisations through the formalisation of strategic plans and their organisations' responsiveness to their farmer members needs, participation by their farmer members in the SPO, and proactively responding to the needs of their partners.

Through the framework of the Fairtrade Standards and associated programmatic work, the WACP assists SPOs in the process of assessing risks connected to deforestation and human rights and environmental due diligence among others. These are activities that SPOs increasingly need to focus on to maintain their market access.

With over 48,000 attendances at WACP trainings in 2023, we are making good progress on increasing the number of SPO farmer members who benefit from the WACP with more women and young people actively benefiting from these trainings.

This monitoring report, for which the data was collected through interviews with SPO management and household interviews with the farmer members of those SPOs, shows continued good progress on key indicators. SPO management satisfaction with the WACP trainings they receive is high and the farmer members report that they find their own organisations are open and respectful to the raising of different opinions.

We recognise in the report that we have further progress to make with SPOs and their members that includes intensifying training in more SPOs and working with them to reach more of their farmer members through different innovative approaches.

In the forward to our third monitoring report in 2023, I commented on inflation causing an explosion in the costs of production and living for Ghanaian and Ivorian farmers. In 2024, the cocoa industry has seen challenges in production in those countries with many contributing factors including climate change, El Niño, the rate of diseased trees accelerating partly because of climate change, and competition for land and labour from other economic activities, such as illegal gold mining. Years of paying cocoa farmers below the cost of sustainable production has reduced farmers' resilience and has increased the impact of these factors.

The farm gate price of cocoa in Côte d'Ivoire and Ghana was increased by the Ivorian and Ghanaian government regulators in April 2024. The farm gate price in Sierra Leone has also increased. Fairtrade has long argued that prices paid for cocoa need to increase so that price plays its role, as part of a holistic approach, in farmers earning a living income. While the price increases are welcome the circumstances leading to them are not. Farmers producing less but selling at a higher price will not necessarily achieve a higher income. Fairtrade will therefore continue to work closely with SPOs to contribute to initiatives that help address some of the identified challenges, including adapting to the impact of climate change.

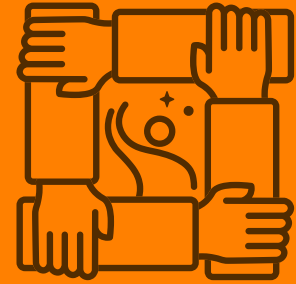
As the WACP evolves, we will continue to work in partnership with SPOs as they prepare for the regulatory demands of the EU Deforestation Regulation (EUDR) and Human and Environmental Rights Due Diligence (HERDD). Our partnership with Satelligence will provide SPOs with access to high quality deforestation risk analysis. We continue to focus on securing commercial partnerships for SPOs and their members to release the financial benefits of selling on Fairtrade terms. We combine this with innovative commercial and donor partnerships with SPOs on key topics such as human rights, increasing household income and agroforestry, an overview of which can be seen [here](#).

However, Fairtrade and SPOs cannot do this work alone. Governments, donors, exporters, importers, manufacturers, brands, and retailers all have a role to play. We welcome the successful partnerships we already have with these stakeholders, and recognise the importance of expanding them in number, scale and impact. Fairtrade and SPOs will continue to work with these stakeholders to build a sustainable cocoa sector. A sustainable cocoa sector will only be achieved when cocoa farmers and their families can access a living income.



48,876
PARTICIPANTS
IN FAIRTRADE
TRAININGS IN 2023
REPRESENTING A
22% INCREASE
ON 2022

72% OF SPO MEMBERS
IN CÔTE D'IVOIRE
AND 92% IN GHANA
SAY THEY ARE
ACTIVELY ENGAGED
IN HOW THEIR
PREMIUM IS USED



66% OF SPO MEMBERS
IN CÔTE D'IVOIRE
AND 95% IN GHANA
ARE RECEIVING
SERVICES FROM
THEIR RESPECTIVE SPOS

COCOA SALES ON
FAIRTRADE TERMS
INCREASED BY 3%
IN CÔTE D'IVOIRE
AND 9% IN GHANA





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INTRODUCTION TO THE WEST AFRICA COCOA PROGRAMME (WACP)

Working with small-scale producer organisations (SPOs) is central to Fairtrade's approach of aiming to improve the livelihoods of Fairtrade cocoa farmers. Baseline studies of the strength of SPOs in Ghana and Côte d'Ivoire conducted in 2014-2015 indicated room for improvement¹.

Therefore, in mid-2016, Fairtrade launched the West Africa Cocoa Programme (WACP). The WACP seeks to build strong and viable Fairtrade SPOs that are responsive to their members' and business partners' needs. The WACP is implemented in Côte d'Ivoire, Ghana and Sierra Leone by Fairtrade Africa (FTA), with support from Fairtrade International. National Fairtrade Organisations (NFOs) in countries with markets for Fairtrade products relay the outputs and outcomes of WACP to customers buying Fairtrade cocoa. Consistent funding since mid-2016 for the WACP has enabled the FTA team in West Africa to grow its personnel capacity both in terms of numbers and skills. Institutional strength and knowledge have also been built up.

A mid-term external assessment published in 2022 showed clear evidence that SPOs participating in the WACP were more effective and resilient businesses and responsive to their member's needs. SPOs had greater skills and confidence in accessing Fairtrade markets. However, sustained growth in Fairtrade sales had yet to be achieved.

The inability of SPOs to sustain growth in Fairtrade sales reflects a very large oversupply of Fairtrade cocoa and a decline in demand following the 2019 increases in the Fairtrade Minimum Price and Premium. Fairtrade sales rebounded in 2021 and maintained approximately the same volume globally in 2022. However, in 2022 the highest ever Fairtrade Minimum Price differential in Côte d'Ivoire led to a decrease in volumes sold from that country.

SPO members were also found to be diversifying their income. Further work on enabling SPO access to child labour and forced labour monitoring and remediation systems and deforestation risk assessments were recommended by the external assessment. This was addressed through new Fairtrade Cocoa Standard requirements published after consultation in December 2022 and the accompanying Fairtrade child labour prevention and remediation programme. In 2023, Fairtrade announced a partnership with Satelligence to provide all SPOs with access to satellite deforestation risk monitoring data.

The main WACP interventions are trainings, coaching and advisory and technical support for SPOs and peer-to-peer learning. SPOs receiving trainings under the WACP are stratified into one of four levels. These levels are differentiated by level of service and intensity/type of training. Stratification of SPOs into levels is based on the

individual SPO's volume of sales on Fairtrade terms, length of time certified, the permanency of contracts to sell on Fairtrade terms, and the amount of WACP training already received among other factors. This stratification (rather than all Fairtrade cocoa SPOs receiving the highest intensity of trainings) has been necessary due to budget restrictions and the increasing number of Fairtrade certified SPOs in Côte d'Ivoire. All SPOs receive basic group trainings focused on supporting the SPOs with maintaining their Fairtrade certification and adhering to the relevant Standards, including the SPO Standard and the Cocoa Standard.

At the highest intensity, the trainings are informed by prior needs assessments and include intensive thematic coaching that builds capacity in such subjects as compliance with the OHADA Law (Organisation pour l'harmonisation en Afrique du droit des affaires, which translates as Organisation for the Harmonisation of Corporate Law in Africa), Child Rights, Gender Inclusion, Good Agricultural Practices (GAPs), Internal Management Systems (IMS), Human Rights and Environmental Due Diligence (HREDD), Financial Management and enhancing member outreach among other interventions.

The WACP training interventions seek to strengthen the skills of both the SPO's management and the members themselves. Training modules are explicitly designed for the West African cocoa context and regularly updated with new subjects as a result of the evolving nature of the Fairtrade Standards and the cocoa landscape.

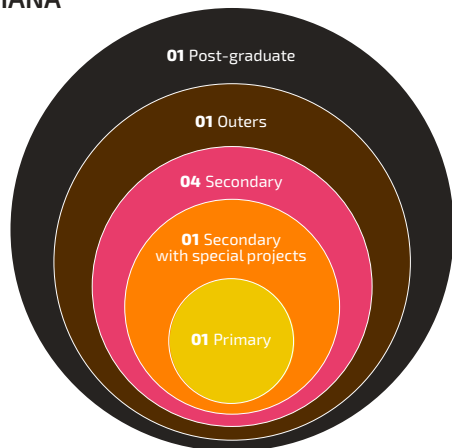


In 2022 and 2023, the WACP training interventions were expanded further reflecting the new Fairtrade Cocoa Standard published in December 2022. Key new topics include Human

¹ Available at <https://www.fairtrade.net/library/baseline-for-assessing-the-impact-of-fairtrade-certification-on-cocoa-growers-and-cooperatives-in-cote-divoire> and <https://www.fairtrade.net/library/baseline-for-assessing-the-impact-of-fairtrade-certification-on-cocoa-farmers-and-cooperatives-in-ghana>

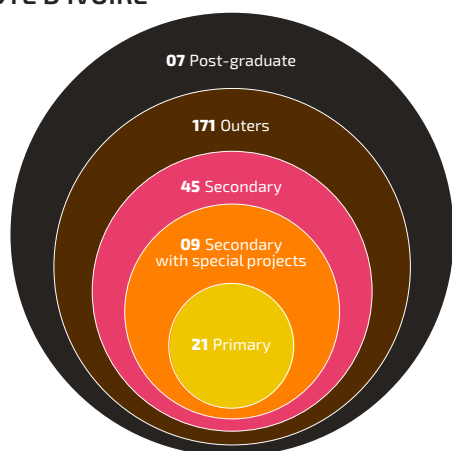


GHANA



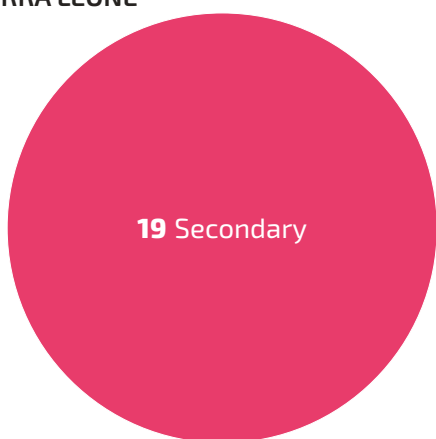
Primary	Core certification workshop + Strategic support + Annual General Meeting (AGM) + Village Savings and Loans Association (VLSA) + 2 thematic + 2 follow-up
Secondary with special projects	Core certification workshop + Strategic support + AGM + 1 thematic + 1 follow-up
Secondary	Core certification workshop + Strategic support + AGM + One-on-One coaching
Outers	Core certification workshop only
Post-graduate	Core certification workshop + Strategic support + AGM + other services based on needs

CÔTE D'IVOIRE



Primary	Core certification workshop + Strategic support + AGM + 2 thematic + 2 follow-up
Secondary with special projects	Core certification workshop + Strategic support + AGM + 1 thematic + 1 follow-up
Secondary	Core certification workshop + Strategic support + One-on-One coaching
Outers	Core certification workshop
Post-graduate	Core certification workshop + Strategic support + AGM + other services based on needs

SIERRA LEONE



Secondary	Core certification workshop + One-on-One coaching
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Rights and Environmental Due Diligence, deforestation, traceability and transparency, and sharecroppers.

The training sessions in 2023 attracted a total of 48,876 participants, comprising 37,064 males and 11,812 females, representing a female participation rate of 24.2 percent. Moreover, the overall training attendance experienced a significant 22 percent increase compared to the previous year.

In 2023, we saw a further increase in trainings cascaded by SPOs to their members from 17,546 in 2022 to 20,530 in 2023. This increase has been possible due to the continuous efforts FTA has put into working with the SPOs to mainstream this cascading of trainings into SPOs' annual plans and culture. Through this methodology we increase the number of SPO members reached and build the capacity of SPOs to implement training. We will seek to understand if this increases the sustainability of the WACP.



INTRODUCTION TO WACP MONITORING, EVALUATION AND LEARNING (MEL)

The WACP Theory of Change (ToC) outlines the activities and anticipated outputs, outcomes and impacts that Fairtrade envisions for the programme. The original WACP ToC was crafted in 2016 and 2017 following consultations with small-scale producer organisations (SPOs) and their members. The current ToC presented here was formulated in 2021, informed by three years of monitoring and evaluation and extensive consultations involving Fairtrade Africa, Fairtrade International, external consultants, and the cooperatives themselves.

The current WACP Theory of Change primarily focuses on the effectiveness and resilience of SPOs as businesses and the empowerment of SPO members as its key outcomes. The notion of SPOs being responsive to their members aligns closely with Fairtrade's core values. Ultimately, WACP aims to establish enduring relationships between consumer brands, retailers, traders and SPOs, fostering a mutual understanding that leads to a robust production base and sustained access to Fairtrade markets.





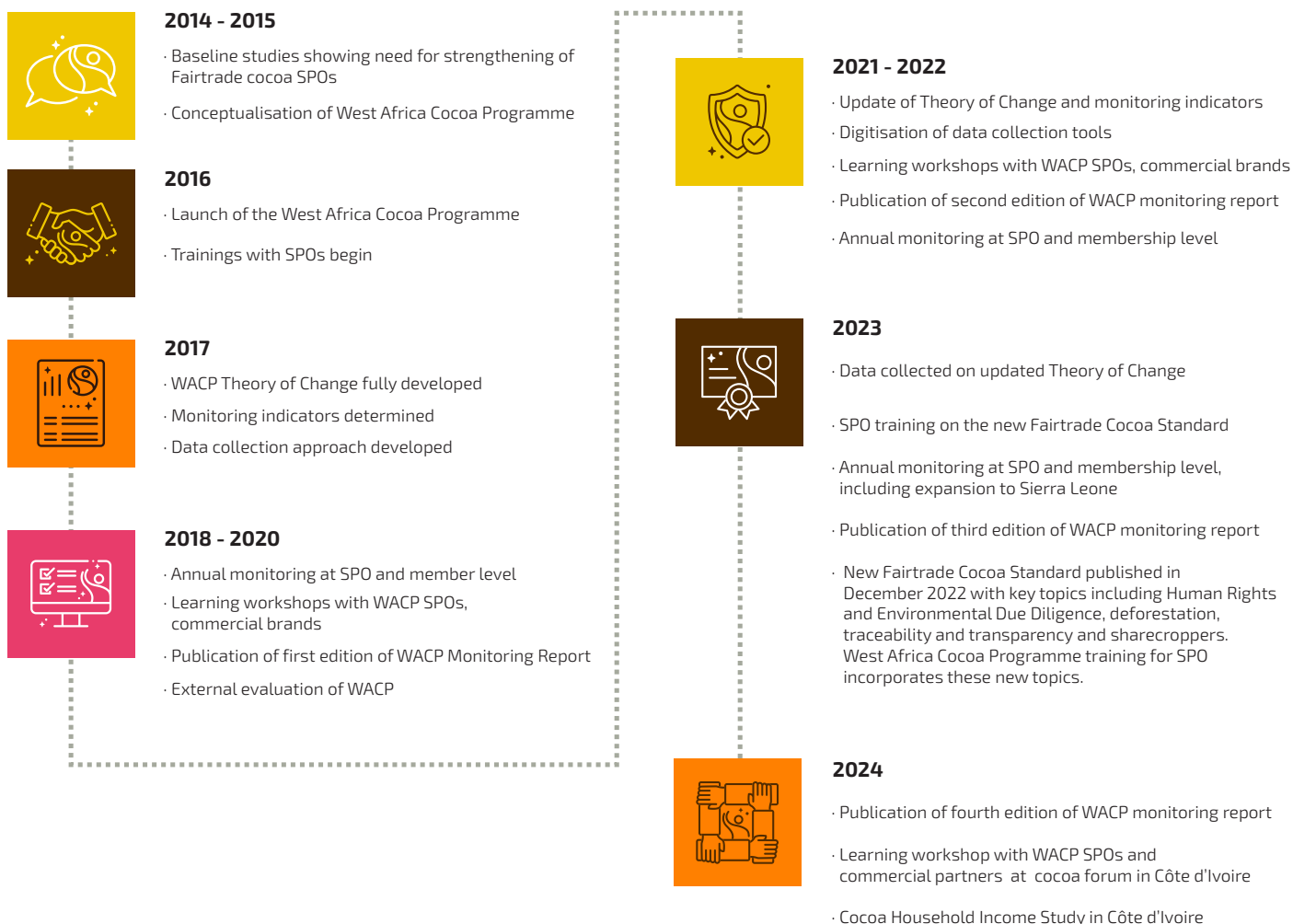
In 2017, Fairtrade International and Fairtrade Africa initiated a comprehensive effort to monitor the impact of WACP on SPOs and their cocoa farmers. Indicators were developed based on the WACP ToC and input from relevant stakeholders. Data collection focused on SPOs in "key supply chains." In other words, those SPOs within WACP supplying significant volumes to commercial brands.

Annual monitoring rounds occurred between 2018 and 2022, collecting data on agreed indicators from 35 SPOs in 2018, 28 in 2019, 30 in 2020, 37 in 2022, and 36 in 2023. More than 3,000 SPO staff and members were sampled during this multi-year period. Learning workshops, both bilateral and large-scale, have been conducted with Fairtrade Africa, key

National Fairtrade Organisations (NFOs), consumer brands and SPOs.

The majority of sampled small-scale producer organisations (SPOs) and their members are from Côte d'Ivoire with only a small minority from Ghana. It's important to note that, for the first time in 2023, data collection was extended to SPOs in Sierra Leone. This report presents a separate analysis for all three countries. While all SPOs in the sample were surveyed at management level every year, only one-third to a half had some of their members sampled at household level annually.

The monitoring data is primarily derived from respondent records and recall, meaning that some recall errors can occur.



Timeline of WACP MEL Activities

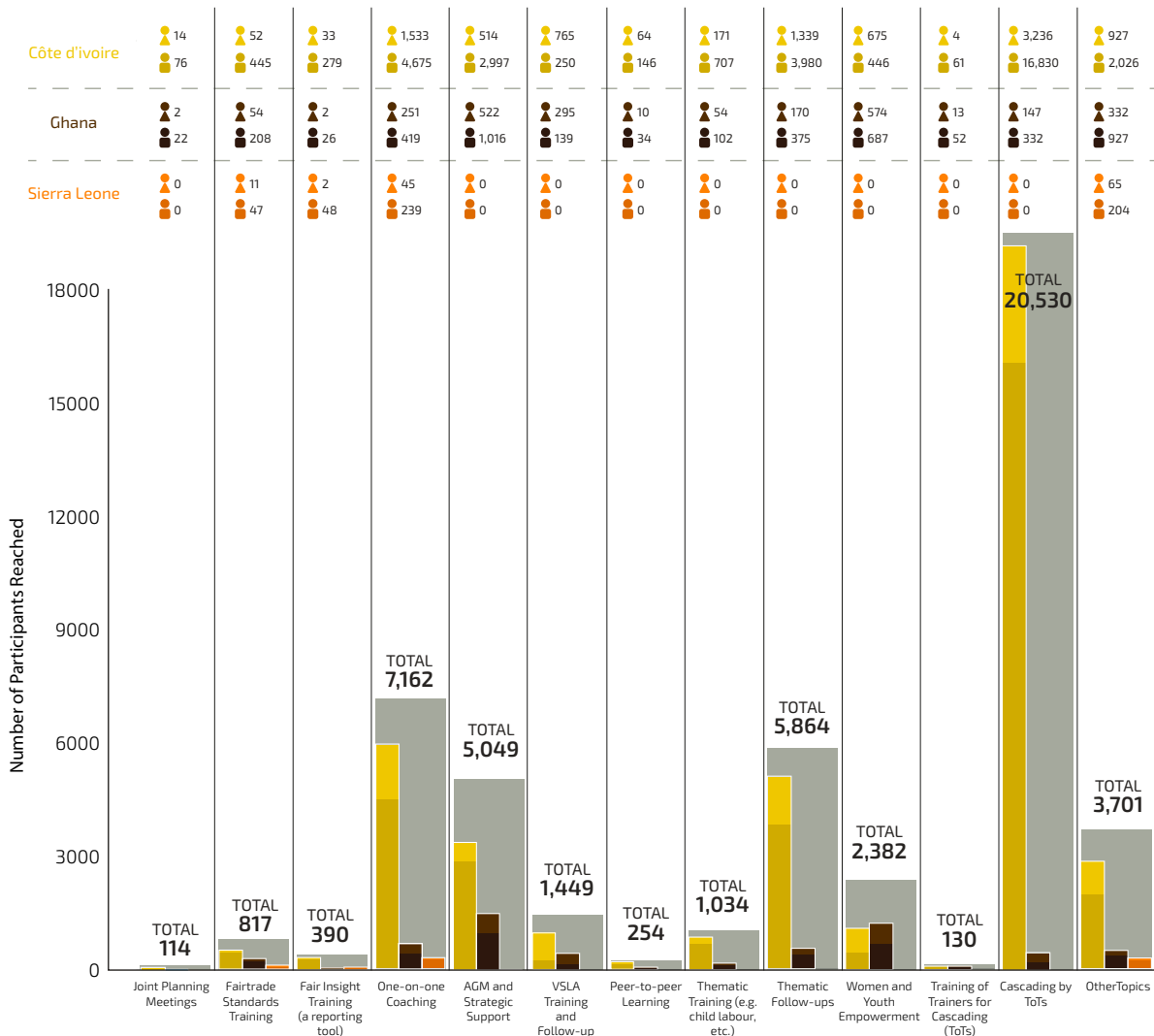


SPOS ARE SATISFIED WITH THE HIGH QUALITY TRAININGS RECEIVED FROM FAIRTRADE AFRICA AND ARE INCREASINGLY GETTING THEIR TRAINING NEEDS MET

TRAININGS PROVIDED BY FAIRTRADE AFRICA TO SPOS COVER A BROAD RANGE OF TOPICS AND REACH TENS OF THOUSANDS OF SPO MEMBERS

The trainings offered by Fairtrade Africa to SPOs encompass a diverse range of topics and methodologies aimed at enhancing the capacity and skills of participants across various areas. Through joint planning meetings, team members collaboratively align strategies and goals to ensure cohesive and effective implementation. The trainings can include:

- Certification advisory support, which primarily targets SPO leadership, SPO certification managers, and the SPO trainers. These training sessions aim to enhance the capacities of these key stakeholders to comply with the Fairtrade Standards and support SPO members in meeting compliance requirements.
- One-on-one coaching and community engagement initiatives directed towards SPO members. These personalised coaching sessions and community engagements focus on empowering individual members with the knowledge and skills needed to navigate various challenges and opportunities within their communities.
- Thematic training sessions designed for SPO staff and members covering topics such as Good Agricultural Practices, climate change, child labour, Village Savings and Loans Associations, Internal Management Systems, governance, and membership engagement. These trainings aim to equip both staff and members with essential skills and knowledge to effectively manage their organisations and engage with their members.
- Direct engagement with SPO members at community level on the aforementioned topics, facilitated by Fairtrade Africa staff and SPO staff. These engagements serve to reinforce the learnings and address specific challenges faced by community members, promoting sustainable practices and community development.
- Women's empowerment initiatives are integrated throughout the WACP curriculum, complemented by the Fairtrade Women's School of Leadership, which is operational in Côte d'Ivoire and Ghana. These efforts aim to empower women, promote gender equality and foster inclusive growth and development.

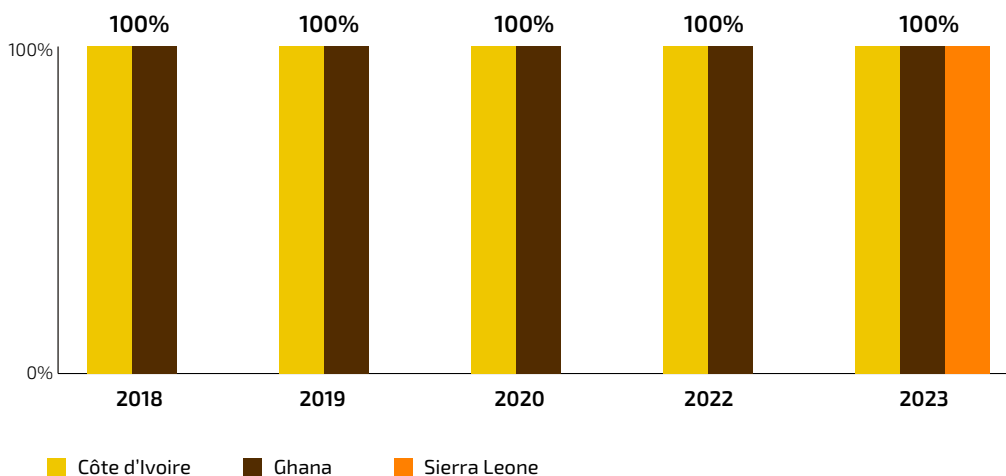




SPO MANAGERS ARE HIGHLY SATISFIED WITH THE QUALITY OF THE WACP TRAININGS

Every SPO manager surveyed in all three countries throughout the multi-year monitoring period (2018–2023) consistently

reported that they were satisfied or very satisfied with the trainings modules provided through the WACP.



All SPO managers surveyed in the three countries throughout the multi-year monitoring period were satisfied or very satisfied with the quality of WACP trainings.

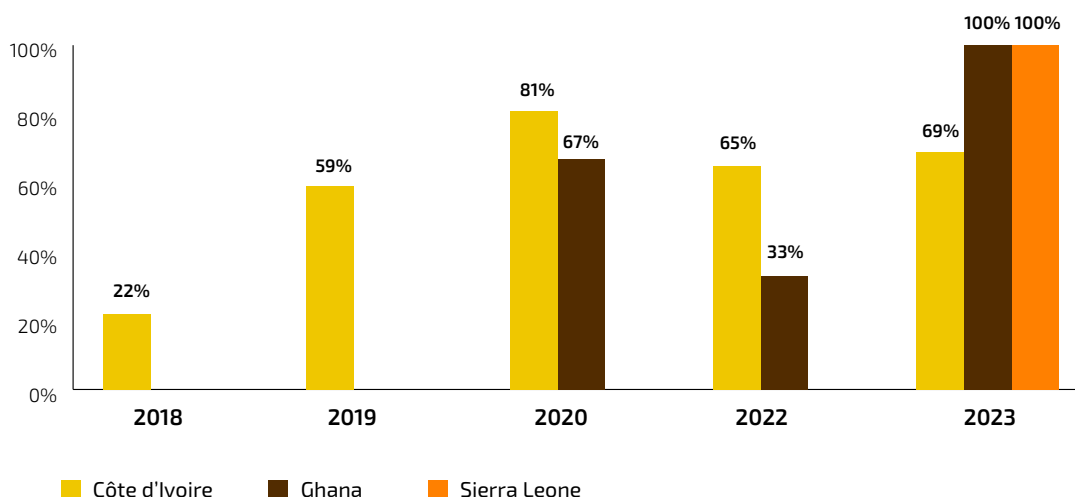
SPO MANAGERS ARE GETTING THEIR TRAINING NEEDS MET

In 2022, both Côte d'Ivoire and Ghana experienced a reduction in the percentage of SPO managers indicating that WACP met their most important training needs, with decreases to 65 percent and 33 percent, respectively.

The 2023 data shows a significant improvement in Ghana. While the result in Côte d'Ivoire has risen to 69 percent, the FTA team believes this can still be improved. New SPOs that came onboard in 2022 continued to expect more support in 2023 than the programme could offer due to budget constraints. Additionally, due to a number of global priorities, such as the European Union Deforestation Regulation (EUDR) and Human Rights and Environmental Due Diligence (HREDD), FTA focused some attention on these topics in order to prepare the SPOs for compliance. This reduced the time that would have been used solely for the provision

of training topics chosen by SPOs. In Ghana, there was a significant improvement compared to 2022. This was due to a combination of flexibility from the FTA team to provide additional support to SPOs and the SPOs' own willingness to contribute to the costs of support for topics they deemed critical once our own budget was exhausted. In our view, this willingness shows that these SPOs want to progress by investing in the capacities of their members.

Meanwhile, with data available only for 2023, SPOs sampled in Sierra Leone reported that their training needs were met. Sierra Leonian SPOs have seen a significant increase in support from Fairtrade in recent years as our support has transitioned from remote support to physical support. We have observed significant improvement in the organisation, structure and performance of the SPOs.



In 2022, there was a pronounced decrease in the percentage of SPO managers reporting that their training needs were met. This was largely attributed to the inclusion of new SPOs in WACP. However, the 2023 results show a significant upturn, signifying the success of a targeted training programme designed to address the specific needs of the SPOs.



Adu Kwasi Bennett, President, West Akyem Cocoa Cooperative, Ghana

"Thanks to the WACP, our cooperative has undergone a transformative journey. The series of trainings provided have empowered us with knowledge and skills essential for sustainable cocoa farming. WACP's interventions have been instrumental in shaping our cooperative's governance structure. From the society level to the overarching union level, we now boast a robust governance framework, ensuring transparency and accountability. The trainings facilitated by WACP have not only enriched our understanding of cocoa farming techniques but have also instilled a sense of unity and cohesion within our cooperative. We stand stronger together, thanks to WACP's support. The impact of WACP's interventions on our cooperative cannot be overstated. Through their guidance and expertise, we have not only enhanced our cocoa production practices but have also fostered a culture of continuous improvement and innovation. WACP has been a cornerstone in the development of our cooperative. Their unwavering support and commitment to the cocoa cooperatives have laid the foundation for our success."



Didier Amichia Agniful, Sustainability Manager, KAPATCHIVA COOP-CA, Côte d'Ivoire

"FTA staff support has been essential in reducing non-conformities after audits and preserving Fairtrade certificates for producers as we have been able to better understand and put the different requirements of the Fairtrade Standards into practice thanks to the various training courses. Fairtrade Africa training has encouraged our cooperative to take ownership of the collection and analysis of our own data. This enables us to better understand our internal challenges and to meet Fairtrade's expectations. We are also able to control the information collected from our members. Thanks to the training, we have set up a systematic approach to including young people. We have five young people on the 11-member Board of Directors. This initiative aims to create an environment conducive to the meaningful inclusion of young people in decision-making within our producer organisation. We can point to the Fairtrade Africa Women's Leadership School as just one example of a project which led to the creation of women's associations within our cooperative. The women launched income-generating activities (IGAs) and advocated for gender equality in value chains. We hope to continue to receiving support from FTA on managing our cooperative, including team management and working remotely with your team."



SPO MANAGERS HAVE THE SKILLS, TRAINING AND CAPACITY TO RUN RESILIENT AND EFFECTIVE COOPERATIVES

WACP TRAININGS ARE BUILDING THE KNOWLEDGE AND SKILLS OF SPO MANAGERS, WHILE SPO CAPACITY TO DEAL WITH CORE THEMES IS HIGH

The overall picture of knowledge and skills among WACP SPOs across the three countries unfolds as a positive and progressive journey across various specific themes such as governance, management, gender equality, prevention of child labour, and adherence to the Fairtrade Standards. From 2018 to 2023, SPOs managers have consistently reported high scores in their knowledge and skills. In 2023, the overall self-reported scores reached 4.0 in Côte d'Ivoire, 4.6 in Ghana, and 4.3 in Sierra Leone, indicating a collective sense of proficiency and competence.

Consistently high scores in SPO Governance and Management reflect robust leadership and organisational capabilities. The heightened emphasis on Ensuring Gender Equality further underscores an evolving dedication to cultivating equitable environments within these organisations.

The monitoring data also shows an overall increase in terms of self-reported financial and human capacity among the SPOs to address the above-mentioned themes. These positive trends signify sustained efforts to enhance knowledge, skills and capacity, ultimately contributing to the development and sustainability of SPOs.

In Côte d'Ivoire, the scores across the various topics remained almost the same or, in some cases, a bit lower compared to 2022, especially around child labour and SPO management.

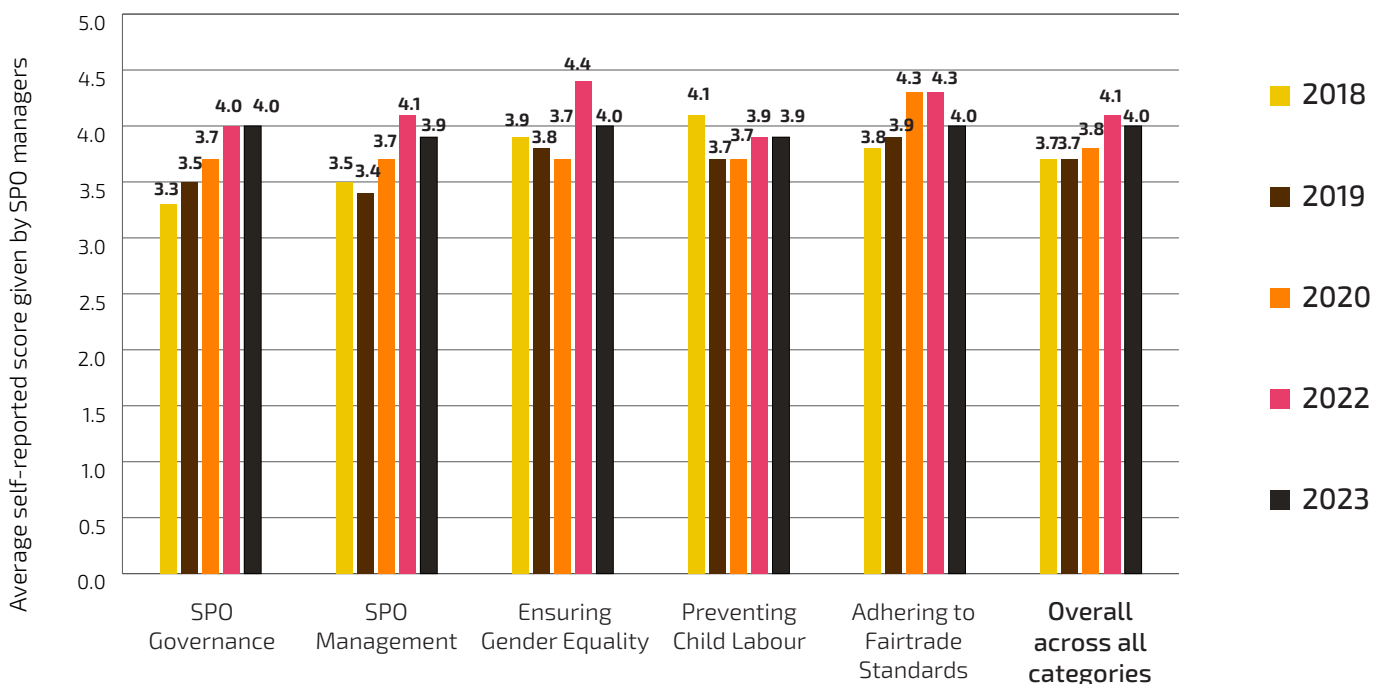
In 2023, we observed that some of the SPOs had a high staff turnover and lost some experienced managers. As a result, FTA team members needed to retrain the newly recruited managers of these SPOs.

New requirements in the Fairtrade Cocoa Standard mean all Ivorian and Ghanaian SPOs have to implement Child Labour Monitoring and Remediation Systems in a progressive way starting in 2024. This will require the SPOs, with their commercial partners, to mobilise resources.

Fairtrade's new child labour and forced labour prevention and remediation programme will provide some resources for SPOs for prevention and remediation activities. However, it will not have the resources to meet all SPOs' needs.

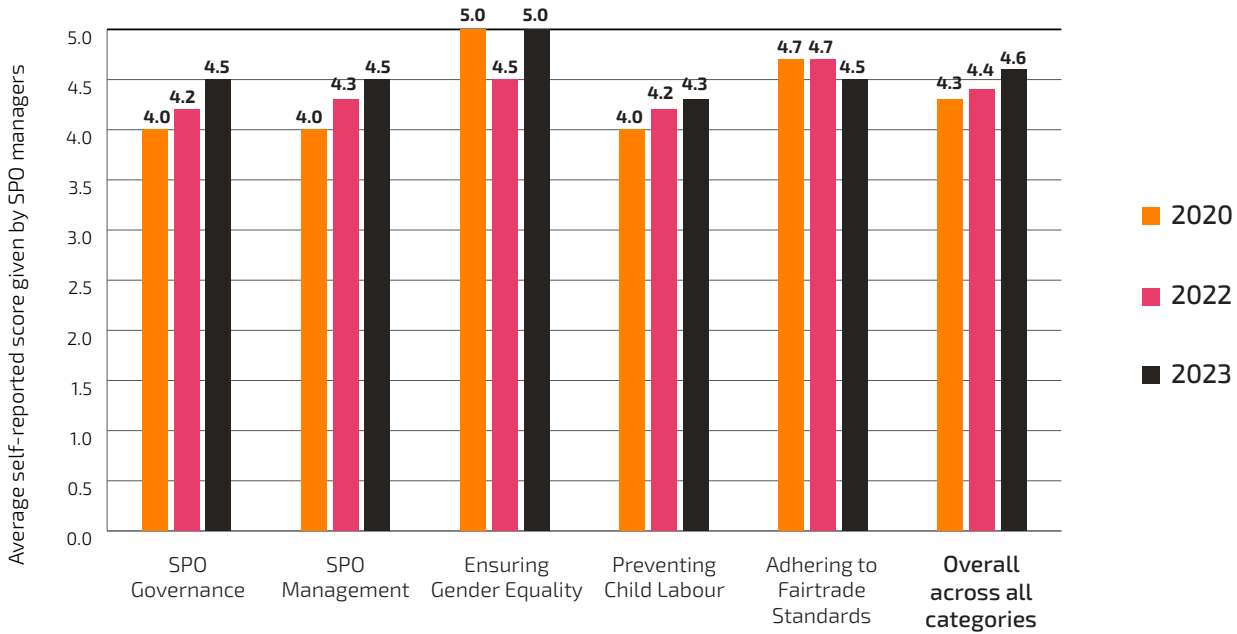
Improvements were made in the scores of Ghanaian and Sierra Leonean SPOs compared to 2022. As mentioned previously the Fairtrade Africa team was able to respond to SPO demands and, where our own budget was exhausted, SPOs contributed to training costs. Additionally, Fairtrade Africa in Ghana and Sierra Leone supported several of the SPOs to access donor funds to implement projects that help to address the needs of these SPOs.

Côte d'Ivoire

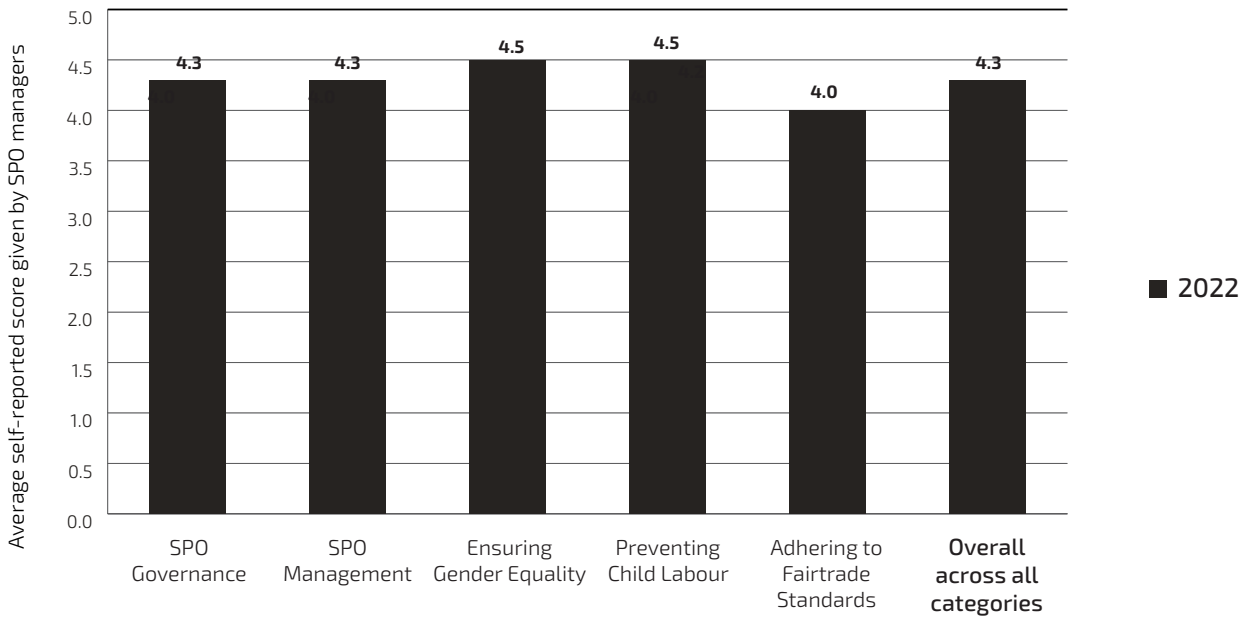




Ghana



Sierra Leone



Average self-reported score given by SPO managers (1 – 5, 1 = lowest, 5 = highest) on knowledge and skills of five different dimensions covered in WACP. We see consistently high scores over time.

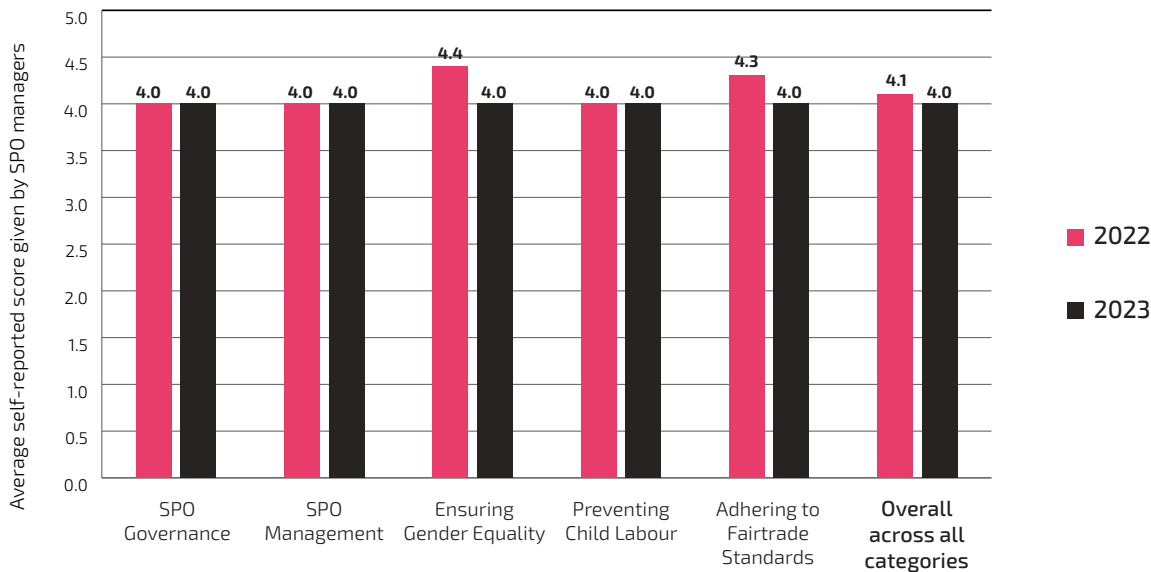
We believe that by 2026, especially for SPOs onboarded in 2022, it will be time to graduate from their primary training categorisation. Some of those SPOs are already in long-term partnerships with brands or retailers, something we hope all SPOs will have in the future. This will allow for a number of SPOs in other categories such as secondary or outer to benefit from more intensive training from 2026.

Fairtrade Africa will use 2024 and 2025 to continue to support SPOs already in the primary category to improve their scores.

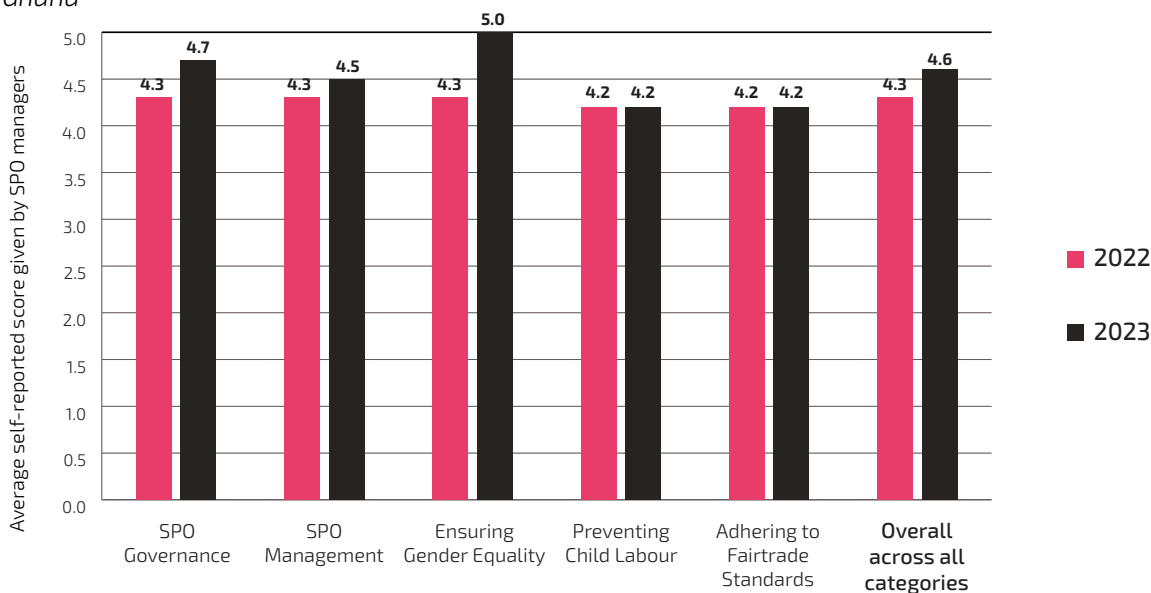
These SPOs will also be supported to look for donor and commercial partner funds to support the implementation of activities that would augment the training and support provided under WACP.



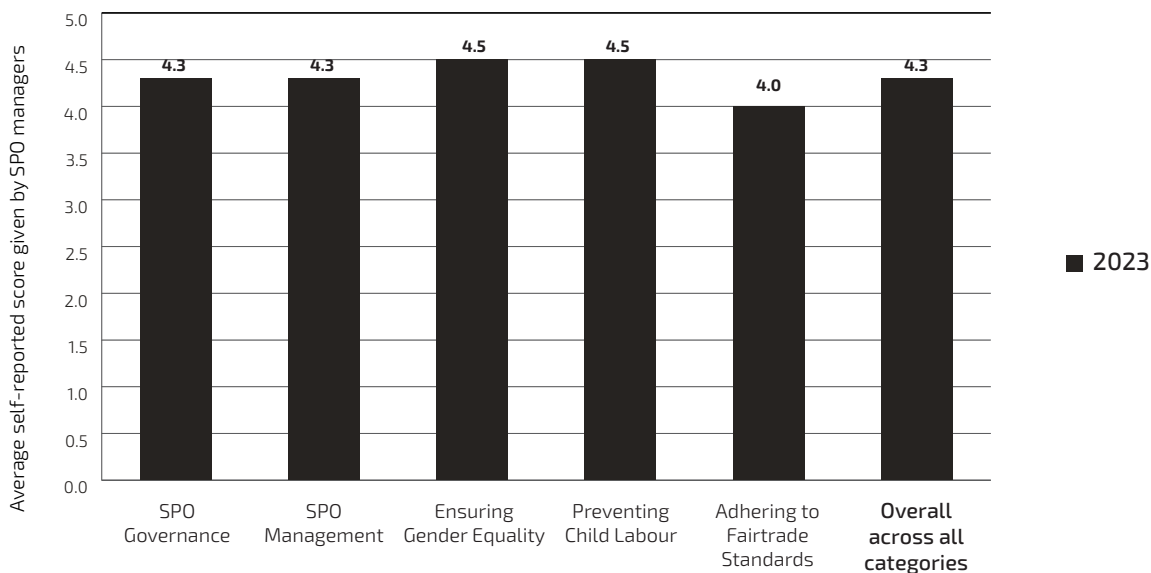
Côte d'Ivoire



Ghana



Sierra Leone



Average self-reported score given by SPO managers (1 – 5, 1 = lowest, 5 = highest) in terms of their SPO's financial and human capacity to address five different dimensions covered in WACP. Notably, in 2023, these scores indicate a robust capacity of SPOs to effectively address various topics affecting the organisation and its members.



Ginette Kouame, Manager, ECAKOOG, Côte d'Ivoire

"The WACP training courses enabled our members to build their capacities and acquire new skills and knowledge in management, governance and resilience in the face of climate change. Participants received follow-up support to implement what they had learned in their income-generating activities. Thanks to these training courses, we have strengthened our collective capacities as producer and worker organisations, which has had a positive impact on our Internal Management System. The training courses have had a significant impact on our internal governance. They have helped strengthen our structure and practices. The training courses have raised our members' awareness of the principle of transparency. They have targeted our executives and Board members. They acquired essential skills in decision-making, conflict management and leadership. This has improved our ability to manage our organisation effectively. The training also focused on sound financial management. We learned how to draw up budgets, track our spending and manage our resources responsibly. The training courses have encouraged the active participation of all members in decision-making processes. We organise a general assembly where everyone can express their views and vote on important issues. Thanks to Fairtrade Africa's training courses, our leaders are better prepared and our organisation is stronger."



Isata Koroma, Certification Focal Person, Luklohebu Cocoa Farmers' Association, Sierra Leone

"At Luklohebu Cocoa Farmers' Association, my role is to support the producer organisation to remain Fairtrade certified. To carry out this responsibility, I needed an in-depth understanding of the Fairtrade Standards, their scope and application. I have never had the opportunity of attending a more organised Standards training to look into the Standards chapter by chapter. I struggled a lot with the interpretation of the Fairtrade SPO Standards until Fairtrade started providing support designed to address those gaps. Currently, I have been providing capacity building on the Standards for my Internal Management Systems colleagues and also supporting farmers to implement the Standards. With Fairtrade we will jointly build the future of Sierra Leone producers to be a centre for excellence."



SPOS TAKE POSITIVE ACTION ON THE GROUND AS A RESULT OF WACP TRAININGS RECEIVED

WACP TRAININGS ARE CATALYSING IMPROVEMENTS IN SPOS AND WITH MEMBERS

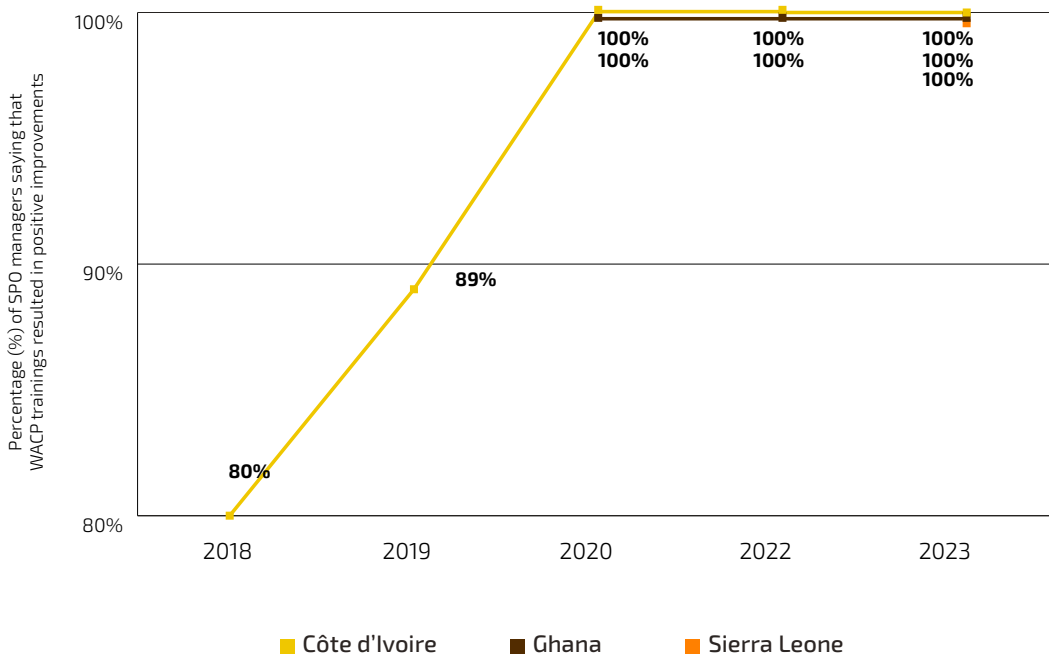
The WACP training initiatives are propelling SPOs to actively support their members while reinforcing the organisational structure and enriching the knowledge and skills of SPO managers. By 2022, all SPO managers in Côte d'Ivoire and Ghana reported that the WACP trainings contributed directly to positive improvements in their SPO. This trend continued in 2023, including Sierra Leone. The reported improvements include the promotion of diversification for increased household income, the adoption of Good Agricultural Practices (GAPs), improved SPO management, enhanced adherence to Fairtrade Standards and more. Many of these advancements were facilitated by SPO staff 'cascading' the training to their members.

FTA continues to see significant improvement in the cascading of training by SPOs to their members. This has been a deliberate approach. In 2023, contracts were signed with each SPO committing them to provide this support to their

members and reporting the outcome to FTA.

Dedicated trainers at each SPO are supported to do their work and report accordingly. As a result of this approach, FTA saw an improvement of about 20 percent in the number of members reached by SPO trainers.

In 2024, FTA plans to deepen this approach in order to reach more SPOs beyond the Primary category and particularly some Secondary SPOs. This is to ensure that more and more responsibilities are given to the SPOs to make sure that their members are reached with training. FTA also plans to institute an award system to reward and highlight cooperatives that are doing well, not only in cascading but by generally providing good service to their members. This would be done during the joint planning meetings where SPOs would be required to peer review each other and judge the best performing SPOs.



All SPOs surveyed in 2023 across all countries reported that the improvements in their organisations were directly linked to Fairtrade training. This reaffirms a consistent trend over the years, demonstrating the sustained effectiveness and positive influence of the training programmes.



Daniel Amponsah, past President, Asunafo North Union delivering a speech at a national REDD+ platform

"We have benefitted tremendously from the programme in terms of organisational strengthening, strong and functional internal management systems, climate smart and good agricultural practices as well as other social practices such as gender, child labour and workers' rights. The Asunafo North Union has also improved greatly regarding compliance with Fairtrade Standards through the establishment of various compliance structures, training and coaching of farmers, staff and our technical officers. The game changer is that the WACP programme has empowered us in terms of engaging and influencing national, regional and global policies in the cocoa sector. In addition to the training, the WACP involved the cocoa farmers from our union in the initial stages of discussions on Living Income, the Fairtrade Living Income Reference Price, Human Rights and Environmental Due Diligence as well as the European Union Deforestation Regulation. This empowered the union and its members and made us the central producer voice as far as cocoa is concern. I was a key advocate for getting Living Income on the agenda at the European Parliament and various cocoa forums in Brussels and Amsterdam between 2022 and 2023."

SPOS HAVE THE SYSTEMS, PROCESSES AND SERVICES IN PLACE TO DELIVER A FUNCTIONAL SPO

IMPROVING SPO ABILITY TO ESTABLISH AND MAINTAIN INTERNAL MANAGEMENT SYSTEMS

In Côte d'Ivoire, there was a declining trend between 2018 and 2020 in the percentage of SPOs with the capability to maintain an Internal Management System (IMS) with up-to-date records of their members. We saw a positive shift in 2022 with 97 percent of SPOs operating an IMS. This trend continued in 2023 when all SPOs reported having an IMS in place.

All Ghanaian SPOs sampled over the years have consistently maintained their IMS. Similarly, in Sierra Leone in 2023, all sampled SPOs had successfully implemented and were operating an Internal Management System.

In January 2024, significant new requirements in the revised Fairtrade Cocoa Standard on geolocation data management and tracing cocoa beans became active for African SPOs. The Fairtrade requirements on geolocation data mirror those of the European Union Deforestation Regulation. This will require a higher level of effort and resources from SPOs. From 2024, the WACP now incorporates a plan to support SPOs in specific areas related to this work while recognising that Fairtrade does not have the resources to support all the needs of SPOs.

The Fairtrade Cocoa Standard itself requires exporters that have already collected geolocation data to share it with SPOs to avoid duplication of effort.

It is important to state that there is a significant variation in readiness among SPOs for the EUDR and a lot of support for SPOs is required from business, governments and donors to help them deal with it. This support is currently not available in a consistent way.

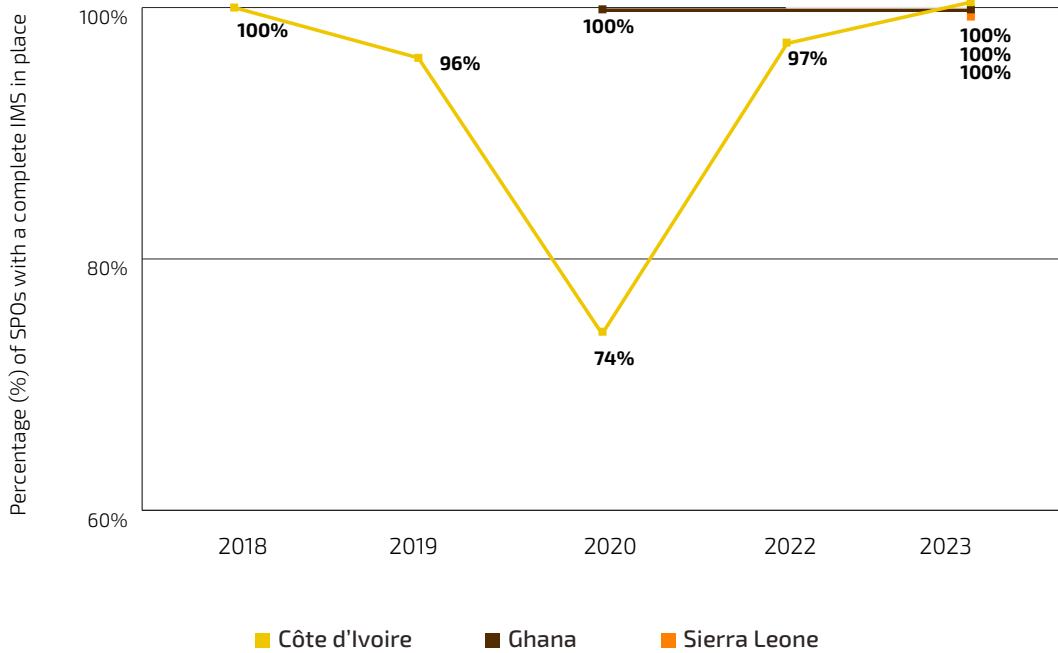
From January 2025, significant new requirements for SPOs on SPO member data management will become active. During 2024, we will work with SPOs to create relevant training material for them, which will be incorporated in the WACP.

In 2023, the project with Farmforce to digitalise management systems in Côte d'Ivoire ended. The project highlighted the benefits to SPOs of owning their own digitalised management systems. Ginette Kouame, Manager of ECAKOOG in Côte d'Ivoire, highlighted the impact of acquiring the software package (Farmforce) through a pilot with Fairtrade: "Thanks to the training courses, we have set up a data management system that enables us to collect, store and analyse geographical information for our activities. We have learned how to collect geolocation data accurately. This includes using tools to record the locations of farms, cooperatives and infrastructures. With geolocation, we can track the supply chain of our products from farms to end consumers. This enables us to ensure traceability and guarantee that our products comply with ethical and environmental standards."



This will not only help us to be EUDR compliant but also to access future market opportunities."

Fairtrade continues to work with Farmforce in Latin America and the Caribbean. We continue to seek donor funding to expand the implementation of digital management systems with SPOs in West Africa.



All SPOs surveyed in 2023 across the three countries reported having an operational Internal Management System in place. This underscores the widespread adoption and functionality of these systems among SPOs, reflecting their commitment to effective organisational management.

SPOS ARE ALMOST UNIVERSALLY USING BUSINESS STRATEGIES OR PLANS TO GUIDE THEIR DECISIONS

The WACP training includes the creation of a three-year or five-year strategic plan with each SPO. These are reviewed annually and FTA also provides technical guidance during the year.

SPOs across all countries have universally embraced the use of business strategies or plans as integral tools in their decision-making processes, showing a robust commitment to strategic planning. Côte d'Ivoire, in particular, exhibits a positive trend with all sampled SPOs implementing an approved business strategy in 2023.

In Ghana, a similar trend was observed in 2022 with all sampled SPOs using business strategies or plans to guide their decisions. However, this figure dropped to 83 percent in 2023. This downturn may be attributed to the fact that some SPOs in Ghana were in the process of completing new strategic plans following the expiry of their old ones. SPOs sometimes rely on their Fairtrade Development Plans, which are based on the needs of their members, and then revert back to their revised strategic plans once approved by their General Assemblies.

While there are similarities in the strategic plans of SPOs in both countries, there are also differences. These reflect the individual national regulations under which Ghanaian and Ivorian SPOs operate:

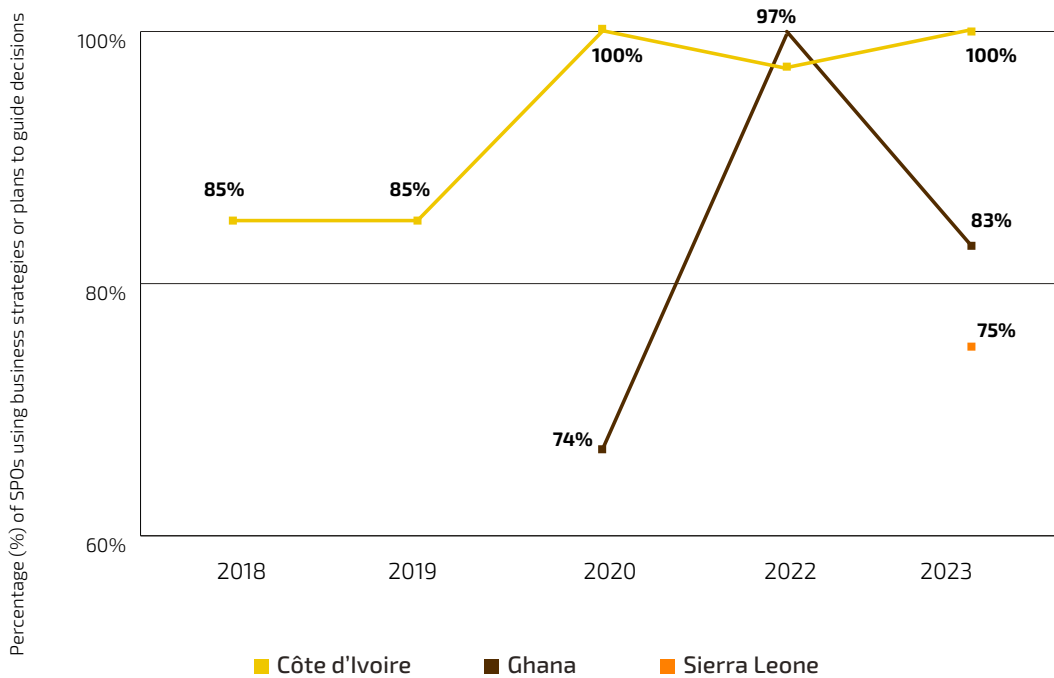
- Ghanaian SPOs cannot trade cocoa according to Ghanaian law. However, FTA has observed some Ghanaian Fairtrade SPOs setting up a separate but jointly owned Licensed Buying Company. These entities are allowed to trade cocoa.
- Ghanaian SPOs do not generate income from cocoa trading. FTA has observed that they invest in income generating activities to fund SPO activities and services for their members. This has included building and renting office blocks and accommodation, and operating guest houses. It's a positive development as it reduces SPO reliance on Fairtrade Premiums to cover operational costs.
- Ivorian SPOs often include in their strategic plan activities to strengthen the SPO's capacity to trade cocoa, for example, by investing in warehouses or trucks.



- Both Ghanaian and Ivorian SPOs often include the development of on- and off-farm income diversification and/or on-farm food crop projects for their members in their strategic plans.

In 2024 and 2025, FTA will continue to work with SPOs to review and revise their strategic plans where necessary with particular focus on supporting SPOs in the following areas:

- Preparation for new regulations, including EUDR, HREDD and the African Regional Standard.
- Exploring how EUDR requirements on geolocation data and the satellite deforestation data that SPOs will be provided with through the partnership between Fairtrade and Satellintelligence can become catalysts for wider digitalisation in SPOs.
- The importance of SPO investment in their staff on whom the executives rely.



A majority of SPOs in all three countries reported using business strategies or plans to guide their decision-making.

SPOS ARE MAKING USEFUL SERVICES AVAILABLE TO THEIR MEMBERS

In Côte d'Ivoire, the percentage of SPO members who reported receiving services from their respective SPOs stood at 83 percent in 2022. However, this percentage experienced a notable decrease in 2023, dropping to 66 percent. An examination of the scores of each SPO surveyed revealed that 80–90 percent of SPO members in some SPOs received at least one service but that there was also a cluster of lower scoring SPOs. We will be seeking to understand the reasons behind this range of scores in more detail.

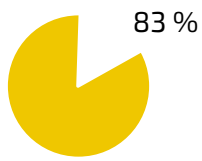
Conversely, in Ghana, there is a significant increase in the provision of cooperative services. The data indicates that 88 percent of sampled households received at least one service in 2022, and this figure increased to an impressive 95 percent in 2023. The positive trend in Ghana highlights an enhanced relationship between members and their SPOs, with an increasing number of members benefitting from the diverse

services offered. A number of Ghanaian SPOs also benefitted from projects financed by donors and commercial partners and implemented by FTA.

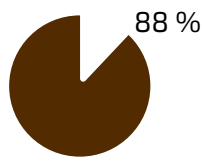
Furthermore, insights from focus group discussions in Ghana provide additional context to the aforementioned results. Participants highlighted the positive impact of Village Savings and Loans Associations on improving the wellbeing of their households and communities. They noted increased agricultural productivity due to access to fertilisers, pesticides and farm tools provided by the SPOs. Additionally, the construction of a clinic through Fairtrade support improved healthcare access, while the distribution of school kits facilitated easier access to education for children. Moreover, the installation of a village pump by the SPOs reduced the burden of fetching water from distant rivers, enhancing overall community wellbeing.



2022

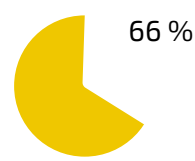


Côte d'Ivoire

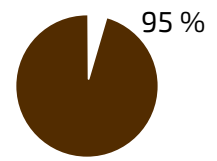


Ghana

2023



Côte d'Ivoire



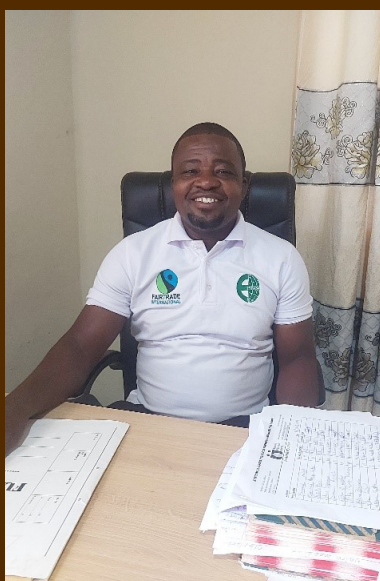
Ghana

A total of 95 percent of surveyed SPO members in Ghana and 66 percent in Côte d'Ivoire reported receiving at least one service from their SPO.



Antoine Pierre Daleba, Group Administrator, CPR CANAAN COOP CA, Côte d'Ivoire

"The Fairtrade Africa training has helped us improve our Internal Management System. It's now very well organised and we are able to detect any shortcomings or flaws in it. We have all the information and important documents we need to operate it properly and we also carry out regular monitoring of our various activities through the IMS."



Dominic Appiah, Secretary, Kukuom Cocoa Farmers' Union, Ghana

"The Kukuom Union is very grateful to Fairtrade Africa for making it a beneficiary of the West Africa Cocoa Programme. The WACP has helped to build this organisation into a professional and resilient one. We started our journey with the WACP team as an ambitious cocoa producer organisation but we lacked the structures and elements to make us profitable and resilient. The WACP team in Ghana trained and supported us to establish accountable and transparent governance structures as well as an Internal Management System to help us become more compliant. Now, every single governance structure within the organisation is very much aware of its responsibilities and performing its duties very well, thanks to the governance and organisational strengthening support from WACP. We have been able to develop a strategic plan and annual Fairtrade development plans that have guided us to achieve a lot. Most importantly, these plans, which reflect the needs of our members, are being implemented in a transparent and accountable manner."



SPOS ARE EFFECTIVE AND RESILIENT AS BUSINESSES AND MORE RESPONSIVE TO MEMBER NEEDS

SPOS IN CÔTE D'IVOIRE ARE LARGELY PROFITABLE

In Côte d'Ivoire, there is a consistent trend of SPOs reporting profits, ranging from 91 percent in 2018 to 87 percent in 2022, and a notable increase to 96 percent in 2023. This high percentage is a positive indication of the resilience and sustainability of these organisations, especially considering challenges such as inflation, cocoa price fluctuations, and the impact of the worldwide COVID-19 pandemic. Despite external pressures, SPOs demonstrate a commendable ability to remain operational and continue serving their members.

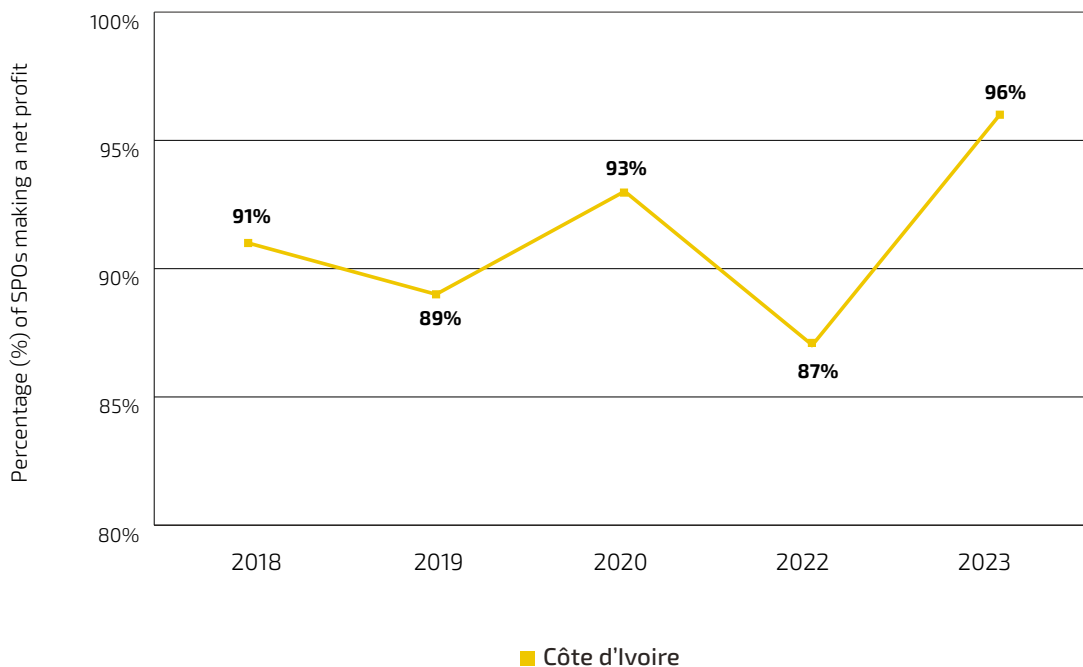
Data reliability issues hinder a comprehensive analysis of this indicator in Ghana. The absence of some data, a small sample size, and the fact that SPOs in Ghana do not trade cocoa directly due to government regulations contribute to the limitations in drawing conclusive insights for this specific metric in the Ghanaian context.

WACP has supported SPO profitability by training SPO management and leadership how to put sound financial systems and accountability mechanisms in place. FTA

facilitates a peer-to-peer learning approach where best practices in one SPO are shared with others. We think these two approaches in the WACP have contributed to the profitability of SPOs.

However, we believe that SPOs could improve in their profitability further if there was access to affordable finance to fund their operations. Greater use of technology would also help increase SPO efficiency.

In 2024, we foresee that the profitability of some SPOs will either remain the same or reduce due to the challenges posed by high cocoa prices. SPOs in Côte d'Ivoire will require more capital to remain in business and compete with larger trading companies for beans from their members. The issue of pre-finance is crucial to ensuring that SPOs remain profitable. FTA and its partners will continue to explore avenues through which SPOs can access affordable finance, especially from impact investors and social lenders.



A consistently high percentage of SPOs in Côte d'Ivoire made a net profit (total revenue – total expenses) in their last fiscal year.



Paul Eric Amani Amon, Contact Person, Sustainability Projects, SCOOPAKAM, Côte d'Ivoire

"Thanks to the West Africa cocoa programme, we have benefitted from support that has enabled us to have a better cooperative. Financially, we are well organised, especially when it comes to managing our Fairtrade Premium, which we have used to buy our new headquarters and purchase trailers and other vehicles for transporting our cocoa. This comprehensive support took into account the structuring and operating principles of a cooperative society, personnel administration, accounting management, finance and control techniques, leadership and personal development, geolocation of producers' farms and diversification of income sources using the VSLA approach.

When we were selected for the Recover Africa fund, WACP's experience enabled us to realise our dream of investing in our members' communities. That's how we came to build a borehole with a capacity of 2,000 litres and a school farm with over 2,000 chickens. The borehole has solved a water shortage problem in a village of over 5,000 inhabitants.

Thanks to the school farm, more than 25 farms have been set up by beneficiaries trained with the profits they've made from selling Fairtrade cocoa.

All these achievements will enable us to train more people in future as the demand for training in poultry farming is strong. We also plan to increase the capacity of our farm school to give more people the chance to benefit from training and coaching provided by the WACP."

SPOS ARE SUPPORTING MEMBERS WITH INCOME DIVERSIFICATION AND FOOD SECURITY INITIATIVES, ALTHOUGH FOCUS IN A GIVEN YEAR VARIES

Our monitoring data highlights the dynamic focus of sampled SPOs as they prioritise supporting their membership through income diversification and/or food security initiatives. In Côte d'Ivoire, there has been notable progress with the percentage of SPOs providing income diversification support increasing from 65 percent in 2018 to 73 percent in 2023.

In Ghana, the trend in SPOs focusing on income diversification has also followed a clear upward trajectory. In 2023, all sampled SPOs reported being actively engaged in income diversification efforts. Meanwhile, in Sierra Leone, 50 percent of SPOs sampled in 2023 were involved in income diversification measures.

The data also show that SPOs undertake various initiatives to promote food security among their members. However, the number of initiatives provided by Ivorian SPOs to their members declined to 42 percent in 2023. FTA observed that in Côte d'Ivoire, even though initiatives such as cassava, vegetable and poultry production remain key food security initiatives for SPOs and their members, some SPOs have shown interest in venturing into other areas that would add more value to their cocoa beans. These include chocolate and cocoa by-products, such as soap and pomade. Finding opportunities for adding value is one of the strategic objectives of FTA.

In Ghana, the current laws make it difficult for SPOs to venture into value addition initiatives as they are not permitted to process the cocoa beans from their members. As a result, their interest has mostly centred on-farm level investments, such as the production of yam, maize, cassava and plantain. Animal production, including poultry, grasscutter and rabbit has also been promoted by SPOs. In addition, mushroom and snail production, which is a popular delicacy in Ghana, has been promoted in Ghanaian SPOs. These initiatives have received investment from Fairtrade Premiums and funding support from Fairtrade with support from donors and commercial partners.

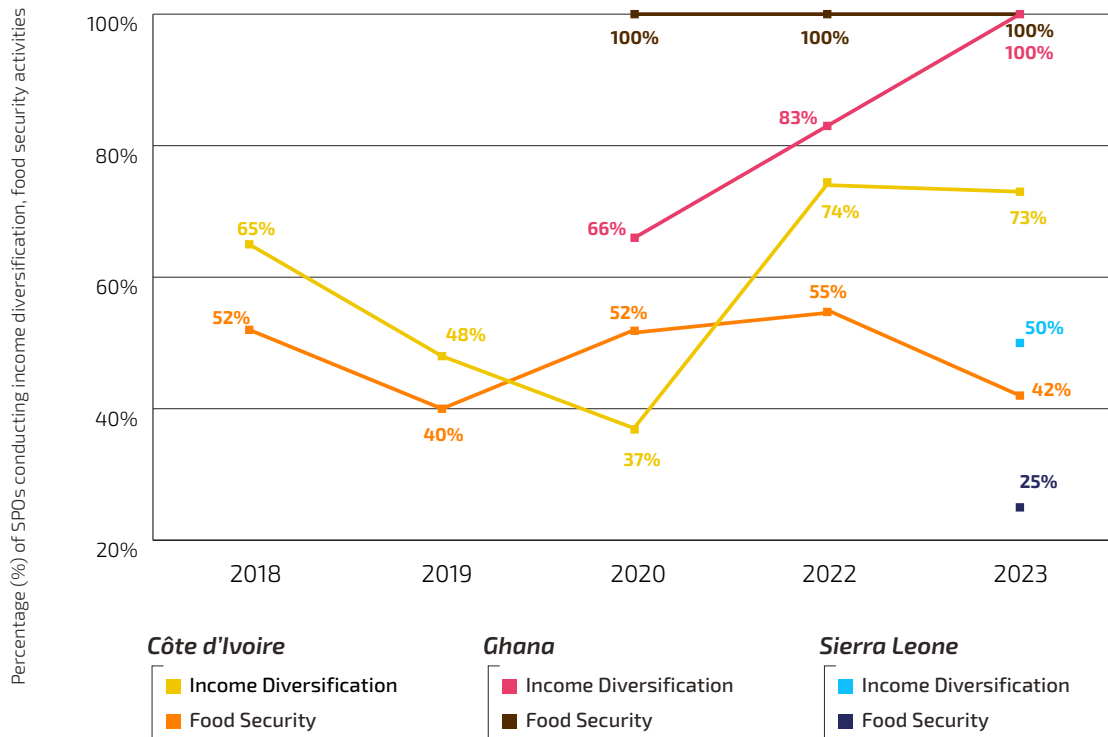
Fairtrade continues to seek commercial partner and donor funding in partnership with SPOs to increase income and food diversification. Examples include:

- The long-running Sankofa programme in Ghana introducing Dynamic Agroforestry and Food Agroforestry Systems through an alliance between Fairtrade Africa, Swiss chocolate manufacturer Halba, the Co-op Group also from Switzerland, Kuapa Kokoo Farmers' Union, International Trade Centre, Fairtrade Max Havelaar Switzerland, Worldwide Fund for Nature, Nature & Development Foundation and ECOTOP. Additional funding has come from the Swiss and Finnish governments.



- Ghana Agroforestry for Impact, an alliance between Fairtrade Africa, Max Havelaar France and the Agence Française de Développement launched in 2023, will seek to impact 10,000 community members through three SPOs. The project will introduce agro-ecological transition and crop diversification to improve livelihoods.
- In Sierra Leone, a Fairtrade Africa and Fairtrade Germany partnership with German retailer DM and manufacturer Maestrani supported by the German Agency for International Cooperation (GIZ) supports around 7,000

cocoa farmers to increase their income and make cocoa farming in Sierra Leone more resilient. The project tries to address the overall due diligence process holistically by working in a segregated high-risk supply chain integrating purchasing practices, risk analysis, grievance mechanisms, continuous rights-holder engagement and work on concrete prevention and remediation activities at the local level. A particular focus is placed on the issues of deforestation and income generation.



All SPOs are supporting their membership with income diversification and food security activities, although the focus on these fluctuates from year to year.



Mary Donkor, farmer, Kuapa Kokoo Farmers' Union, Ghana

"I am a member of the Kuapa Kokoo Farmers' Union from the Bobiem community. Being part of the 'Way To Go' project has been a game-changer for me as a farmer, and Fairtrade Africa's support has been invaluable every step of the way. The record-keeping tool they introduced has completely transformed how I manage my farm, giving me insights into my yields, expenses, and profits like never before. It's like having a trusted guide by my side, helping me navigate towards greater success. Moreover, the project's holistic approach has brought about tangible improvements in our community, from cultivating premium yams to establishing robust Village Savings and Loan Associations (VSLAs) and offering adult literacy classes. Fairtrade Africa's commitment to our wellbeing has empowered us to embrace progress and prosperity with open arms, and for that, I'm immensely grateful."



SPOS ARE TAKING MEASURES TO GET WOMEN AND YOUNG PEOPLE MORE INVOLVED IN SPO GOVERNANCE AND MEMBERSHIP

The 2023 monitoring data shows that the sampled SPOs across the three countries are generally implementing measures to actively promote the involvement of women and young people (defined as members under 35) in both governance and membership (although there was a five percentage point decline among Ivorian SPOs compared to 2022). This aligns with the overarching objectives of WACP, which are to foster equity, nurture the next generation of members, and infuse decision-making processes within SPOs with fresh perspectives, approaches and inputs.

The measures adopted are diverse, encompassing gender/youth inclusion policies, the establishment of women's or youth committees, and the introduction of quotas for women or youth on governance bodies.

WACP prioritises the participation of women and youth in its activities. Specific activities include:

- The implementation of Village Savings and Loans Associations
- The Fairtrade Women's School of Leadership (WSOL)
- The Fairtrade Young Cooperative Managers' Academy (YCMA)
- Supporting SPOs to implement gender and youth policies.

The Fairtrade Women's School of Leadership has received regular funding since its inception from the UK retailer, the Co-op. Funding has also come from Compass UK & Ireland, Delhaize and Fairbel. Further funding has come from the Equité project in France and Norway's NORAD. Members of Fairtrade such as Belgium and Germany have regularly provided support.

To date, there have been more than 200 graduates from the Fairtrade Women's School of Leadership, almost 160 women

farmers and 45 men. Together, they have reached out to more than 10,000 people in their communities through training programmes of their own.

The Women's School of Leadership focuses on enhancing the self-confidence and self-esteem of individual women, empowering them to understand their rights, build their financial and farming skills, and support other women farmers. Participants gain resources and skills so they can contribute to their cooperatives and involve themselves in income-generating activities.

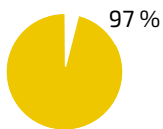
Alongside the Women's School of Leadership, the Young Cooperative Managers Academy also seeks to provide young people with entrepreneurial skills via training, hands-on assignments, coaching and mentoring.

We are actively seeking funding to further expand the Women's School of Leadership and Young Cooperative Managers Academy.

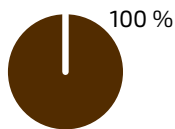
FTA has worked with 27 SPOs in Côte d'Ivoire that now have gender policies approved by their General Assemblies. More SPOs are expected to gain approval in the coming year. In Ghana, 62 percent of SPOs have approved gender policies.

Qualitative insights gleaned from focus group discussions in Côte d'Ivoire further underscore the impact of these initiatives, suggesting that they are yielding positive results. Discussants emphasised the respect for gender equality within their SPOs, with women being well-represented in administrative roles, including leadership positions. Despite concerns about limited involvement due to busy schedules (i.e. household chores), participants highlighted a balanced engagement of members and equal opportunities for both women and young people, with leadership positions not restricted by age or gender, showcasing a fair and inclusive approach to governance and membership within the SPOs.

2022

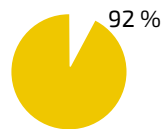


Côte d'Ivoire



Ghana

2023



Côte d'Ivoire

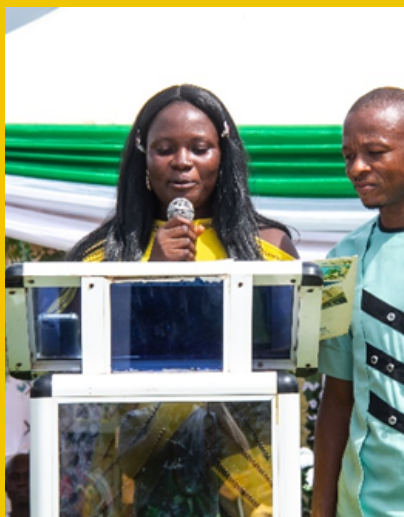


Ghana



Sierra Leone

All SPOs surveyed in Ghana and Sierra Leone, as well as 92 percent in Côte d'Ivoire, are actively implementing strategies to enhance the participation of women and young individuals in SPO governance and membership.



Dora Atiiga, WSOL graduate, Kukuom Cocoa Farmers' Union , Ghana

"I was inspired by the Women's School of Leadership that as a woman, I can be of great use to my household as well as my community. Since there was no school for little kids in Asibrem, I decided to start a crèche here with the knowledge I had acquired from the school. I was concerned to see little kids playing around or following their parents to the farms instead of being in school. Starting this school has eased the burden on parents in Asibrem community. The children get to be in school while the parents only have to pay for feeding them. In addition, the burden of parents needing to travel long distances from the village to the towns and cities in search of better education for their children has been reduced. Enrolment has been encouraging since we started. I began with 14 children enrolled and two staff to assist me. Now we have 110 pupils and six staff. I owe this great achievement to FTA and the WSOL for showing me how useful I can be as a woman and for teaching me to face challenges head on."



Dwomor Boahene, YCMA graduate, Asunafo North Cooperative Union), Ghana

"As a young cocoa farmer, enrolling in the Young Cooperative Manager's Academy was a life-changing experience for me. With the support of FTA, it taught me that it was possible for my dreams to become a reality. Aside from gaining the leadership skills I lacked, which has opened many leadership doors for me in my cooperative and in my community, I also developed an interest in empowering women and children. I decided to form women's groups for women in my community and neighbouring communities. This is my way of contributing to empowering women and giving them a voice in society. I have three women's groups in Boakyasua, Atom and Twapease communities. I teach the women everything I learnt from the WSOL and YCMA training I received. Now they know that they can also own properties and make good decisions for themselves. The women are doing better than other women in their communities because more than 70 percent of them are now running their own businesses. My aim is to transfer all the knowledge I got from FTA to them. Recently, I supported them to open individual bank accounts into which they save every week. The women in my community are happy and they feel empowered! FTA has transformed me into a Gender Advocate. Today, I have also been elected as a member of the Supervisory Council/Control Committee of the Asunafo North Union."



Arlette Konate Awa, Fairtrade contact person, YEYASSO COOP-CA, Côte d'Ivoire

"Fairtrade trainings have enabled us to become aware of the shortcomings in our organisation and to set up a whole team with one person in each position to organise and manage the system and continuously improve. Becoming more professional and understanding the Fairtrade system has enabled our managers to better understand their role and function, and to better structure and organise Annual General Meetings and Emergency General Meetings by applying the OHADA Law. Today, the majority of the management team are young people, and more and more of the members are young. The trainings have enabled our cooperative to become even more aware of the importance of gender inclusion in the organisation. Today, we have 1,080 women among our members, compared with ten women in 2006. We also now have two women on our management bodies."



Juliana Asiedu, technical staff member at Offinso Fine Flavour Cocoa Farmers' Cooperative, Ghana

"For over a year and a half, I have witnessed great improvements as a staff member supporting cocoa farmers to produce Fine Flavour Cocoa. As a student of the NORAD-funded Women's School of Leadership, I gained the necessary skills and confidence to take up any challenge. As a result, I saw the position of Technical Staff at Offinso Fine Flavour Cocoa Farmers' Cooperative as an opportunity to make a case for inclusion in the cocoa supply chain. My key responsibilities are membership and production data entry, inspection of bean fermentation sites and farmer education. I have benefitted from training and coaching on the Fairtrade Standards, Governance, Internal Management Systems and Child Protection. These modules have increased my capacity to deliver relevant services to the members of the Fine Flavour Cooperative."

SPOS ACHIEVE A STRONG PRODUCTION BASE AND ATTRACTIVE BUSINESS PROFILE, UNLOCKING SUSTAINED ACCESS TO FAIRTRADE COCOA MARKETS

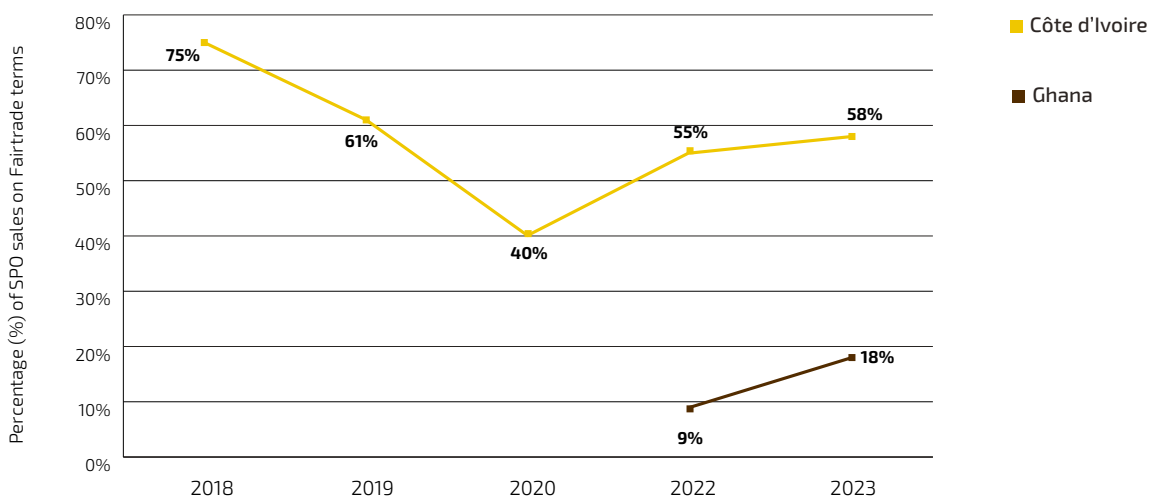
RECOVERING PERCENTAGE OF FAIRTRADE SALES

For SPOs – largely those in key supply chains – surveyed in the annual WACP monitoring, the data showed a marginal increase in the percentage of cocoa sold on Fairtrade terms in Côte d'Ivoire, edging up from 55 percent in 2022 to 58 percent in 2023. Meanwhile, in Ghana, there was a notable increase in Fairtrade cocoa sales, with the percentage rising from nine percent in 2022 to 18 percent in 2023.

In Cote d'Ivoire, the marginal increase in volumes among sampled SPOs could be attributed to the fact that commercial partners are gradually recovering from the effect of the high Fairtrade Minimum Price (FMP) differential in the 2022-2023 season. In October 2023, the FMP was not triggered due to the high cocoa prices in the world market. It could therefore be hypothesised that commercial partners who slightly reduced their sales in 2022 might have increased slightly in 2023 due

to there being no FMP differential. In Ghana, a significant increase was observed. This was largely due to the increase in the number of partnerships with some end buyers. One of the bigger SPOs has also been able to improve its relationships with its commercial partners resulting in increased sales compared to previous seasons. We believe that with improved relationships with end buyers and a commitment of from SPOs to demonstrate impacts, Fairtrade sales will continue to increase.

With the current supply challenges, we anticipate that Fairtrade sales in 2024 will be much better than those of 2023 as most commercial partners want to secure volumes and Fairtrade is one of the preferred labels. Multi-certified SPOs are opting to sell their beans on Fairtrade terms before considering other schemes.



2023 monitoring data shows a positive trend in sales on Fairtrade terms in both Côte d'Ivoire Ghana.



SPO MEMBERS PERCEIVE THEIR COOPERATIVE AS DEMOCRATIC, TRANSPARENT AND PARTICIPATIVE

PARTICIPATION IN PREMIUM USE DECISION-MAKING AMONG SPO MEMBERS AND RESPECT FOR DIVERSE OPINION

A fundamental principle of Fairtrade is the involvement of members in decision-making processes, especially with regard to how the Fairtrade Premium is used. The 2023 monitoring data indicates that 72 percent and 92 percent of sampled SPO members in Côte d'Ivoire and Ghana, respectively, perceive that they are actively engaged and consulted about how their Premium is used.

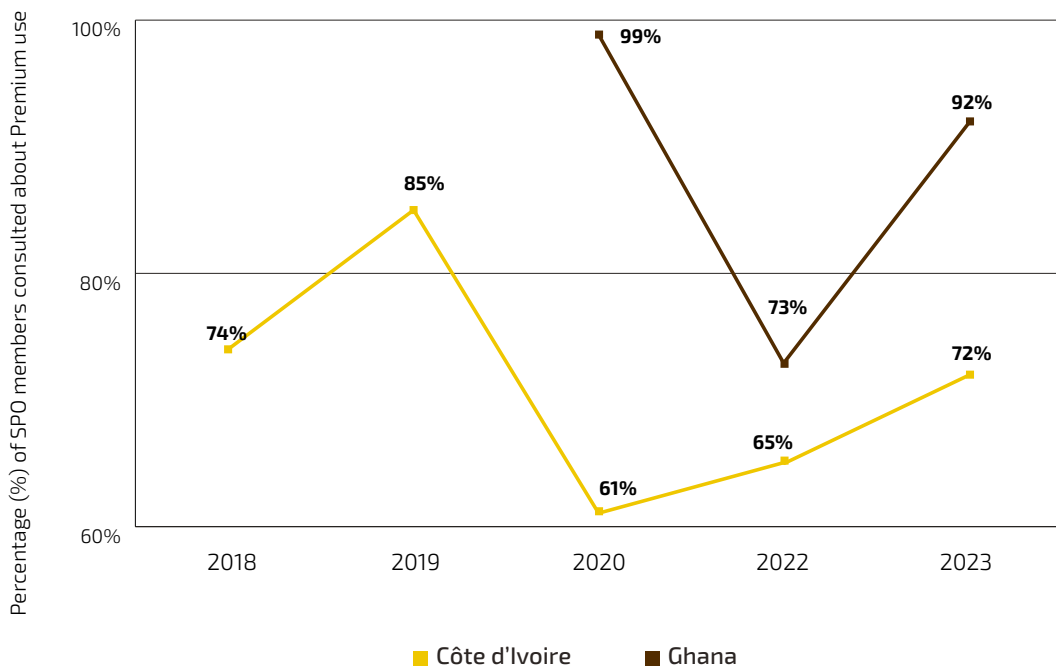
Furthermore, in Côte d'Ivoire, the percentage of SPO members who feel that different opinions can be raised and respected by their SPOs increased by seven percentage points to reach 92 percent in 2023, while in Ghana, this percentage rose by 13 percentage points to 99 percent during the same period.

These trends suggest a positive trajectory towards fostering inclusivity and ensuring the general involvement of members in decision-making. Insights from focus group discussions in Ghana and Côte d'Ivoire further underscore the inclusive nature of decision-making processes within SPOs, where members, including young people and women, actively contribute to shaping decisions and activities of their organisations. Notably, participants emphasised the significant involvement of members, the absence of discrimination, and respect for diverse opinions in decision-making forums, particularly during events such as the Annual General Assembly.

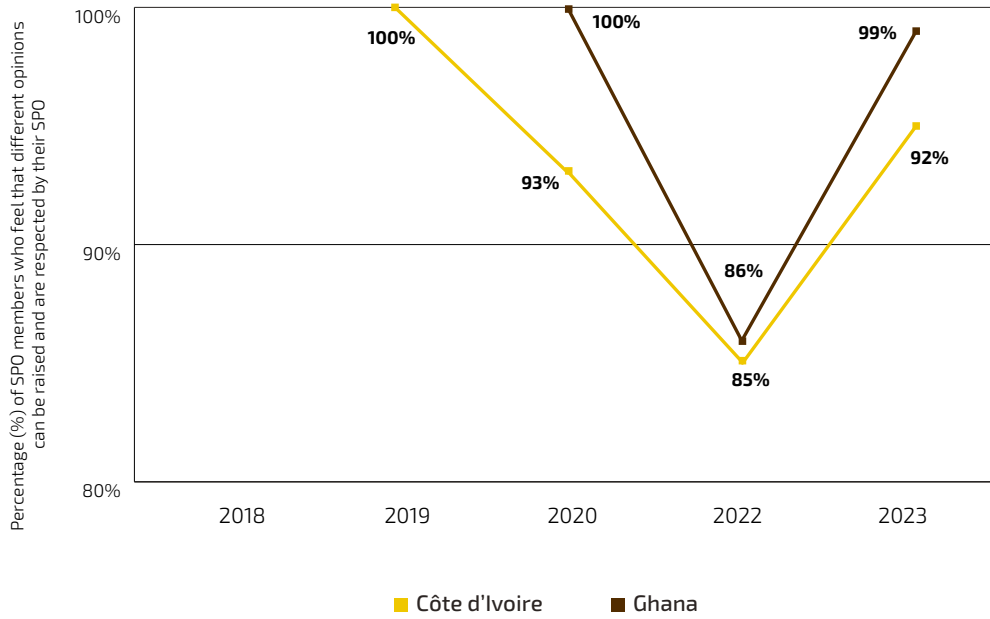
We are pleased to see some recovery in the percentage of SPO members, particularly in Côte d'Ivoire who stated that they were involved in Premium use decision-making and aim to increase that figure further in future years. Disaggregating the data shows very high rates of participation in some SPOs. However, the average is being brought down by a cohort of SPOs with much lower participation levels.

Most SPOs in Côte d'Ivoire are first grade organisations. They use delegate systems to organise their General Assemblies because their membership is disbursed in rural areas. While some SPOs consult their membership through their delegates at community level there clearly is room for improvement. In 2023, FTA worked closely with 23 Ivorian SPOs to cascade training to their members where awareness of Fairtrade was key. In the process, 6,000 posters were distributed to community members to increase their awareness of their rights as members of Fairtrade SPOs.

It is important to note that in Ghana, most of the cooperatives are unions and hence each community or society is a registered cooperative. As such, they are required by the laws governing cooperatives to organise their General Assembly and take any necessary decisions before they 'transfer' to union status. Decisions taken are documented and binding for members. In this way, members feel their needs are included in the Fairtrade Development Plans.



In general, SPO members are being consulted regarding Premium Use.



SPO members largely feel that different opinions can be raised and are respected by their SPO.



Daniel Eyiah Gurah, Secretary, Asunafo Union, Ghana

"As the secretary of the Asunafo Union, I proudly attest to the transformative impact of Fairtrade Africa interventions, particularly through the West Africa Cocoa Programme (WACP). Fairtrade certification has not only empowered our farmers but has also improved their livelihoods. Our union has been able to democratically put the Fairtrade Premium to very good use by actively involving the farmers in our communities. We have distributed cash bonuses to our farmers, constructed many schools in under-served communities, established many healthcare facilities, and ensured the maintenance of our farms. The Premium earned from Fairtrade sales has been instrumental in fostering prosperity within our union and, for that, we are immensely grateful."



Joseph Narteh, President, ABOCFA Organic Cocoa Cooperative, Ghana

"WACP's commitment to democratic principles has transformed our cooperative, making decision-making processes more inclusive and participatory. Through their trainings, we have empowered our members to have a voice in shaping the direction of our cooperative. As President of ABOCFA Organic Cocoa Cooperative, I am proud to say that WACP's interventions have not only strengthened our farming practices but have also fostered a culture of transparency and democratic governance within our cooperative."

SPO MEMBERS HAVE BUSINESS-RELATED KNOWLEDGE AND SKILLS

SPO MEMBERS NEED MORE SUPPORT WITH RECORD-KEEPING

This indicator was introduced in 2022 to assess how many SPO members are keeping records of their farm-related income and expenditures. In our 2023 report, we highlighted that SPO members need more support to implement record-keeping. Our Fairtrade Living Income projects have proved the usefulness of this to us and to the farmers involved. However, mainstreaming record-keeping requires investment, which includes but is not limited to:

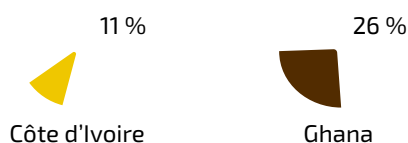
- Printing the farm record-keeping books
- Training volunteers and supporting farmers through these volunteers to keep records

- Transmitting data to the cooperative in a digital format

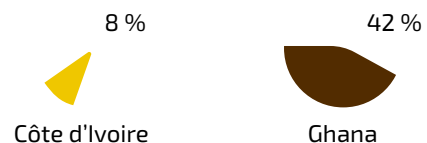
Good record-keeping practices have been adopted where there has been additional investment from commercial partners through the Fairtrade Living Income projects. While we will continue to look for highly motivated farmers to act as ambassadors and advocates, we will also need greater input from commercial partners in those Living Income projects to help us promote the idea of good record-keeping.

More can be read about Fairtrade's work on living income in the 2023 Fairtrade Living Income Progress report².

2022



2023



A lower percentage of SPO members are keeping records of their farm-related income and expenditure at present.

² <https://www.fairtrade.net/library/fairtrade-living-income-progress-report-2023>



Kennedy Ofori Gyekye, Fanteakwa Union, Ghana

"I started using my Farm Record Book in 2020. It has helped me to keep a record of all my farming activities on both of my cocoa farms as well as my other livelihood activities.

First of all, the Farm Record Book has helped me to keep tabs on all my production costs: renting land, labour, inputs, seedlings, transport, spraying, pruning and harvesting. In previous years, I did not consider accounting for all these costs as relevant, and because of this I couldn't determine my actual cost of production. I could not plan well as I did not even know what would go into the farm and other livelihood activities.

The Farm Record Book has also helped me to determine my total sales at the end of the year for both cocoa and other additional livelihood activities. This has enabled me to know whether I am making a profit or loss and also to compare the current year's turnover to that of previous years turnover so I can make meaningful decisions.

I recommend all farmers to use the Farm Record tool because it will help you to know your status as a farmer and help you plan and make useful decisions."



Kouamé Armand Kouassi, Manager, CPR CANAAN COOP CA, Côte d'Ivoire

"CPR CANAAN COOP CA is a grassroots cooperative in the Ecookim Union, located in Daloa, in the haut Sassandra Region of Côte d'Ivoire. As part of the Oxfam and Fairtrade 'Bite to Fight' livelihood project, we believed that the most effective way to lift cocoa farmers out of extreme poverty was to increase and diversify their sources of income from farming activities. That's exactly what we've been working towards since 2018 when Oxfam and Fairtrade launched the 'Bite to Fight' chocolate bar. We have succeeded in doubling and even tripling cocoa farmers' output by improving production techniques.

We had coaches who visited the producers every day. They taught them how to enter data on household income and expenditure using the Fairtrade farm record-keeping tool. Thanks to this tool, we can identify the flow of income into the household and assess with the producers their expenditure over the course of the year. It's a tool for raising producers' awareness of their income. It enables them to make forecasts for entrepreneurial projects taking into account the current year's profit. The tool takes account of the gender make-up in households and enables couples to plan their family budget. It also helps producers to make decisions about future sales and identify the activities in which they need to invest. The Fairtrade farm record book is a real tool that enables producers to become aware of and implement an income management plan."



SPO MEMBERS EMBRACE PRINCIPLES OF SUSTAINABILITY IN COCOA PRODUCTION AND COMMUNITY LIFE

OUR FAIRTRADE INDICES

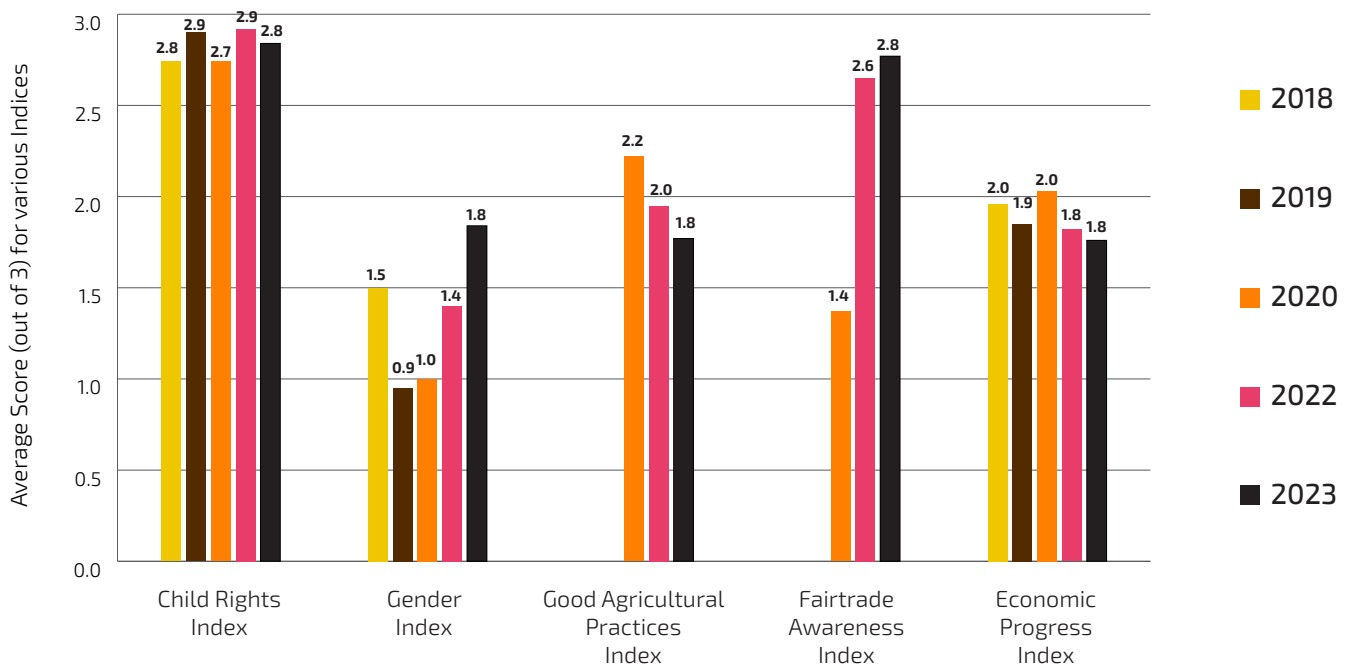
In order to track the opinions, actions and awareness levels of SPO members, a variety of indices addressing different topics were developed. Each index incorporates multiple components to provide a comprehensive assessment of the situation among SPO members regarding the specific topic. These indices are scored on a scale of 0 to 3, with 0 representing the lowest score and 3 indicating the highest.

The components for each of the indices are as follows:

- Fairtrade Child Rights Index: (1) Whether boys, girls or both should go to school, (2) attitudes on child work, (3) attitudes on child labour.
- Fairtrade Gender Roles Index: (1) Male/female roles in childrearing, (2) Male/female roles in community and SPO leadership, (3) Male/female roles in earning money.

- Fairtrade Good Agricultural Practices Index: Whether or not the SPO member reports that they apply different aspects of Good Agricultural Practice for cocoa, e.g. pruning, weed management, pest and disease management, fertiliser use, etc.
- Fairtrade Awareness Index: Whether or not the SPO member is aware of different aspects of Fairtrade and how it is relevant for SPOs and their members.
- Fairtrade Economic Progress Index: (1) Household capital purchases in the last year, (2) struggle to pay debt (if any), (3) perception of household economic situation versus past.

Côte d'Ivoire



Scores for various indices reported by members are generally high, particularly for indices such as child rights and Fairtrade awareness.



NOTABLE GAINS IN CHILD RIGHTS AND FAIRTRADE AWARENESS; GENDER AND ECONOMIC GROWTH INDICES HIGHLIGHT ROOM FOR IMPROVEMENT.

Insights based on the trends of the indices are as follows:

- **Child Rights Index:** The scores consistently show high scores across multiple years and in both countries, signaling the widespread acceptance of child rights principles among SPO members. They affirm that children, regardless of gender, should attend school and refrain from engaging in hazardous labor, emphasising the importance of work not interfering with their education.

This result could be attributed to the awareness creation and the establishment of Child Labour Monitoring and Remediation Systems by some SPOs, aimed at identifying, monitoring and remediating cases of child labour. Looking ahead, there is optimism that the implementation of Fairtrade’s Programme for Child Labour and Forced Labour Prevention and Remediation, initiated last year, will serve to bolster these scores, fostering an even greater commitment to protecting children’s rights and addressing labour-related challenges within SPO communities.

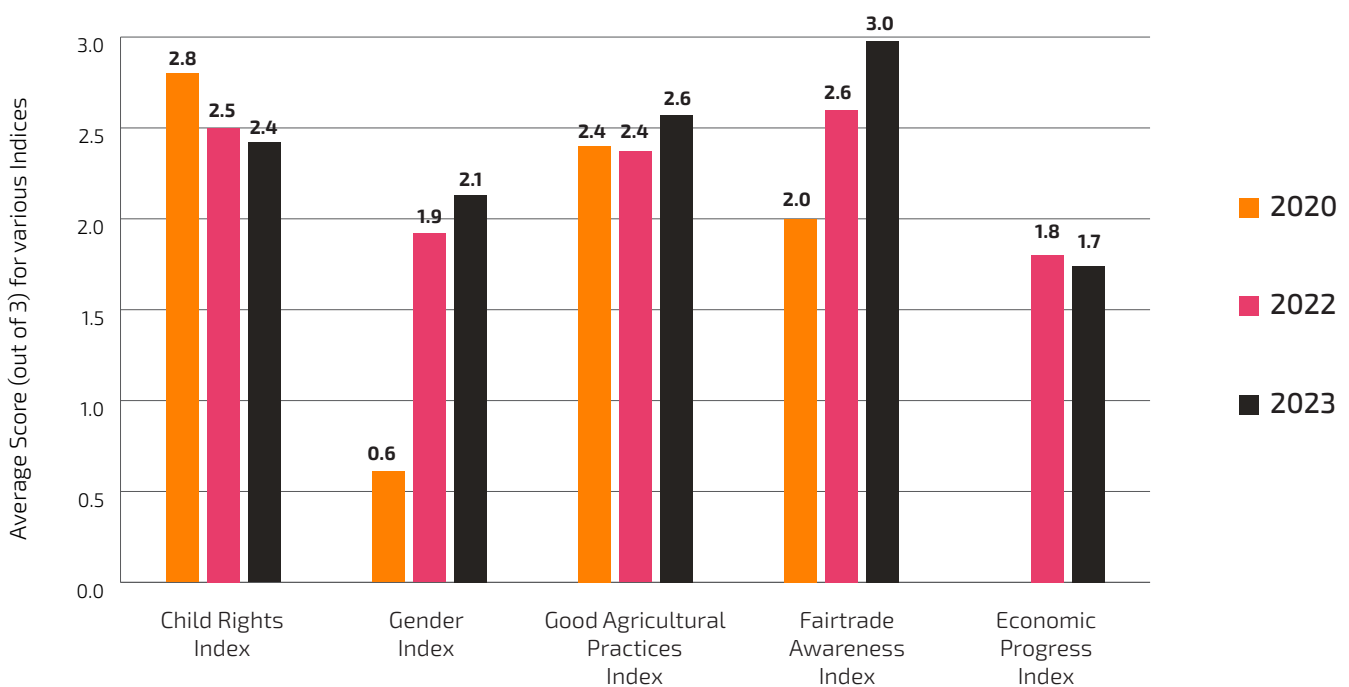
- **Fairtrade Gender Roles Index:** The scores for this index show marginal increases for both Ghana and Côte d'Ivoire, indicating a prevailing belief that men are more suitable for leadership positions and are primarily responsible for providing income, while women are expected to focus on child-rearing duties. Although there has been a slight improvement over time, the scores suggest that traditional gender norms persist to some extent within SPOs. This underscores the importance of promoting gender equality and empowering women within these organisations to foster inclusive and equitable environments.

- **Fairtrade Good Agricultural Practices Index:** The 2023 data reveals a positive trend in index scores in Ghana, potentially attributed to various initiatives by SPOs, including input distribution programmes. Furthermore, collaborative efforts with partners in implementing cocoa rehabilitation projects and leveraging government policies, such as COCOBOD’s rehabilitation programme, contribute to this positive trend. In contrast, a negative trend is evident in Côte d'Ivoire, suggesting the need for further support and capacity-building initiatives to promote the adoption of such practices.

- **Fairtrade Awareness Index:** The scores for this index are relatively high, particularly in 2023, indicating a commendable level of awareness and understanding of Fairtrade principles among SPO members. This suggests that efforts to educate and inform members about Fairtrade have been effective. However, there is always room for improvement, particularly in sustaining and building upon this awareness to ensure that SPO members fully grasp the benefits and opportunities offered by the Fairtrade system.

- **Fairtrade Economic Progress Index:** The Economic Progress Index demonstrates a downward trajectory from 2022 to 2023 across Côte d'Ivoire and Ghana. This decline signals potential challenges to economic advancement among SPO members. Further investigation is necessary to identify the underlying factors contributing to these changes and to devise tailored strategies to bolster economic opportunities for SPO members.

Ghana



Scores for various indices reported by members are generally high, particularly for indices such as child rights and Fairtrade awareness.



CONCLUSION AND NEXT STEPS

We are proud of what we have achieved with SPOs since mid-2016. The demands on SPOs and their members are becoming ever more complex as some elements of sustainability are codified in law and directives, for example the EU Deforestation Regulation and the EU Corporate Sustainability Due Diligence Directive.

Fairtrade is accompanying SPOs through the West Africa Cocoa Programme as they prepare to meet these demands using the framework of Fairtrade Standards and non-standard interventions, such as our partnership with Satelligence on deforestation monitoring and our Fairtrade child labour and forced labour prevention and remediation programme.

SPOs and their members will need the support of their partners and donors to meet these new legal requirements. Fairtrade and SPOs continue to focus on building commercial partnerships with brands, retailers and donors for the much-needed financial support that supports progress.

During 2024 and 2025, Fairtrade will be working with SPOs in the primary category to prepare them to transition to a lower

intensity of support from Fairtrade. This will enable us to transition a number of SPOs currently receiving secondary and outer levels of WACP support to a higher intensity of support.

Our focus in 2024 is:

- SPO compliance with Fairtrade Standards, particularly those on deforestation, human rights and environmental due diligence and sharecroppers.
- SPO preparation for the EU Deforestation Regulation and realising the benefits from the Fairtrade and Satelligence partnership which will provide high quality deforestation risk analysis to the SPOs.
- Further expand the training of trainers approach where SPO staff and members cascade relevant trainings to the wider membership of the SPO.
- Maintain and grow sales on Fairtrade terms releasing benefits for SPOs and their members.



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