



CocoaMAP

COCOA MEASUREMENT AND PROGRESS



Cocoa Measurement and Progress (CocoaMAP), a subscription-based website developed by the World Cocoa Foundation, compiles and reports existing information to track global efforts for achieving sustainable cocoa production. Guided by a set of commonly established cocoa sustainability indicators covering People (social), Planet (environmental & biodiversity), and Profit (economic & productivity), CocoaMAP provides an unparalleled perspective on the health of the cocoa sector at national and farm levels. It supports evidence-based refinement of existing sustainability programs, development and decision-making for future programs and policies, and increased transparency in the cocoa value chain.

“CocoaMAP taps into existing work we are doing at origin, so we are not starting from scratch. The wheel does not need to be rebuilt [for data collection] on a pre-competitive basis—after all, we are focused on the livelihoods and well-being of farming households at origin.”

NICKO DEBENHAM

WCF Chairman, Director–Head of Cocoa, Armajaro Trading Ltd.

Cocoa Production Facts and Figures

In the pilot phase, CocoaMAP will focus on the highest volume cocoa producing countries: Côte d'Ivoire, Ghana, and Indonesia. Combined, they grow approximately 80% of the world's cocoa. The vast majority of this cocoa is grown on small, independent family farms that are less than 2 hectares (5 acres) in size.

Cocoa farmers in all three countries face a number of challenges: low yields, pests & diseases, difficulty obtaining farming supplies, low literacy & numeracy levels, and limited access to information on improved farming practices.

A variety of stakeholders, including WCF, are implementing innovative programs to support cocoa communities in overcoming the challenges. CocoaMAP allows stakeholders to look across programs and report on progress in achieving sustainable cocoa production systems.



Harvesting Cocoa in Oforikrom, Ghana

Program Accomplishments to Date

- » **Industry, government, and civil society partners developed a set of cocoa sustainability indicators.** Since 2011, WCF has convened member companies, implementing partners, and origin government representatives to draft a preliminary set of cocoa sustainability indicators that gauge the health of the cocoa sector.
- » **The cloud-based website platform for CocoaMAP was developed.** WCF contracted with a technical firm with expertise in geo-location, so that contextualized location-based and weather information overlay cocoa-specific data. With the multi-layered approach, CocoaMAP reporting will provide insight into localized farm needs for information and training, to control for cocoa disease or input supplies during high-risk seasons.
- » **Data integration to CocoaMAP is underway, and data collection methods are being reviewed in a step-by-step process.** Existing verified data sources and monitoring and evaluation (M&E) information from community based programs are being compiled and uploaded into the system. As data goes in, the collection methods are reviewed for potential sharing, to drive CocoaMAP toward its long-term goal of tracking sustainable cocoa production in a consistent way.

Developing Consistency in Measurement

Short-term, CocoaMAP is built to be flexible and account for different data collection methods across sources. Long-term, CocoaMAP, aims to achieve a consistent approach across various sources.

As stakeholder collaboration and use increases, CocoaMAP will promote consistent data collection methods for contributors to use. For example, with support from the International Finance Corporation- Biodiversity and Agricultural Commodities Program (BACP), WCF is developing collection methods for biodiversity information at the farm level in the cocoa sector. Ultimately, contributors will be able to use the tool in their data collection efforts for CocoaMAP.

As the process continues and more methods are circulated to contributors, consistency within CocoaMAP and its cocoa sustainability reporting will increase.

The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. WCF's membership includes cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80% of the global cocoa market.
