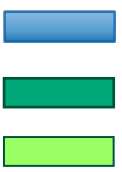


Growing the Next Generation of Cocoa Farmers – in Ghana

Key Issue:

- Focus for Kraft Foods funds in partnership with others:
- Kraft catalysing improved govt provision through best practices:



Ghanaian cocoa is an important source of KFT total cocoa supply.

700,000 cocoa farmers in Ghana today. Average age 52. Next generation not interested in cocoa farming. We can create the model to change that trajectory and protect our cocoa supply in a sustainable manner.

1 Increase current incomes by increasing cocoa yields sustainably

- Farmer training: agric. Knowledge, environmental protection, farm rehabilitation
- Farmer organisations
- Agri research e.g. soil, plants, biodiversity, pest & disease
- Infrastructure – roads etc

- Public-private partnership (COCOBOD)
- Kraft + others
- Kraft
- Govt



2 Make cocoa farming an attractive business for youth

- Provide higher education opportunities in cocoa
- Provide business training/support for young people

- Kraft + govt
- Kraft + need partners

4 Improve village life

- Effective comm'y organisations
- Address child labour
- Access to clean water
- Enhanced opps for education
- Improved nutrition
- Reliable energy supply
- Improved health care access

- Kraft
- Govt + private partners
- Kraft + govt
- Govt with Kraft best practice/innovation

3 Provide additional sources of income and better access to goods and services

- Business training and development (for women)
- Micro-businesses & mobile markets
- Household gardens & alternative crops

- Kraft + partners (model under development but will require additional funds to support training and start-up finance for new businesses)