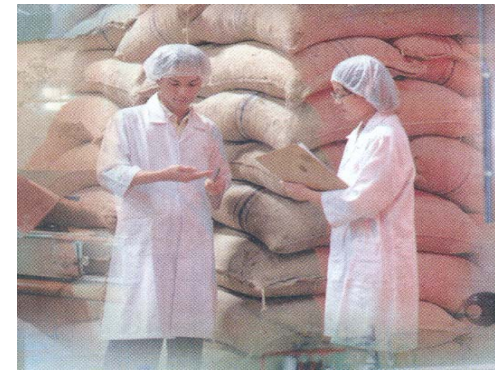


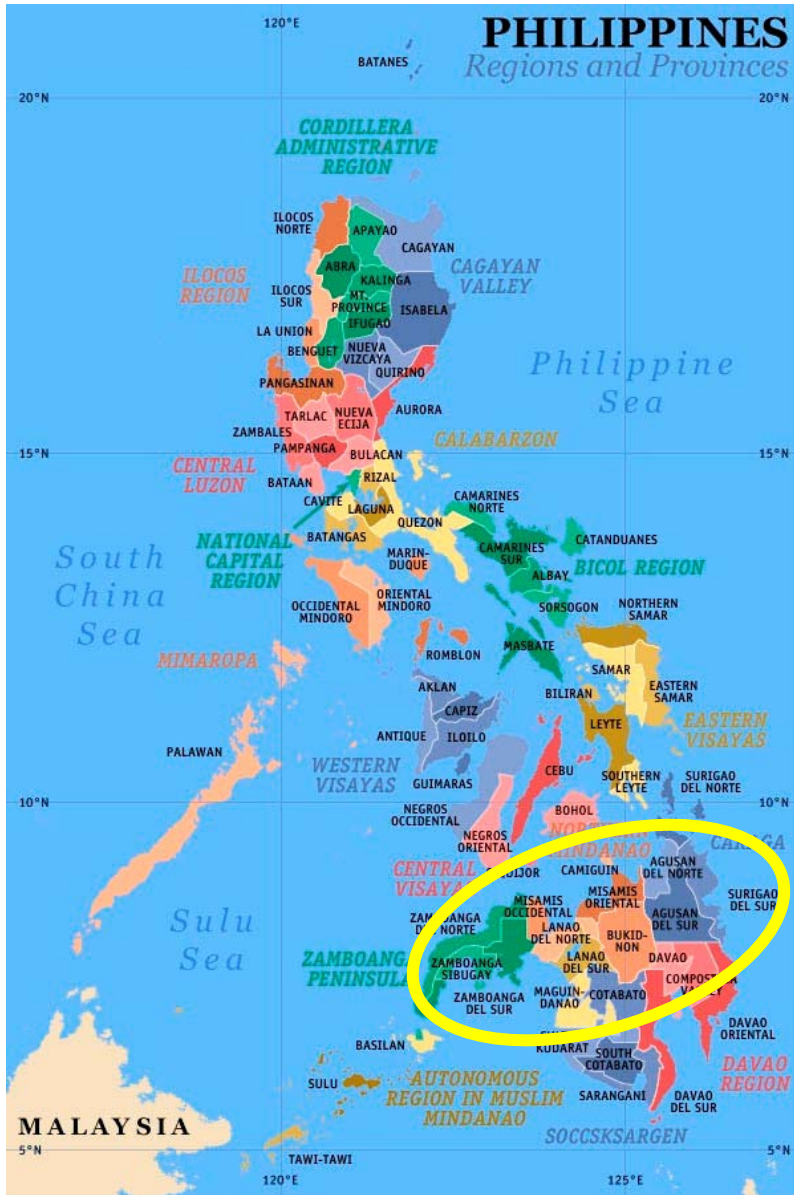
Farmers' Role in the Cacao Value Chain

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- Cacao is commonly grown within the gardens in most households in several parts of the Philippines, primarily for family consumption.



- Commercial cacao beans production was developed mostly in Mindanao in the 1970s to 1980s.

- **Success Alliance is a very big factor to lift the cacao industry in the region as it provides the assistance needed by cacao farmers such as: training of cacao producers; plant propagation techniques; and, linkage of farmers with buyers by the CocoaPhil.**



Impact of the Implementation of Success Alliance-Philippines Project

- Training of Trainers, and several farmers training sessions motivated and helped big number of farmers to plant cacao.**
- Seeds and seedlings distributed to trained farmers, now planted on the farms in various parts of the country are concrete outputs of the project. Some are now starting fruiting stage.**
- In 2004, more than 50 hectares were planted in Apayao, specifically in the Municipality of Conner. Rehabilitation of old cacao trees was also conducted, and now producing better yields. A cacao cooperative was also organized.**
- Information on technology and market opportunities is becoming more accessible to farmers.**

As farmer-partners in the cocoa industry, our important roles include:

- **Promotion of improved cacao production techniques & post-harvest practices.**
- **Learn, develop/modify/invent, or make our own research on practical approaches to improve farm productivity & quality of products, and share these with others.**
- **Organizing our fellow farmers to come up with volumes of production that would invite more presence of buyers.**
- **Strengthen our organization with the information and opportunities being shared to us, and with the linkages now being formed through projects like SUCCESS Alliance.**

Needs to Improve the Farmers' Role in the Cocoa Value Chain

- **Continued Information & Technology Dissemination especially on:**
 - ☞ **Post Harvest (proper fermentation, drying, and value adding)**
 - ☞ **Pest Management**
 - ☞ **Practical cropping systems**
 - ☞ **Marketing**
- **The Farmers and their production and market systems should be organized**
- **Strengthening of the government and private sector partnerships to enhance mutual and equitable growth of the farming sector and the industry.**

MARAMING SALAMAT PO!

THANK YOU VERY MUCH!