



# Additional Programming Considerations for M&E



# Cocoa sector trends

- Industry takes a 10-20 year view – why not us?
- Overarching issues – social, economic, environmental
- Farmers – harvesters or producers?
- Future farmers – what do they need and want? Do they want to farm?



# Design changes

- Farmers need to be given tools to make competitive on-farm and post-harvest decisions
- Need adequate support mechanisms and access to services to achieve this
- Improvements needed at most levels – gov't support, marketing, production and related services.
- Business needs change, we must too.



# Integrated Approach to Cocoa Programs

- Crop/farm diversification
- Agroforestry models
- Farmer Association strengthening
- Specialty cocoa – traceability, certification
- Service sector businesses, BSPs
- NRM
- Financial services



# Determine if appropriate

- Crop/farm diversification – a good idea anywhere, challenge/opp of fuel crops
- Agroforestry – suitable trees, available land, resources, markets
- Farmers Associations – overall country environment, history, current situation, potential, other models?



# Determine if appropriate

- Service sector businesses – more mature sector. Can include quality issues, input supply, transport, TA.
- NRM – Broad but feasible programmatically
- Finance – what is available and how can it be used?



# Who promotes the integrated approach?

- Cocoa sector participants at all levels – industry, farmers, project implementers, governments, donors, researchers, etc.
- Requires overcoming doubters, cost constraints, technical challenges.
- How? Cross fertilization, collaboration across sectors.



# Design changes and M&E challenges

Since M&E must be incorporated into the design phase:

- How can we design an M&E system for an *integrated approach*? Resource issues
- How can we ensure the capacity/will for M&E is in place to continue down the road?