

Cocoa Village Model (CVM) of Kalonding

ASKINDO's team

Brief description of CVM Kalonding

- ▶ It is a cocoa based community development program, sponsored by ASKINDO, designed comprehensively to improve cocoa productivity and subsequently prosperity of the people of Kalonding village
- ▶ CVM is expected to give impact on the neighboring villages
- ▶ CVM has been implemented since 2003 in the village of Kalonding (total area 6,577 ha, of which approximately 3,000 ha is cocoa field)
- ▶ Population: 900 households, 95 % are cocoa farmers



Why CVM?

- ▶ Cocoa is vital to the economy of Sulawesi and Indonesia, but its sustainability is threatened due to poor crop management, associated with complicated socio-economic problems, rather than merely technical constraints
- ▶ Much attention given by the government, as in conventional “project approach” (usually partial, too specific and focused only on technical matters) and small size demplots, has been unsuccessful. As the projects ceased, farmer’s eagerness to implement most of the programs introduced gradually fading. The projects failed to influence or to give further or continuous impact on other farmers.
- ▶ An integrated – long term community based development approach is needed



Expected benefits

- ▶ Implementation of good agricultural practices (technology adoption)
- ▶ Cocoa yield & quality improve
- ▶ Active role of cocoa farmer groups & cooperative
- ▶ Income & prosperity increase
- ▶ Impact (adoption) on neighboring villages

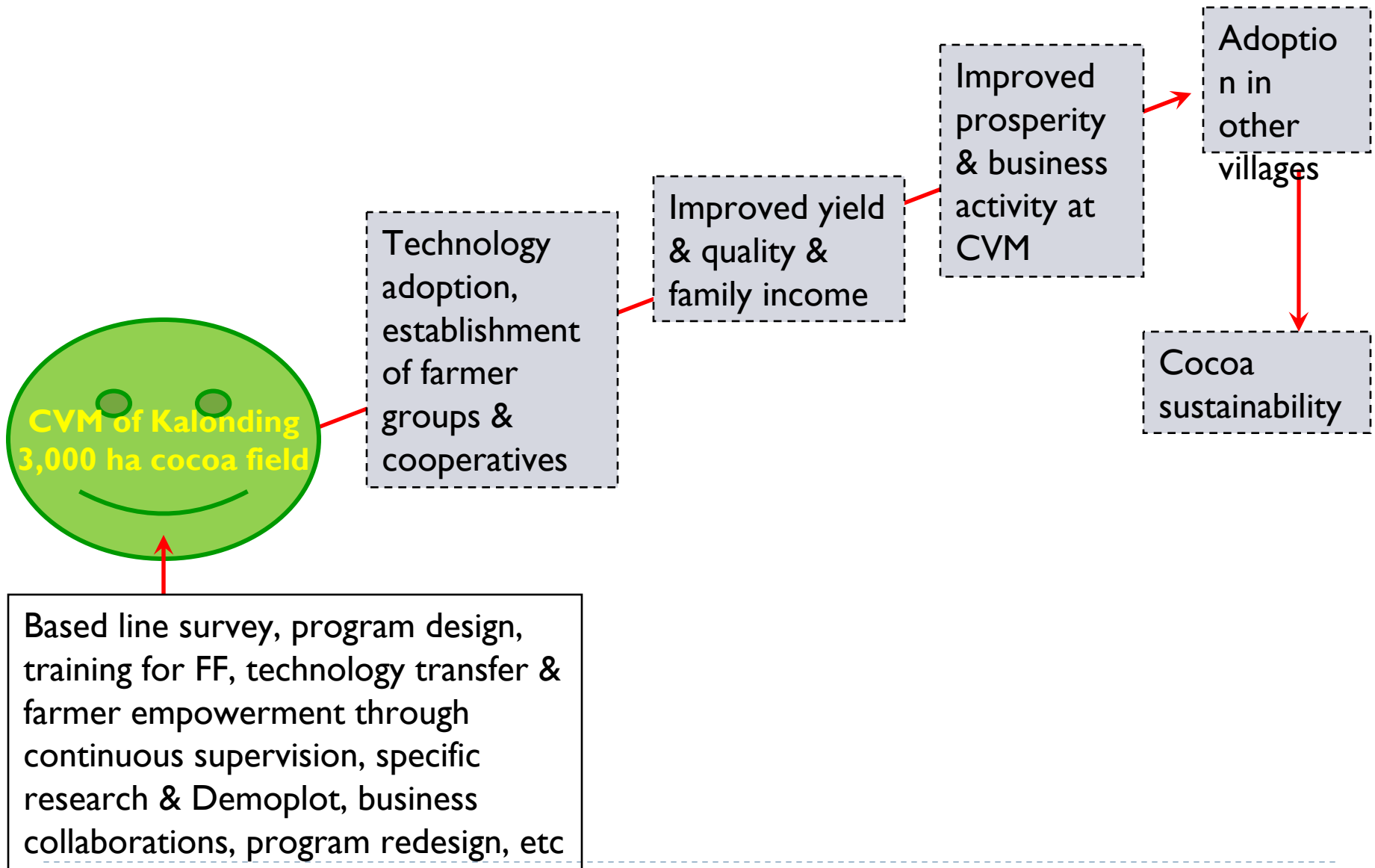


How?

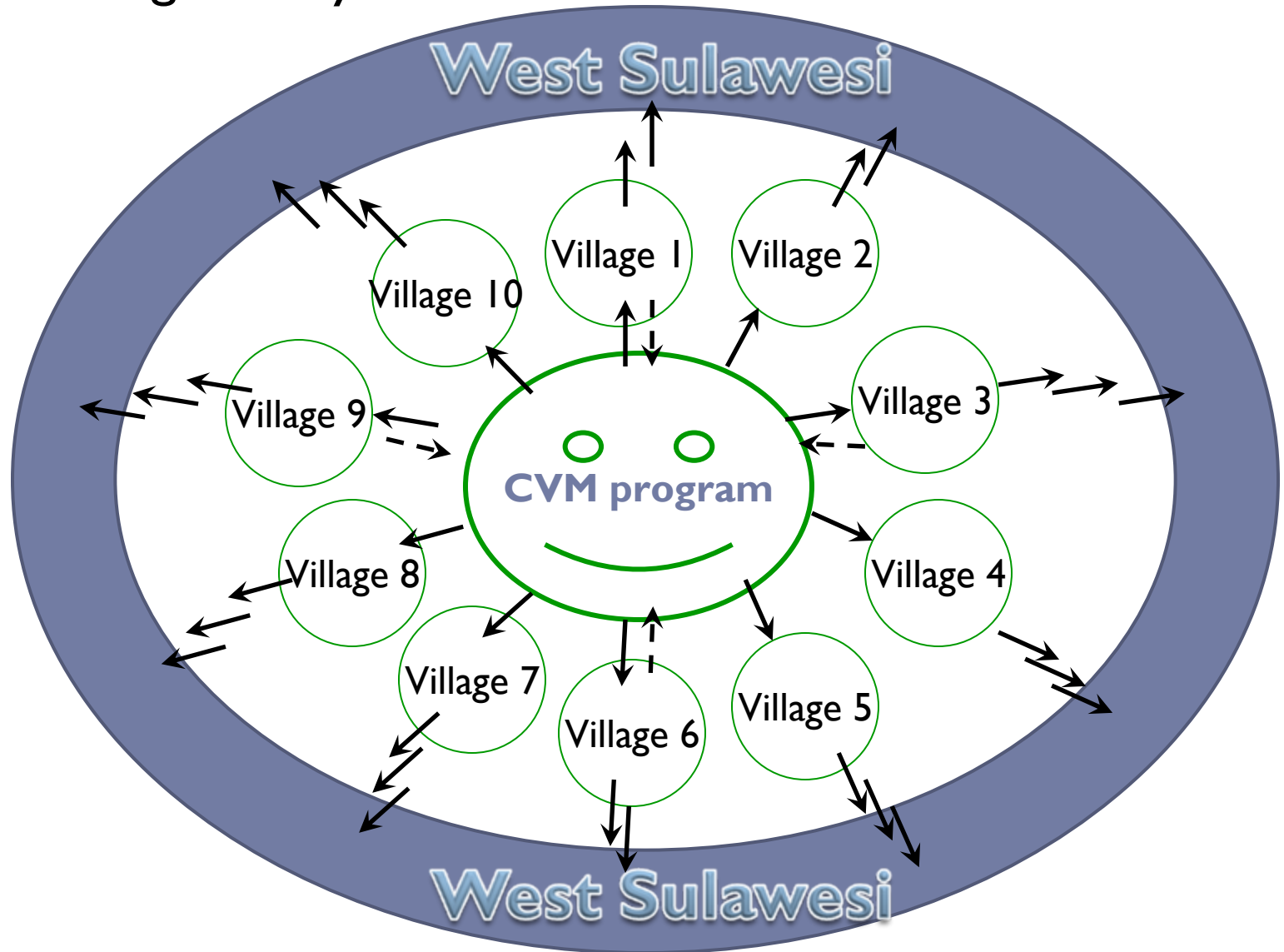
- ▶ Database construction on biophysical and social conditions, crop management, farmer's skills, education and training
- ▶ Establishing and strengthening farmer institutions (cocoa farmer groups & cooperatives)
- ▶ Formulating site specific integrated five-year program to achieve the target
- ▶ Stimulating collaborations with related institutions



Conceptual framework of CVM



CVM is expected to influence neighboring villages & gradually to West Sulawesi as a whole



Targets

Indicator	2003	2008
Area	2,500 ha	3,000 ha
Clones	Unknown	High yield & pest/disease resist.
Yield	0.4 ton/ha per year	>2.0 ton/ha per year
Quality	BC > 100, unfermented	BC < 100, mostly fermented
Pests & diseases	High	Low to insignificant
Farmer institution	Non/weak	Strong & active
Bean marketing	With local collectors	Mostly through cooperatives & farmer groups
Prosperity	Few permanent houses	Mostly permanent houses
	Few motor bikes & cars/trucks	> 50 % have motor bikes & cars/trucks
	Few hajis (pilgrimage to Mecca)	More significant number of hajis
	Low education attainment	Significantly better education att.



Project implementation

- ▶ **Management & organization:**
 - ▶ Two good field facilitators (live with the farmers in the field)
 - ▶ One field supervisor
 - ▶ One field coordinator, linking CVM with other similar projects sponsored by ASKINDO
- ▶ **Funding: ASKINDO (private cocoa organization)**
- ▶ **Research support: Hasanuddin University**
- ▶ **Business collaborations**



PROJECT ASSUMPTIONS

- ▶ Consistent support (budget & policy) from ASKINDO
- ▶ Good coordination with other institutions under CSP umbrella
- ▶ Research & technology support
- ▶ Conducive cocoa market



Risks of project's success

The project will fail if:

- ▶ World cocoa price becomes unattracted, while other commodities become more attracted
- ▶ Support from ASKINDO discontinues (but if this happens, most likely the government will take over)
- ▶ Serious (human induced) natural disaster on the site (the most potential one is big flood)



CHALLENGES

- ▶ How to keep Field Facilitators attracted to CVM. Often other jobs are more attractive
- ▶ Two Field Facilitators in CVM are overloaded with the set up program, not enough time to also cover M&E activities
- ▶ Insufficient knowledge of Field Facilitators towards M&E
- ▶ Lack of budget for M&E
- ▶ How to maintain continuous & active support from ASKINDO
- ▶ Poor appreciation from the sponsor towards the importance of M&E
- ▶ Potential price turbulence



PROJECT M&E

- ▶ Establishing baseline data
- ▶ Establishing annual plan & targets
- ▶ Up-dating data through field facilitators (monthly journal)
- ▶ Three monthly field visit and monitoring/evaluation by field coordinator & ASKINDO's technical staff
- ▶ Feed back
- ▶ Annual evaluation on output, outcomes and impact attainments



DATA COLLECTION INSTRUMENTS

- ▶ Questionnaire
- ▶ In-depth interview
- ▶ Focus-group discussion
- ▶ Direct observation
- ▶ Routine, three monthly field visit & monitoring

Note:

So far, we have only done one M&E with no financial support from the sponsor



Indicators

Inputs & process	Outputs	Outcomes	Impacts	Beneficiaries
Training of field facilitators	Technology adoption by farmers	Improved yield & quality	Increase prosperity (houses, transports, education, haji, high econ. activity, etc)	People of Kalonding & neighboring villages & VWS
Continuous supervision (on farm, institutions & marketing)	Well established & active farmers institutions	High economic return, Increased farmer's income	Duplication of CVM in neighboring villages & through out West Sulawesi (VWS)	
Contextual Demo Plots, based on identified problems	Increased farmer's knowl., motivation & eagerness		Better securing cocoa production sustainability in West Sulawesi	
Site specific research	Improved farmer's knowl. & skill			
Business collaborations	Healthier & stimulated business activities		Increased trade volume, especially in Kalonding	