

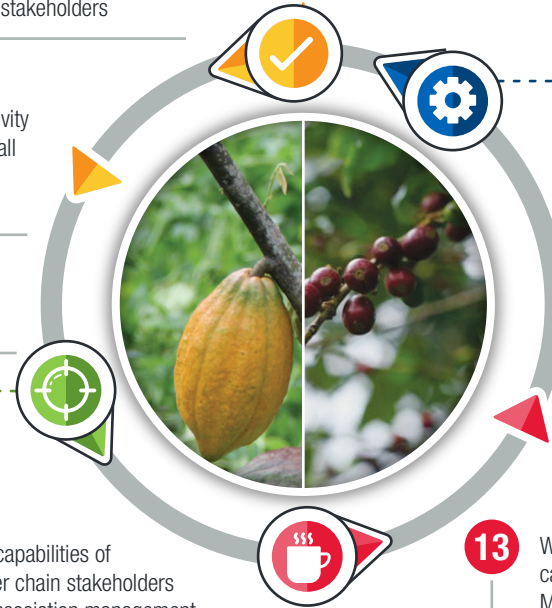
## The Cocoa and Coffee Chains in Panama

### FIRST, WE IDENTIFIED THE NEED TO:

- 1 Strengthen the institutional framework that supports the chains by promoting various methodologies and tools, such as information and knowledge systems, that facilitate their management with a focus on competitiveness and sustainability
- 2 Strengthen the management of the chains by fostering more active participation by the different chain stakeholders
- 3 Strengthen the capacity of producer organizations to join under a business and commercial approach
- 4 Improve the productivity and efficiency of small and medium-scale producers
- 5 Improve linkages between small and medium-scale producers and the market via innovative marketing strategies

### NEXT, WE AGREED TO FOCUS OUR EFFORTS ON:

- 6 Strengthening the public institutional framework of each chain by providing assistance and building capabilities related to the development of proposals for policies and strategies
- 7 Strengthening the capabilities of producers and other chain stakeholders for business and association management, with a focus on inclusion, innovative business management and responsible management of natural resources and the environment
- 8 Improving capabilities related to the management of innovation processes geared toward increasing productivity in a sustainable manner
- 9 Generating opportunities for technical and commercial exchange, in order to foster linkages between producers and markets, particularly differentiated and value-added markets



- 17 Formalizing and consolidating the cocoa and coffee committees
- 18 Strengthening the capabilities of producer organizations by implementing the CEFE (Competency based Economies through Formation of Enterprise) methodology promoted by GIZ
- 19 Designing a training and extension curriculum geared toward increasing the productivity of the cocoa and coffee chains
- 20 Organizing a product fair and business matchmaking meeting for coffee and cocoa producers

### IN 2017 WE ARE FOCUSING ON:

- 10 We achieved progress in the integration of Cocoa and Coffee Committees, as mechanisms that will facilitate overall governance of both chains and will foster the coherence of policies that support the chains
- 11 We created the cocoa and coffee innovation consortia, with the aim of driving horizontal cooperation and the transfer of information on technological innovations among stakeholders in both chains
- 12 Together with partners and chain stakeholders, we developed 6 demonstration farms for coffee and 6 for cocoa, where we applied selected technological innovations and conducted cost-benefit analyses
- 13 We strengthened the technical capabilities of extension workers from the Ministry of Agricultural Development (MIDA) and the Agricultural Research Institute of Panama (IDIAP)
- 14 We strengthened the productive and commercial capabilities of the Bocas del Toro Multiple Services Cocoa Cooperative (COCABO), Panama's most important organization of cocoa producers (with 1,400 members in the province of Bocas del Toro), using the field schools methodology. MIDA, the Ministry of Trade and Industries (MICI) and IDIAP supported and participated in these efforts
- 15 We strengthened COCABO's capacity to integrate into the market through participation in business matchmaking meetings held within the framework of a congress on exports organized in August of 2016 by MICI and the Panamanian Exporters Association (APEX)
- 16 We participated in the preparation of the Country Positioning document on fine or flavor cocoa

### AND THEN, WE BEGAN TO ACHIEVE RESULTS: