

The Cocoa Chain in Costa Rica

FIRST, WE IDENTIFIED THE NEED TO:

- 1 Strengthen capacities for adequate chain governance by incorporating a greater number of stakeholders and promoting their participation, as well as by facilitating analysis of and follow-up to strategic topics aimed at improving the chain's competitiveness
- 2 Promote the creation of frameworks for guiding the chain's actions, both at the national and regional levels
- 3 Strengthen production and post-harvest management capabilities in the main farming areas by prioritizing good practices for ensuring cocoa quality
- 4 Generate strategic, up-to-date information to aid in decision making
- 5 Contribute to generating value added, greater and better market access, and vertical integration within the chain of the most vulnerable stakeholders
- 6 Establish conditions to increase access to funding, in order to address chain needs
- 7 Strengthen the capacities of basic production groups

NEXT, WE AGREED TO FOCUS OUR EFFORTS ON:

- 8 Strengthening chain management and governance
- 9 Improving the capacities of stakeholders in various topics, such as value added, commercialization, business plans and organizational management
- 10 Disseminating good production and post-harvest practices, in order to guarantee the quality of cocoa
- 11 Developing strategic information to support decision making in areas related to commercialization and funding
- 12 Driving value addition, giving priority to the two main farming areas



25 Monitoring the consolidation and implementation of the National Cocoa Plan

24 Assisting in developing differentiation processes for designations of origin (such as the Designation of Origin for cocoa from Talamanca), with support from the Italy-Costa Rica cooperation

21 Conducting joint work with the Ministry of National Planning and Economic Policy (MIDEPLAN), *Tejiendo Desarrollo* and the Spanish Agency for International Development Cooperation (AECID), in order to strengthen the capacities of 10 producer organizations in areas such as value added, organizational management and marketing

26 Developing a portfolio of cocoa-related projects within the framework of a national program for entrepreneurship and innovation financed by the Banking System for Development

23 Organizing the First National Cocoa Conference, to provide an opportunity for participants to analyze and discuss topics related to value added and commercialization

22 Launching and promoting the book entitled "Technical Manual on Cocoa Farming: Good Practices for Latin America"

IN 2017 WE ARE FOCUSING ON:

- 20 We conducted a study to characterize supply and demand of funding opportunities for the chain
- 19 We developed a capacity-building program focused on value added
- 18 We developed a commercial cocoa catalogue of fair trade organizations, to facilitate marketing and differentiation of the cocoa supply
- 17 We assisted in developing the proposal entitled "2017-2027 National Cocoa Plan," which seeks to reactivate cocoa-related activities in Costa Rica
- 16 We developed the guide entitled "Methodological Guidelines for Identifying Business Ideas for Organizations of Small-Scale Producers"
- 15 We conducted a cost analysis and created a tool that enables producers to collect this type of information, in order to facilitate the appraisal process
- 14 We complemented our actions by means of an externally funded project geared toward generating the first study on supply and demand of cocoa produced by small-scale farmers in the Caribbean and Northern regions
- 13 We supported a political agreement that led to the creation of the Inter-institutional Commission on Cocoa, a mechanism for supporting chain management

AND THEN, WE BEGAN TO ACHIEVE RESULTS: