

## Project Factsheet

**Project duration:** October 2016 – December 2019

**Implementation partner:** Helvetas Swiss Intercooperation Madagascar, Ramanandraibe Exportation S.A.

**Further partners:** Lindt & Sprüngli, SANTATRA, Touton S.A., FOFIFA

**Direct beneficiaries:** cocoa farmers, their families and communities in the Sambirano valley

**Focus areas covered:** creating the motivation, capabilities and capacity of farmers; fostering an enabling environment and removing constraints

# KASAVA – Kakao Sambirano Vanona Madagascar

Smallholder cocoa farmers in Madagascar receive much needed capacity building in good agricultural, social and environmental farming practices and disease resistant fine flavor cocoa seedlings to increase their harvest. The building of water, sanitation and hygiene infrastructure will not only benefit the farmers, but their communities (minimum of 15'000 direct beneficiaries).

### Context

Although Madagascar's cocoa sector is small compared to other origins, the country is home



to finest varieties of flavor cocoa. Approximately 33'000, mainly smallholder cocoa farmers located in the Sambirano valley, produce around 6'000 to 7'000 tons of cocoa beans per year. More than half of the farms are more than 20 years old and show a low density of cocoa trees, leading to low yields. Further, the sector is not regulated, infrastructure lacking, and farmers receive very little, if at all, support from the government or non-governmental organizations. This four-year project aims at changing this situation by supporting farmers to



ameliorate their practices, and in a second step, improving their livelihoods.

### Project Content

The KASAVA pilot project (good cocoa from Sambirano) supported during the 2015/2016 cocoa season was successful, appreciated and valued by the farmers involved in the project. We therefore decided to extend and upscale the project to cover more farmers with trainings over the next four years, and include agricultural and community development activities. Lessons learned from the pilot project have been consequently incorporated and based on the needs assessment investments for agricultural and community development were defined.

Within this project, the aim is to implement a traceable and sustainable cocoa bean supply chain for fine flavor cocoa from Madagascar. Therefore, cocoa farmers in the Sambirano Valley are organized in groups in order to ease the availability of farmer training and visits from agronomists of Ramanandraibe Exportation S.A.. The farmers are offered a comprehensive support package in the

### About the Lindt Cocoa Foundation:

The Lindt Cocoa Foundation was founded in 2013 and has the declared purpose of working to achieve social and ecological sustainability in the cultivation, production and processing of cocoa and other raw materials used in chocolate production.

Learn more:

[www.lindtcocoafoundation.org](http://www.lindtcocoafoundation.org)



form of training and farm investments. Farmers are organized in groups and receive comprehensive training in agricultural, social and environmental cocoa farming practices. Based on training materials used in other countries, the developed content is structured around nine modules and covers all essential topics necessary for Malagasy cocoa farmers to improve their practices. Farmers learn for example about the right time to harvest, how cocoa beans have to be fermented and dried, which cocoa branches need to be pruned to maintain strong trees, what to do about diseased or infected trees and cocoa pods, how soil has to be nourished with organic material, how to cultivate new cocoa seedlings, how to manage their financials, what children are allowed and not allowed to do on the farms, as well as topics around nutrition and women's empowerment.

The distribution of disease resistant and more productive fine flavor seedlings is another important element of the support the farmers receive. The objective of the seedling distribution is to increase the production of fine flavor cocoa through rehabilitation and replanting using high-yielding and disease resistant fine flavor cocoa varieties promoted by FOFIFA, Centre National de la Recherche Appliquée au Développement Rural. This avoids monocultures that are not seen as sustainable. As we want to establish a self-sustaining supply of those seedlings for propagation in cocoa farming communities, willing and enthusiastic farmers are taught on how to manage cocoa seedling nurseries and propagate new plants. The aim is to have the

planting and distribution fully managed by young entrepreneurial farmers themselves by the end of the project.

Knowing that training and capacity building will not be sufficient to improve the livelihoods of the Malagasy cocoa farming families, a needs assessment was conducted during the pilot year. It became clear that as a first priority the construction of water, sanitation and hygiene infrastructure is needed. 15'000 people (more than 75% of the total population of three villages) will directly benefit from the infrastructure investments, among them many cocoa farmers.

The project is accompanied by an extensive monitoring and evaluation system to gather learnings for expansion. Further, the project is also evaluated by an external and independent party.

**Serving the mission of the Lindt Cocoa Foundation:**

The project puts Malagasy cocoa farming families in the center, and touches upon two of the focus areas of the Lindt Cocoa Foundation:

- 1) Training and capacity building to create the motivation, capabilities and capacity of farmers to improve their farming practices
- 2) Agricultural and community development activities foster an enabling environment and remove constraints farmers face to improve their practices

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