



UNDP and Cadbury Cocoa Partnership for Ghana

By 2015, Ghana aims to become a middle income country with a per capita income of US\$ 1,000 - or double what it is today. The country successfully reduced poverty levels from 51.7% to 28.5% between 1991 and 2005.

Ghana is one of the world's leading producers of high-quality cocoa, a critical source of economic activity in the country and which has significantly contributed to poverty reduction.

However, the sector faces a series of challenges that are threatening to undermine its long-term sustainability. These include poverty in cocoa-growing regions and low productivity, the unattractiveness of farming to young people in Ghana, the lack of new land on which to expand farms, as well as environmental threats such as climate change. In addition, cocoa production is characterised by a large number of small-scale producers cultivating an average of 3-4 hectares, using equipment that has changed little in over a century.

Cadbury has been sourcing quality cocoa from Ghana for over a century. Given the company's strategic and economic interests in Ghana's cocoa industry, Cadbury is investing £30 million in the sector over a ten-year period.

The project aims to boost farmer incomes through optimal sustainable cocoa productivity and creation of alternative sources of rural income. Operating primarily through a grant system, it will also support and invest in community-led development, working in partnership with farmers, governments, NGOs, development agencies and other experts.

The project started in the end of 2007 and currently, the partners are laying foundation for management and planning activities.

Contact person: Christy Banya, Programme Officer, UNDP Ghana (christy.a.banya@undp.org), <http://www.undp-gha.org/>