

Feeding back on coffee and cocoa – Key discussion insights

07 December 2017 11:06

Cocoa

1. Change is possible and data is now available to help us in the right setting and on driving sector change (data previously closed off/not collected). Balance is required between the need for additional information and need for action. We need to work more on existing datasets before looking beyond and should inform appropriate institutions of analysis possibilities and priorities. In a similar way we don't want to overlook the obvious and should be formulating change from instant incites; focusing on the people not the crop. The research cycle however (data -> analysis -> evaluation -> response -> data) must not be overlooked as taking an action without being fully informed can result in more damage!
2. We aren't talking about one type of farm; there are different typologies of farms. How you define these depends on your scope and intended actions and this needs to be thought about carefully.
3. Living income benchmarks are a useful tool for driving sectoral tool and can inform specific interventions; seen as less of a number but as a framing for change. We need to look beyond the single commodity angle.
4. A holistic approach is needed; multi-stakeholder beyond cocoa. Producer organisations can play a large roll in this also in terms of efficiencies and acting as a connector between the producer, buyer and beyond.

Coffee

Value of a benchmark and what you can do with it

1. The benchmark and all other analysis we've seen will drive fact driven discussion.
2. Livelihoods approach of living income provides an entire context from which proportions can be worked on by responsible stakeholders.
3. High level view of living income can take the conversation to a broader level (and drive larger scale change)
4. The income gap concept can be used to frame the situation and identify potential improvements.
5. Could this be used to communicate with consumers and beyond? Most likely yes!
6. Don't need harmonisations on all components but framing can unlock some potential benefits.

Who needs to be involved and who's responsible

1. Everyone should be involved
2. Roles and responsibilities not necessarily clearly defined yet however
3. Role of governments fundamental and need a combination of policy and schemes

Usefulness of living income benchmarks

1. Value propositions improve as technology improves
 2. Consumers - can be used in CSR reports
 3. Governments - for adapting policies
 4. NGO's - engage in a similar way and can pressurise governments with the right information.
 5. Living benchmark can be used for producers at different levels - making distinctions between them could be really important.
 6. Reliability and accuracy of data we obtain needs to be considered.
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