



The impact of UTZ certification of cocoa in the Ivory Coast 2008 to 2013



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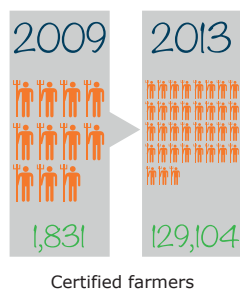
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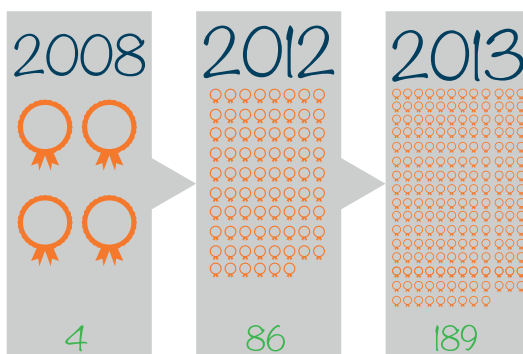
Improving sustainability in the cocoa chain

In 2008, various value chain partners in Ivory Coast adopted the UTZ Code of Conduct and became UTZ certified to enhance sustainability in the cocoa supply chain. As part of the certification programme, cooperatives and are receiving training on farm management organisational capacity building.

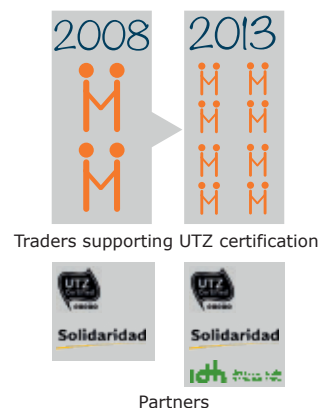
This brochure paints a picture of the situation on farms by mid-2013. It provides information about how the UTZ Certified cocoa programme in Ivory Coast is helping farmers to increase their knowledge and use good agricultural practices (GAPs) in line with the UTZ Certified Code of Conduct. The lessons learned from these results will be used to improve the quality of the programme.



Certified farmers



Cooperatives certified



Traders supporting UTZ certification

Partners

60,399 MT

Sales as UTZ Certified in 2012

128,582 MT

UTZ Certified production in 2012

219,100 HA

Production area of UTZ certified cocoa

Does the UTZ programme accomplish what it sets out to do?

The logic behind the UTZ programme

The UTZ programme is based on the expectation that the more knowledge farmers have of good agricultural practices (GAPs), the more likely they are to actually put these practices into action, thereby boosting their productivity and income. It is expected that as farmers adopt the better agricultural and farm management practices which are part

of the Code, yields and working conditions on their farms will improve and better care will be taken of soil and water resources. There are regular controls, complemented by an annual external audit prior to certification. The practices required by the UTZ code are expected to have intrinsic benefits for producers, and are also rewarded with a premium payment by cocoa buyers.

Positive impact

The UTZ Certified programme has managed to reach the farmers it has targeted

The programme and its range of support activities for cocoa farmers expanded rapidly between 2008 and 2013. Most of these farmers have participated in training and certification activities, and some have also benefited from access to crop protection products, fertiliser and seedlings, and from community and social programmes. The majority of the farmers in the programme are typical Ivorian cocoa farmers: older men who are either farm owners or sharecroppers. Because certification occurs through registered members of cooperatives, all of these farmers are also members of a cooperative. The key role of cooperatives in the certification process means that women, youth and workers play a minor part in programme activities, despite the fact that they are heavily involved in cocoa production. Still, it is likely that farmers are passing on relevant knowledge and practices because many farmers have trained their wives, children and workers.

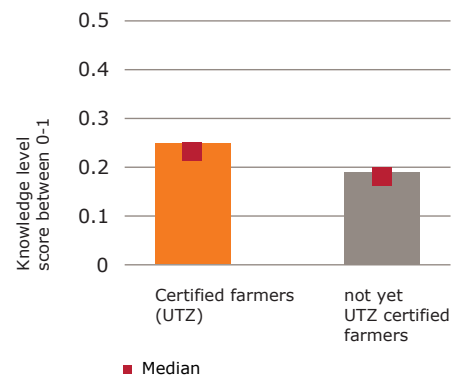
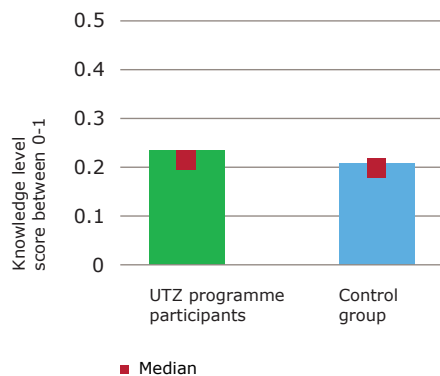
Certification seems to increase farmer's knowledge of good agricultural practices

The UTZ programme appears to have helped farmers learn about the good agricultural practices (GAPs) outlined in the UTZ Code of Conduct. Indeed, certified farmers know more about GAPs than uncertified farmers, just as farmers who have been certified for longer had a higher level of knowledge than recently certified farmers. Farmers say that being a member of a cooperative makes it easier for them to exchange information with other farmers. Future

assessments will shed more light on whether it is the UTZ certification programme that has led farmers to increase their knowledge or whether other factors have played a role, such as prior knowledge. For example, the size of a farm appears to be linked to the level of knowledge as well: the larger the cocoa farm, the higher the farmers' level of knowledge. Farmers working in favourable agro-ecological zones also have a higher level of knowledge than farmers who work in less favourable environments, perhaps because they are in a better position to use their knowledge and benefit from greater operational efficiency. Another explanation could be that knowledgeable farmers are more likely to become members of a group. Farmers' knowledge of best practices in cocoa are generally limited, however.

The UTZ programme also seems to have helped farmers improve their practices, though the number of farmers that have adopted GAPs remains low. The general rule of thumb is that the longer farmers participate in the UTZ programme, the more successful they are at putting GAPs into practice. So far, practices that improve the environment, particularly soil and water quality and conservation, have only had a limited impact. But this could change, because it takes time for impacts on the environment to show. Farmers' knowledge is limited in a number of areas: children's and labour rights, personal protective equipment, waste management and composting, weeding, record keeping, shade trees, soil conservation and field buffer zones, the use of fertiliser and crop protection products, pruning and disease management.

Comparison of average knowledge levels of between certified and non-certified farmers in the UTZ programme and programme participants and control group



Male farmer from Dioligbi, Guitry:

'I used to produce between 500 and 800 kg of cocoa from two hectares. Last season I managed one ton. Certification has taught us to love our plantations. In the past, we rarely set foot there. It was a job for labourers. Now we go there more often.'

Male farmer from Diegonefla:

'We have learned how to prune trees, to weed, to harvest on time, to ferment well, to dry, to select. As a result, production has increased and there has been less plant disease.'



Young farmer from Dioligbi:

'I am not certified yet, but I copy what my neighbours, who are certified, do. They apply these practices especially in terms of weeding.'

Cooperative manager from Dioligbi:

'The internal inspection allows us to evaluate what farmers have learned from training, and sometimes we adjust and conduct additional, specific training. In the first year, 171 out of 250 farmers passed the evaluation, but in the second year almost all of them passed. We have to follow up, because they only introduce GAPs after several visits (such as the right dosing density).'

Improving farmers' lives, incomes, crops and the environment

Farmers say that the programme has had its greatest impact on their incomes and farming practices. Farmers are generally satisfied with their livelihoods, their cooperatives and the services they provide, as well as the traders they sell to. But they also say that they could follow the UTZ Code of Conduct more closely. Introducing GAPs boosts productivity and income, and leads to more satisfied farmers. Evidence suggests that as farmers increase their knowledge and begin to put their good practices into action, such as record keeping, productivity increases. However, the introduction of some GAPs (such as waste management, soil management, and water and biodiversity protection) does not seem to be linked to better knowledge, nor does there appear to be a relation between GAPs or post-harvest practices and bean quality. All farmers had excellent cocoa quality, which seems to have been influenced by a government programme.

Providing added value for farmers

Certification has made it possible to rapidly upscale sustainable cocoa production. It provides farmers with access to certified markets, where they can benefit from premium prices, and this, in turn, rewards sustainable production. Certification also promotes professional producer associations, a range of additional benefits and services. However, they also say there is room for improvement. Farmers say that the UTZ programme has helped to increase productivity and income. As members of a cooperative, UTZ Certified farmers have access to traders. They tend to sell repeatedly to preferred traders, who provide them with the support they need. It gives farmers access to markets, support services, and social and community activities. This loyalty gives traders a secure source of certified, good-quality beans.

Cooperative manager from Haut-Sassandra:

'The co-op has a good image. Our farmers' fields are clean, the yields are high and farmers are well trained. But it is difficult to transport cocoa from the fields to the sections. We don't have enough vehicles.'

Cooperative manager from San-Pédro:

The advantages are many: higher quality, more volume, self-financing of the cooperative, and better living conditions. The programme enables me to save money and time.'



Improving service delivery and professionalising cooperatives

Certification has massively promoted collective action as farmers have joined and created cooperatives. Farmers say that joining cooperatives has given them many benefits, such as selling their beans at a good price and having access to information and training. Cooperatives also provide them with a forum for exchanging information and networking. Certification has enabled some farmers to access seedlings, crop protection products and credit. Activities associated with certification, often provided by traders, have helped to professionalise these cooperatives. For example, management training, internal control systems, financial support, equipment and vehicles to transport beans to buying centres. Still, many farmers believe that they need better access to credit, services, fertilisers and crop protection products and support to diversify their sources of income, improve their farming and their families' livelihoods.

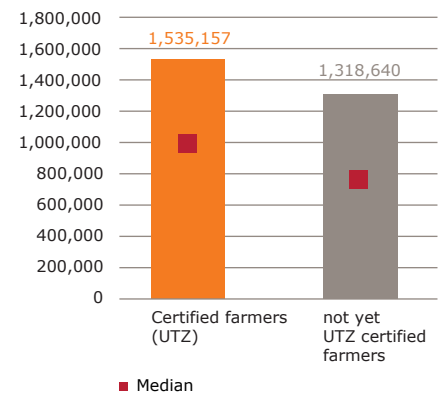
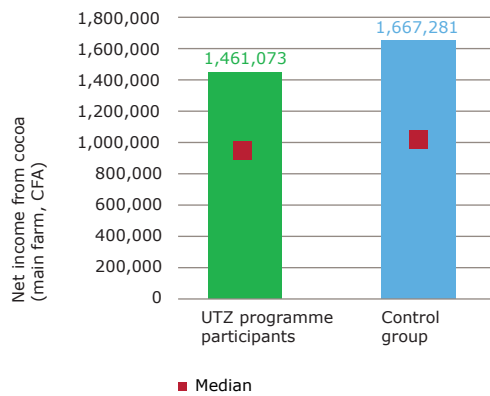
Boosting cocoa production, productivity and income

Farmers say that their productivity and income have increased since they started using the GAPs that they learned in the certification programme. Farmers, co-ops and traders generally feel that the quality of beans is high, and traders in particular attribute the rise in quality to certification.

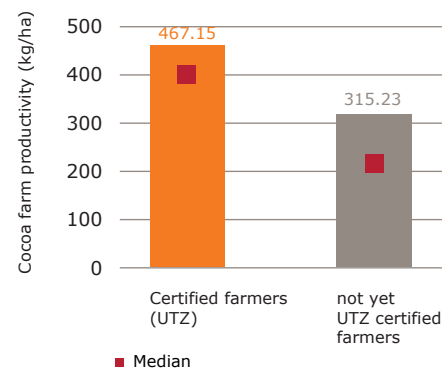
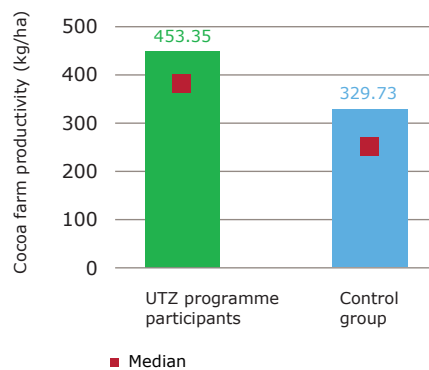
Certified farmers have higher yields per hectare. The longer farmers participate in the UTZ programme, the higher their net income tends to be. It should be noted that the accuracy of this information is questionable given that most farmers had not measured their farms and a quarter had miscalculated their farm size, generally over-estimating it.

Farmers generally do not keep records of their production and labour costs, so it is difficult to estimate these accurately. They do feel that certification 'costs' more,

Farmer's average net income from cocoa from the main farm



Farmer's average cocoa production in kilograms per hectare



Male farmer from Guitry:

'I have half a hectare. During the small season harvest, I used to harvest only half a bag, while now I harvest almost two bags. I am also happy about the new techniques I have learned.'

Male farmer from Nizahon:

'Thanks to training, productivity has increased.'

Cooperative manager:

'Productivity has increased from 350kg/ha to 700 kg/ha, mainly for those farmers who follow the recommendations of our trainers.'

Cooperative manager:

'The costs of the inputs have increased but we obtain credit that we can pay back over a period of six months.'

though, in terms of their own and hired labour, as well as missed financial opportunities when away from the farm to attend training sessions and cooperative meetings. UTZ Certified farmers have higher labour costs than non-certified farmers.

Certification may have had an impact on efficiency as well. Those who joined the UTZ programme run more productive farms than those who are not in the programme. UTZ Certified farmers have lower production costs per kilogram than uncertified farmers. However, cocoa farmers who have been in the programme the longest tend to produce more efficiently and have higher gross and net incomes than those who have been in the programme for a short period of time.

The certification premium motivates farmers

On average, the premium for farmers is 7% of the total price paid per kilogram. The premium receives a lot of attention, as most cooperatives pay it out separately from the main payment for beans. Not surprisingly, the premium appears to create loyalty and recognition between farmers, their cooperatives and traders. Farmers and cooperatives are satisfied with premium payments, but are concerned that if these payments are discontinued, it would severely diminish the added value of being certified. Focusing on increasing the farmers' profit from certified beans – by improving productivity, quality and efficiency, for example, rather than the premium – would benefit farmers' profitability in the long term.

"Stuck in cocoa"

Certification and related activities by cooperatives and traders seem to be offering cocoa farmers hope of revitalising the sector. But that does not mean that certification is a panacea for the future.

Half of the farmers feel 'stuck' in cocoa farming: it is not easy for them to switch or supplement their income with something else. Indeed, there are no or few other opportunities to generate cash.

Male farmer from Daloa:

'At the production level, there is more social cohesion between the farmers. And there is the premium, which is the most interesting.'

Male farmer from Dioligbi:

'The season was over, and my children were surprised because there was money left over. I explained to them that this is due to the certification.'

Male farmer from San-Pédro:

'My profits increased and I paid the school fees for my children. When I experience difficult times, I use my extra income to buy fertiliser.'



Male farmer from Paulkro:

'The cooperative pays cash, like the pisteurs, and on top of that it gives a premium, so we prefer to sell to the cooperative.'

Male farmer from Daloa:

'It is thanks to the premium and inputs from the co-op that everybody wants to be certified.'



Male farmer from San-Pédro:

'With the new CNRA cocoa variety, yields are improving.'

Male farmer from Bohoussoukro:

'I can't increase my cocoa farm because there is no space, but even so, I don't want to because it's too tiring. I think I'll go into rubber.'

Male farmer from Daloa:

'I won't continue with cocoa because we don't earn enough at the moment. When I find a bit of land I will produce rubber.'

Male farmer from Gligbéadji:

'I produce both rubber and cocoa because of the soil type. It is good to diversify to increase my income.'

Female farmer from Dekoue:

'No, I don't want my children to be cocoa farmers, I want them to become civil servants, because they've been to school.'

Male farmer from Guiglo:

'I would like my son to be a cocoa farmer. I don't want him to be a slouch, I want him to be able to take care of me when I am old. He has already started planting some rubber.'



Labour conditions and rights

Farmers who have been in the programme for a longer period of time and certified farmers are more aware of labour and children's rights than other farmers in the programme. Those who are already certified are more likely to use contracts with their workers than farmers who are not certified yet. However, half of the farmers hire without the use of formal contracts and are often not aware that they can contact workers' rights representatives if they need advice.

UTZ certified farmers have a higher knowledge on prohibited activities for children than non-certified farmers. Also, the children of UTZ programme participants spend on average 57 hours per year on the farm, generally on non-hazardous activities. Although this is on average more than on control group farms, the numbers are still far below the limit of non-hazardous work children can do according to the UTZ Code of Conduct. School absences are mainly due to sickness and do not increase during cocoa harvesting seasons, which suggests that school attendance does not suffer due to such work. Some farmers say their children's education is being held back by a lack of access to schools and teachers. A lack of schools was mentioned as one of the reasons why children work on farms. The awareness of initiatives to stimulate children's education was low in the community, which shows an area for improvement. It is important to note that to fully eradicate child labor, a powerful coalition of all relevant stakeholders is needed, since child labour is a structural challenge to be addressed jointly.

Good working conditions

Most farmers were positive about their working conditions. Those who had been in the programme for a longer period tended to know more about safe working conditions, such as how to handle chemicals and use protective equipment. This suggests that certification has helped to create safer working conditions. A major bottleneck remains access to health care for farmers and their families.



Table 1 What the assessment shows: key data

Conclusion	Results
Programme inclusiveness	
The programme has reached a large number of farmers, but women, youth and workers are under-represented in the programme. Ways are being sought to involve women more.	Participating farmers are typical in terms of age (on average 45), nationality (Ivorian, Burkinabé, and Malian) and sex, with 96% male: similar to cocoa farmers in Ivory Coast. Activities have targeted registered cooperative members.
	88% of farmers participating in the programme have received training related to certification, the remaining 12% have only recently joined the programme. 88% of the farmers participated in initiatives to strengthen cooperatives, 8% had received training, 13% had access to crop protection products, fertiliser and seedlings, 15% had access to credit and savings schemes, 8% had participated in community and social programmes, and 8% in improved fermentation schemes.
	83% of participating farmers have trained others.
	Farm workers, particularly women and youth, have fewer opportunities to be included in certification and support activities. UTZ and partners have started focusing more on women through a number of a small-scale training and empowerment activities.
Impact of utz certification and related activities on knowledge and related behaviour/practices of cocoa farmers	
 Better life (PEOPLE)	
The programme appears to have contributed to improved levels of knowledge and the introduction of GAPs.	Farmers who have been certified for longer have higher levels of knowledge. UTZ programme participants and UTZ Certified farmers have significantly higher levels of knowledge than non-certified farmers.
	In general, the level of knowledge and use of GAPs by farmers in the programme are relatively low: on average UTZ programme participants scored 25 out of 100 points.
	There is a clear relation between higher levels of knowledge and the better use of GAPs.
	Knowledge and practices can be improved in the following areas: children's and labour rights, personal protective equipment, waste management and composting, weeding, record keeping, shade trees, soil conservation and field buffer zones, the use of fertiliser and crop protection products, pruning and disease management.
Respect for labour rights appear to improve with certification, but can be improved further.	UTZ Certified farmers and UTZ programme participants respect labour rights slightly more than farmers who are not certified yet. Respect for labour rights is essentially low however.
	46% of all participating farmers work with formal contracts with their labourers. Certified farmers and programme participants use contracts more often than farmers who are not certified or who did not join the programme, which suggests that farmers are following the Code of Conduct. There is limited awareness of workers' rights: 22% of farmers contacted lead farmers on labour rights issues.
Respect for children's rights is generally good, but action needs to be taken in some areas.	UTZ programme participants are much more aware of which activities are not permitted for children than those who are not in the programme.
	UTZ programme participants and UTZ Certified farmers follow the UTZ Code of Conduct guidelines concerning the amount of time their children can spend on cocoa farming activities. On average children spend 50 hours a year assisting their families on the farm, generally doing non-hazardous work. This is far below the maximum number of hours (14 hours per week) specified in the UTZ Code of Conduct. But they make more use of children than control group farmers, probably because they have larger farms.
	Children of certified farmers spend 84% of their working time on non-hazardous activities, while for non-certified farmers this is 82%. The hazardous work that children incidentally do includes pruning, applying fertiliser and pesticide and breaking open cocoa pods.
	The teachers and school directors interviewed have very little or no knowledge of UTZ and traders' activities, nor are they aware of initiatives aimed at encouraging children's education. Only 10% know of such initiatives.
Living and working conditions are generally safe.	UTZ programme participants and UTZ Certified farmers are more aware of personal protective equipment and use it more often than for their counterparts, but overall the levels of awareness are quite low.
	UTZ Certified farmers report far fewer accidents than non-certified farmers. About 70% of the farmers and their workers have not had an accident while producing cocoa.

Conclusion

Results



Better income and better crops (PROFIT)

Livelihoods seem to improve for those who joined the programme.

Farmers are generally satisfied with the impact that certification and training has on their livelihoods. Farmers in the programme are more satisfied about many facets of their livelihood than farmers who did not join the programme.

82% farmers say their living conditions have improved since joining the certification programme.

92% of farmers report positive changes following certification.

Certification seems to increase farmers' incomes, but they are concerned about the long-term viability of cocoa farming and the potential discontinuation of the premium for certified cocoa.

Farmers say that the higher income they have been earning since joining the programme has enabled them to give more of the proceeds from cocoa to their spouses and also use part of it to meet basic family needs and pay for their children's schooling.

Farmers require more support when it comes to improving access to health care, schooling and infrastructure.

About 50% of farmers say that their income has increased since certification.

The net household income per year in 2012 from cocoa for certified farmers is on average CFA1,535,000 (€2,343), whereas for non-certified farmers it was CFA1,318,000 (€2,013). The longer farmers are in the UTZ programme, the higher their net income.

Average production costs for UTZ programmes participants are CFA152 per kg, compared to CFA129 per kg for other farmers.

Farmers in the UTZ programme produced an average of 453 kg per hectare, whereas other farmers produced 329 kg per hectare. Certified farmers have higher yields (467 kg hectare) than non-certified farmers (315 kg per hectare).

30% of farmers had measured the size of their farms. 25% miscalculated the size, generally over-estimating by 7%.

Bean quality is high, with 98% of farmers saying their beans meet the cooperative's quality standards. 37% of farmers say that quality has improved since certification.

On average, cocoa farming represents 79% of the total gross household income, and it is either the only or the main source of cash income for most farmers.

Although 72% of farmers intend to continue producing cocoa over the next five years, they do not see cocoa farming as an attractive source of income in the long term. Some are investing in rubber and other crops, which require less labour and provide higher, more regular income. A third (34%) of farmers would like their children to continue in cocoa.

90% of the farmers say that the premium is not enough to cover the costs of producing certified beans. Yet the reported production costs are fairly low, which may be because farmers generally have difficulty accurately estimating these costs.

Farmers and cooperatives are concerned that if premium payments are discontinued, this would severely diminish the added value of being certified.





Better environment (PLANET)

Practices that have a positive impact on the quality of soil and water and biodiversity conservation can be improved.

A small percentage of farmers use inputs and fertiliser: 17% use herbicides, 55% pesticides, 10% fungicides and 23% use fertiliser and compost.

20% of farmers use compost from cocoa production waste or other sources, which points to a positive impact on soil quality.

UTZ programme participants and UTZ Certified farmers perform better than non-certified farmers with regard to knowledge and implementation of water and soil conservation measures and the protection or restoration of natural habitats. The longer farmers are in the programme the better they implement biodiversity conservation practices. All programme participants have low knowledge and implementation levels.

Added value of being UTZ certified

Farmers say the programme helps to increase productivity and income, while certification gives them access to premiums and services.

UTZ programme participants and UTZ certified farmers are more productive and have lower production costs per kilogram than uncertified farmers.

The programme is professionalising the cooperatives. Some of the services provided by cooperatives can be improved.

Farmers who have been in the programme the longest tend to produce more efficiently and have higher gross and net incomes from cultivating cocoa than farmers who joined later.

Almost all (97%) programme participants are satisfied with the UTZ certification and training. Farmers say that the programme's added value is that it gives them access to certification premiums and, since they work in a cooperative, access to services they need and are satisfied with.

As farmers are organised in groups for UTZ certification, they can be more easily reached by traders and organisations and offered services. These relationships give farmers and their groups access to market support services.

Being in a cooperative has many benefits, according to the farmers, such as fetching a good price for their beans, gaining access to information and training, providing a forum where they can exchange information and network.

Farmers believe that activities associated with certification, often provided by traders, have helped to professionalise the cooperatives. Think, for example, of management training, models for internal control systems, financial support, equipment and vehicles to transport produce.




60% of the farmers say that inputs are provided on time or in sufficient quantity, and 70% have access to credit.

Farmers believe that their cooperatives can be further professionalised by improving access to fertilisers, credit, and seedlings. They mention the need for their groups to be more transparent and accountable, particularly in terms of providing more information on prices and benefits, on how premiums are used by the group. They also stress the need to train managers. Farmers require more support to improve their families' livelihoods, and to manage and diversify their sources of revenue.





Table 2 Assessing the different impacts

Indicators		Results		
		Differences between UTZ programme participants and other farmers	Differences between UTZ Certified farmers and other farmers	Differences between farmers according to length of participation in the UTZ programme
		Better life (PEOPLE)		
1	Farmer characteristics	0	0	NA
2	Inclusiveness in the UTZ Certified programme	0	0	NA
3	Livelihood and standard of living	+	+	0
4	Sustainable practices rewarded by the market ¹	+	NA	NA
5	Stability of cooperatives, services and market access	0	+	0
6	Labour rights	+	+	NA
7	Child labour and rights	+	+	0
8	Healthy and safe living and working conditions	+	+	0
		Better income and better crops (PROFIT)		
9	Cocoa production efficiency	0	0	0
10	Productivity (cocoa yield in kg per hectare)	+	+	0
11	Quality	0	0	NA
12.1	Gross cocoa income	0	0	+
12.2	Total production costs (costs per kg)	+	+	0
12.3	Long-term viability of cocoa farming	+	0	0
		Better environment (PLANET)		
13.1	Soil quality & conservation ²	-	--	0
13.2	Water quality & conservation ²	0	0	0
14	Waste management & reduction (cocoa-related) ²	+	+	+
15	Protection & restoration of natural habitats (on/near farm) ²	++	++	+
Key:				
0	No statistically significant difference	1	Due to certified farmers receiving UTZ Certified premium	
+	Statistically positive difference	2	Based on farmers reported level of implementation	
++	Statistically significant positive difference			
-	Statistically negative difference			
--	Statistically significant negative difference			
NA	Not analysed			

Lessons learned and recommendations

Engaging women and youth

Workers – particularly women and youth – have not been directly included in the programme yet. It is highly recommended that the programme engage both these groups. Including women and youths could increase the programme's impact, as they are both heavily involved in cocoa production.

Improving training

User-centred, consistent and good-quality training

As a result of the rapid expansion of the certification programme and related activities in recent years, concerns were raised that the quality and consistency of trainings could be at risk due to the lack of a minimum standard. This change could affect farmer's knowledge and use of GAPs. Farmers and others have suggested improving training by changing the frequency and quality of training sessions and raising the teaching standards. Farmers say they prefer extension and field-based learning, rather than classroom training. As different training techniques have been used over time with different farmers, it would be worthwhile to see which techniques have worked best and use programme resources to develop them.

Improve knowledge, introduce GAPs and increase profitability

The programme could focus on those GAPs where farmers have limited knowledge and are not yet well implemented. This could be combined with practices that further increase yields. The programme could also focus on how to increase profitability for farmers and cooperatives, taking into account the premiums and the full costs of production, including certification costs.

Continue to address children's and workers' rights

It is crucial that children's and workers' rights are respected and that the worst forms of child labour are eliminated. This means collaborating with initiatives that support children's schooling (such as ensuring access to schools in cocoa communities) to eliminate child labour.

More added value

By revitalising the sector, certification appears to have helped cocoa farming become more sustainable. But certification has also had some unintended effects. Farmers have difficulty in managing large seasonal cash flows, including premium payments. The premium payment process is not considered to be transparent, nor does it appear to be linked to actual costs incurred by farmers, cooperatives or traders. Farmers and cooperatives do not yet fully understand the mechanism of certification and production costs, and often underestimate them. So a deeper analysis of the financial and economic costs and benefits of certification needs to be made, and a greater

effort made to increase the overall price farmers charge for their certified beans and the profit they make, through increased productivity and higher quality standards, for example.

There are concerns that the auditing process is vulnerable to corruption. Multiple certification is complex, and has been difficult for some traders and cooperatives to manage. The rapid expansion and demand for training has affected its quality, and possibly also affected the impact of the programme as a result. These issues should be taken into account in the next phase of the programme.

The programme would benefit from listening more to the needs of farmers and their cooperatives involved in the programme, especially on subjects such as pesticides and fertiliser, seedlings, credit, insurance and business training. Their suggestions can be integrated into the UTZ Certification programme and into programmes run by partners. Working more closely with these partners and other certification agencies could help make it easier for farmers and cooperatives to deal with multiple certification and multiple activities.

Certification alone will not improve livelihoods

Cocoa is clearly critical for the livelihood of the farmers involved in the UTZ certification programme. For most of them, it is either the only or the main source of cash income. Improving these farmers' lives, income, crops and the environment goes far beyond the cocoa fields and certification, however. A holistic view of the interaction with other subsistence and cash crops needs to be developed if these farmers are to enjoy sustainable, diversified livelihoods. New business models that will persuade cocoa farmers and their children to continue to grow and process (certified) cocoa need to be developed as well. This means people will have to alter their mindset and start to think more broadly about certified cocoa as one – albeit important – element in the livelihood of farmers, their families and their workers, whether male, female, young or old.

To uphold the UTZ slogan and improve lives, crops, income levels and the environment, further partnerships need to be established and continued. A dialogue needs to be started so that it is clear to everyone what the benefits and costs of certification are. The certification process needs to be as transparent and efficient as possible. These factors are critical to address issues that certification cannot address on its own and to ensure that certified cocoa becomes a viable farming and livelihood option in the long term.

Looking ahead

While the initial findings from the research suggest that UTZ Certified has helped to improve cocoa farmers' livelihoods, communities and environment, it also raises new questions. These results should be discussed with

everyone involved in the UTZ programme so new data can be collected on selected topics to develop an even deeper understanding of the impacts of sustainable cocoa production.

Evaluation approach

Independent, evidence-based assessment

UTZ commissioned LEI Wageningen UR in 2012 to provide an independent impact assessment and baseline study of its certification programme. LEI led the study, in partnership with the Centre for Development Innovation (CDI Wageningen UR), the French Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), and Ivorian research organisation Agriculture et Cycles de Vie.

Rigorous research and in-depth interviews

In 2013, the research team interviewed 944 farmers from 97 cooperatives affiliated with the UTZ Certified programme and then selected a representative sample of 730 farmers. These farmers represent 89 cooperatives connected to seven different traders that have been participating in the programme for different periods of time and are situated across the country's three main agro-ecological zones. A group of 214 farmers was selected who had not participated in the programme and are not UTZ certified. These farmers are members of nine cooperatives situated in the same three agro-ecological zones at least 10 kilometres from the cooperatives in the programme. In-depth interviews were also conducted with 19 cooperative managers, village chiefs, groups of villagers and support organisations to obtain more information about the programme's impact. The sizes of 99 farms were measured.

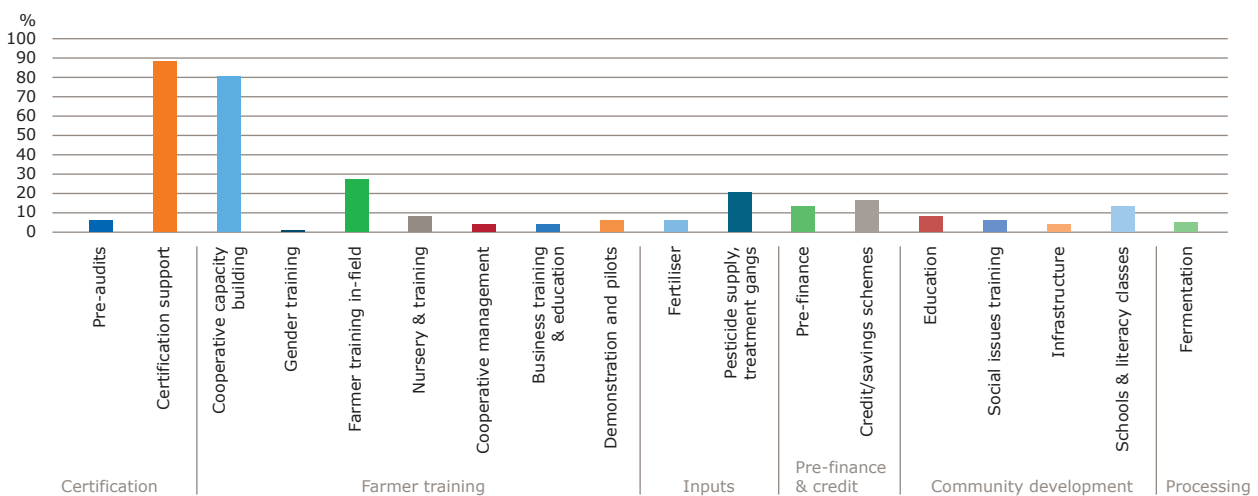
Establishing representative indicators

Fifteen environmental, economic and social indicators were used to measure the impact of the programme activities between 2008 and 2013. These indicators correspond to UTZ Certified's 'Better farming, better future' theory of change and were subsequently analysed. The results of the interviews were used to gauge how farmers perceived changes in the indicators. The indicators show the impact of the programme thus far. They do not represent positive long-term changes, but indicate the progress that has been made towards fulfilling UTZ Certified's objectives. Indicators were compared to see whether any significant differences could be found in the following:

- Farmers who were in the UTZ programme for different periods of time (ranging from zero to five years).
- Farmers located in different agro-ecological zones.
- Farmers who joined the UTZ programme versus farmers who did not.
- Farmers in the UTZ programme who are certified versus those who are not certified yet.

Results were also compared with existing data about the indicators and an assessment of external influences which could affect farmers' performance on the indicators, such as the Ivorian government's reform of the sector and weather conditions. The preliminary results were presented and verified at two meetings with five cooperative managers and representatives of seven traders, IDH, Solidaridad and the research team in Abidjan and Amsterdam in October 2013. This report presents the analysis of the situation as of 2013, providing a baseline against which impacts can be measured in the future. It assesses the impacts which can be determined to date, by comparing the differences in indicators for the different types of farmers (programme participants and control group, certified and not-yet certified, and farmers participating for different lengths of time in the programme).

Proportion of UTZ Certified cooperatives participating in certification and support activities





Interdit de fumer

**CAYAWA DIT NON A
TRAVAIL DES ENFANTS
ET A LA DISCRIMINATION**



UTZ Certified is a programme and label for sustainable farming worldwide. Its mission is to create a world where sustainable farming is the norm, and where farmers implement good agricultural practices and manage their farms profitably with respect for people and the planet, where industry invests in and rewards sustainable production and consumers can enjoy and trust the products they buy. The central idea of the UTZ Certified 'better farming, better future' approach is to make the production of cocoa truly sustainable by looking at the total picture. The Code of Conduct covers a broad range of requirements contributing to better crops, a better income, a better environment and a better life for everyone. The UTZ programme enables farmers to learn better farming methods, improve working conditions and take better care of their children and the environment. Compliance with the strict requirements of the UTZ Certified Code of Conduct for cocoa by UTZ-certified farms and businesses is closely monitored by independent third parties. Farmers are paid a premium above the conventional buying price by traders. UTZ Certification means that brands using the system can track and trace cocoa from farmer to store.

LEI Wageningen UR is a leading social-economic research institute that develops economic expertise for government bodies and industry in the field of food, agriculture and the natural environment. By means of independent research, LEI offers its customers a solid basis for socially and strategically justifiable policy choices. The Centre for Development Innovation (CDI) creates capacities for change and works on processes of innovation and change by facilitating innovation, brokering knowledge and supporting capacity development. Both LEI and CDI are part of the Social Sciences Group of Wageningen UR (University & Research centre). Our mission is 'to explore the potential of nature to improve the quality of life'. Wageningen UR and the nine specialised research institutes of the DLO Foundation help to answer the most important questions in the domain of healthy food and living environment.

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