



### Cadbury Cocoa Partnership (CCP)

Country	<b>Ghana</b>
PPP typology	<b>Value chain/subsector development</b>
Subsector and commodity	<b>Cocoa value chain</b>
Partnership duration	<b>2008–ongoing</b>
Overall objective	<b>Provide extension services in selected communities to enhance productivity and incomes and thereby improve the socio-economic conditions of the farmers</b>
Investments	<b>Total: US\$73 million*</b>
Public partners	<b>Ghana Cocoa Board (COCOBOD)</b> Role: Program design; Monitoring & Evaluation  <b>United Nations Development Programme (UNDP)</b> Role: Bridge between public and private institutions; Monitoring & Evaluation
Private partners	<b>Cadbury International (now Kraft Food)</b> Role: Finance; Farmers' products buyer  <b>Kuapa Kokoo</b> Role: Fair trade certification  <b>Farmers</b> Role: Apply planting and harvesting recommendations; Sell harvesting products to the private company
Intermediaries partners	<b>West Africa Fair Fruits</b> Role: Training; Extension services
Beneficiaries	<b>Farmers</b>
Main driver of the PPP	<b>Cadbury International</b>
Activities	<b>Free access to seedlings; Provision of loans and training; Provision of social services to rural communities</b>
Results to date/Impacts	<ul style="list-style-type: none"> <li>• <b>Enhanced leadership capacities of community members;</b></li> <li>• <b>Increased awareness on key issues such as child labour and gender equality (about 30% of Partnership communities are run by women).</b></li> </ul>

FAO. 2013. *Agribusiness public-private partnerships – A country report of Ghana*. Country case studies – Africa. Rome

\* Investment commitment for Ghana, India, Indonesia and the Caribbean. US\$4.6 actually spent in Ghana as of February 2010.