



Chocolate National Company Partnership

Country	Colombia – Santander, Bolívar, Antioquia, Huila, Chocó and Tolima
PPP typology	Value chain/subsector development
Subsector and commodity	Cocoa chain
Partnership duration	2000–ongoing
Overall objective	Increase quality of national cocoa production to meet buyer demands
Investments	Total: US\$3.7 million (Public: 46%; Private: 54%)
Public partners	Agriculture and Livestock Financing Fund (Finagro) Role: Marketing analysis; Value chain analysis; Monitoring & Evaluation
Private partners	Chocolate National Company (CNC) Role: Technical assistance; Technology transfer Cocoa producers organizations Role: Produce according to recommendations
Intermediaries partners	N/A
Beneficiaries	3 500 Small-holder farmers
Main driver of the PPP	CNC
Activities	Provision of technical assistance to farmers; Marketing analysis
Results to date/Impacts	<ul style="list-style-type: none">• 3 500 cocoa producers received technical assistance and accessed market;• Reduced intermediation costs (farmers receive now the 90-95% of the selling price);• Increased market share.

FAO. 2013. *Alianzas público-privadas para el desarrollo de agronegocios – Informe de país: Colombia. Estudios de casos de países – América Latina*. Roma