

“None of us can do it alone!”

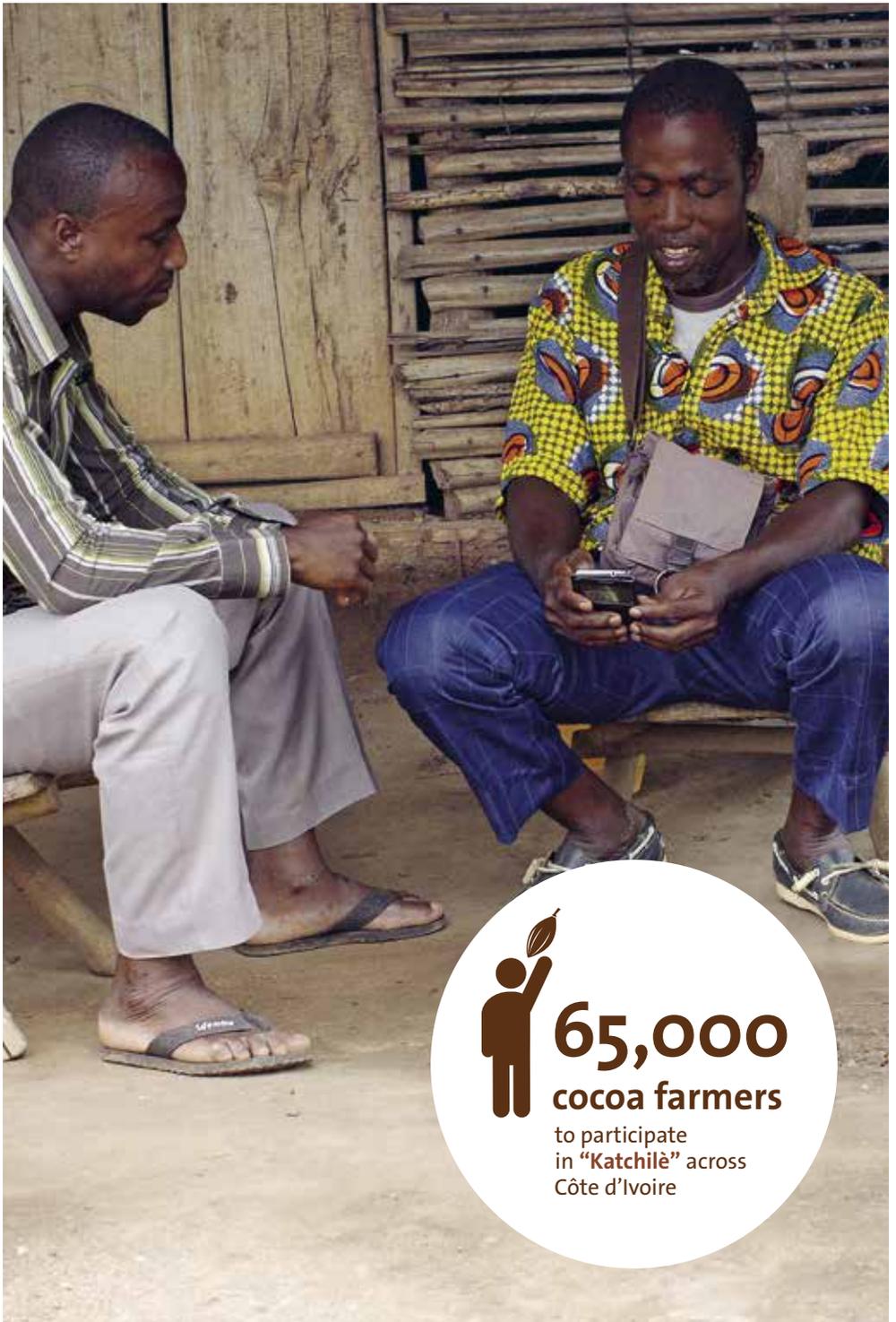
One thing is certain. Collecting detailed information on the processes and products of tens of thousands of small cocoa farms via error-prone spreadsheets is not sustainable! The answer, however, is not written in the stars, rather in the cloud – a dedicated App developed for Barry Callebaut. Named after the Baoulé word for change, the newly launched App “Katchilè” is a two-way street: In addition to collecting and organizing comprehensive data for traceability purposes, it is a vital advisory resource for the farmers. They now literally have support in optimizing productivity, quality and transparency at their fingertips, ultimately enabling them to better manage their farms and professionalize cocoa farming in order to sustain it into the future.

Also to increase the yields of cocoa farmers through sustainable agricultural practices, inputs and farm services, Barry Callebaut, together with IFC, a member of the World Bank Group, and Netherland’s Sustainable Trade Initiative IDH entered into a USD 9 million risk-sharing agreement to help more than 100,000 smallholder farmers in Côte d’Ivoire access credit needed to grow their production and earnings. Together, we

will support farmers to purchase fertilizers, access farm services and individual coaching.

As farmers increase production, they establish a financial track record and thus become bankable, making it possible for local financial institutions to provide loans directly to them – a giant leap forward in cocoa farm financing.

Further, we also signed a partnership with IDH as the first company in their renewed Cocoa Learning and Innovation Program CLIP. As a result of this collaboration, we will participate in IDH’s development of gender equality and nutrition strategy and jointly fund projects to support the role of women in cocoa communities, diversify cocoa farms and establish systems to commercialize and bring non-cocoa crops and products to market.



65,000
cocoa farmers

to participate
in "Katchilè" across
Côte d'Ivoire