

Cocoa - from farming to retailing

Utbyte med utvecklingsländer
Exchange with developing countries
Report



Cocoa – from farming to retailing
Exchange with developing countries - Report



An exchange between

COCOA BELLO NGO, SWEDEN

and

TAILEVU PROVINCE COCOA GROWERS AND PRODUCERS
CO-OPERATIVE ASSOCIATION LIMITED, FIJI ISLANDS

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Title: Cocoa - from farming to retailing
Exchange with developing countries – Report
Ungdomsstyrelsen Reg. №: 531-81/07

Report № 2 to Sida and Ungdomsstyrelsen
September 26, 2007, Malmö, Sweden

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1. Background and context

Over the past 10 years the character of Swedish chocolate consumption has changed, from being a “candy product” among many others, to becoming a luxury commodity. Increasing numbers of international chocolate companies open their businesses to the Swedish public. We have become more familiar with previously unknown ways of using high quality chocolate in gourmet cooking and chocolate has transformed from being unhealthy sweets to a wholesome condiment in life.

Today seminars and workshops in everything from chocolate manufacturing to chocolate tasting are organized throughout Sweden. Surprisingly though, little is done to promote discussions about cocoa cultivation and its conditions and very few asks themselves about the origin and processing requirements of this agricultural product. Little is known in the western hemisphere about cocoa, its provenance and agricultural prerequisites. But just as little is known among cocoa farmers in developing countries about how their primary produce later on is refined and consumed, and also what the possibilities their crops offer, especially in terms of niche marketing. This situation generally applies to all cocoa cultivating areas with the exception of countries in Latin America. In Fiji it is even often wrapped in a mystery in what field of application their commodity circulates as well as how it is refined and consumed at its final destination.

Fiji is probably better known as a paradise island than as a cocoa producer, nevertheless there is a modest production with great potentials. The potentials are constituted by the fact that the varieties of cacao cultivated here are regarded as the most exclusive ones, as well as the fact that only a certain amount of the cultivated cacao is harvested. The farmers of relatively modest means, who cultivate cocoa, do not utilize their produce to a larger extent, despite the fact that they occasionally purchase refined chocolate products (bars, drinks etc.). The knowledge among farmers of how to refine and process has been lost and is hardly represented anywhere in the islands at all. The processing of the Fijian cocoa beans takes place in remote distances; mainly in the countries of import.

To develop and establish the know-how of processing and refining cocoa beans among the Fijian cocoa farmers would not only contribute to diminish the dependence on world market prices and reduce expenditures by not buying imported chocolate. It would also lessen the increments the export and import present products are being the object of on their detour back to Fiji. But most important of all is perhaps to emphasize that this could contribute to the production of a more wholesome high quality chocolate accessible to wider circles, while focusing on the production process, from organic farming to an end product labeled Fair Trade.

This product could with advantage be sold in various forms to meet the domestic market demands, locally, regionally and nationally. The considerable amounts of tourists who visit the Fiji Islands each year also constitute a great potential as they will be able to support domestic production while shopping for souvenirs and refreshments. By re-establishing a chocolate culture, and in that way contributing to boost ecotourism, Fiji could set a good example when it comes to sustainable deployment of available resources. At the same time as this kind of tourism adds to improving conditions for the local population, which we regard as being of vital importance.

Besides contributing to enhance knowledge of cocoa production and chocolate processing in different regions and cultures of the world, we aim to highlight this type of chocolate with its wholesome properties and high content of nutrients. We expect to supply the Swedish public with the knowledge of traditional processing techniques while focusing on the high content of nutrients and cocoa as a commodity in the manufacturing process.

2. Objects

The main question at issue for the exchange was stipulated as follows: *How can local cocoa cultivation develop into a sustainable and fair trade industry and how can global economy and chocolate consumption contribute to a positive progress in this context?* This question may theoretically be divided into two stages, local production and global consumption. Although they go hand in hand they affect each other through a mutual but distorted symbiosis. This theme was selected due to its basis in the reciprocity between local production and global consumption. Increased understanding and exchange of knowledge between individual operators at every stage can strongly contribute to develop sustainable and fair production conditions, thus promoting a positive development for Fiji.

The object of this project is to bridge present day's gaps in knowledge in Sweden as well as in Fiji and to create a supporting network, from farming to retailing, for future deployment of available resources. International co-operation will in this way help local small-scale holdings to establishing a sustainable development plan for production, processing and retailing (environmental-economically as well as socioeconomically) with first-class chocolate products. The project also aims at obtaining and promoting public dissemination of information linked to sustainable and small-scale farming in developing countries, while focusing on the global market's possibilities to support, develop and have a positive outlook on fair and sustainable trade.

The ideas resulted in a knowledge and experience exchange between Fiji and Sweden. The exchange consisted of delegations visiting each country respectively, where selected representatives from the cocoa industry (and related industries) in Sweden visited local cocoa farmers and marketing stages in Fiji, and later vice versa in Sweden. The Swedish delegation was represented by the non-profit NGO *Cocoa Bello* and the Fijian delegation was represented by the farmers' co-operative *Tailevu Province Cocoa Growers and Producers Co-operative Association Limited*.

Thus far the exchange has generated a greater understanding of the need of a sustainable agriculture and fair trade. A platform has been created for meetings between local producers in developing countries and representatives from the growing Swedish chocolate market. Consumers will be given the possibility of supporting fair trade and local community development and welfare in developing countries through quality-conscious purchases.

The exchange trips lasted for two weeks in each country respectively. In connection with the delegations' visits, seminars and lectures were organized, concerning local customs in relation to chocolate production and consumption. Further there were daily field trips to locations and factories/shops within the cocoa, and related, industries. Each day was concluded with discussions on today's topics (field trips/seminars etc.). During the entire visit in both countries all activities were documented on camera and film. This documentation will serve as a tool for further and future discussions and as a distribution instrument for the experiences acquired during the exchange.



Pounding cocoa beans into chocolate.

3. Attaining objects and facing problems

How can local cocoa cultivation develop into a sustainable and fair trade industry and how can global economy and chocolate consumption contribute to a positive progress in this context? The outcome of the Swedish-Fijian exchange is to answer this question. The programs and activities were set up to give an explanation and solution to this problem. Attaining the objects, thus finding the solutions, was primarily done by bridging the gaps in knowledge between the producer (Fiji) and the processor/consumer (Sweden).

It has been demonstrated that cocoa grows only in tropical developing countries where it is cultivated mainly on small private family holdings. It has also been demonstrated that it is traditionally processed and consumed by people in the temperate and developed regions of the world. A problem for the Fijian cocoa industry has always been that most of these processors are in one way or another vertically integrated in the oligopolistic structure of transnational companies, handling the entire process from the delivery of the bean to the finished product, generally more concerned with increasing their already dominant position and world-wide private interests, instead of promoting a general global efficiency that would benefit the developing countries they are trading with. This exchange has opened the door between a developing country and a developed one, making bilateral transfer knowledge possible.

The majority of the people at each end of the production line has never or seldom met their counterpart at the other end, *i.e.* the cocoa producer has seldom, if ever, met the chocolate producer or consumer market at the other end. To create opportunities for this kind of meeting constitutes one of the primary purposes of this exchange. Since cocoa production is possible only around the equator and processing is predominantly done at northern latitudes the dialogue in between is complicated, and generally done on the terms and conditions of the latter.



Studying the making of Swedish chocolate truffles up close.

This project intends to improve the situation towards a more balanced level where Fiji can supply its own market with a superior domestic alternative to imported products in the same category. This will reduce the dependence on imported cocoa products from transnational corporations, which are manufactured from cocoa beans that may as well have been originally exported from Fiji.

The United Nations Conference on Trade and Development, *UNCTAD*, has stressed the importance of overcoming artificial trade barriers in order for developing countries to be able to compete with the corporations which operate in the intermediate and consumer markets¹. One way of tackling the problem and of penetrating the market would be to specialize in certain types of chocolate² and to find a niche for these products. Another would be to provide technical expertise and personnel³ which within the chocolate manufacturing could lead to the

¹ UNCTAD, 1984. *Studies in processing, marketing and distribution of commodities: the processing before export of cocoa: areas for international co-operation*. New York: United Nations Publication. pp. 45-63.

² *Ibid.*, p. 52

³ *Ibid.*, p. 72

development of a core of experienced cocoa farmers and employees at local agriculture department offices. In that way the ownership and control over processing faculties, such as manufacturing techniques and facilities, would remain in the hands of the people in the country of supply, represented primarily by cocoa growers' and producers' co-operatives, instead of being controlled and absorbed by the oligopolistic structures of multinational firms.

One of the intentions with this exchange was to create a network of easy accessible expertise within the cocoa industry and related fields, ranging vertically and covering every step from one end to the other, hence the name of this exchange: *Cocoa – from farming to retailing*. This was successfully achieved both in Fiji and in Sweden. Representatives of every stage in the cocoa/chocolate production were represented, all the way from farming in Fiji to retailing in Sweden. Activities were scheduled accordingly and knowledge was transferred in both directions.

Workshops in traditional handmade chocolate manufacturing were held for the very first time in Fiji, using only traditional Fijian equipment such as mortars and corn grinders. Tasting sessions were held throughout the exchange and the cocoa farmers tasted their crops for their very first time. In Sweden parallels were made with the Swedish apple industry, which has a long tradition of co-operative organizing and value-adding by refining the primary produce. Thus it has a lot of knowledge and experience to offer Fijian cocoa farming regarding organizational structures, processing and marketing of niche products. Workshops were also held in product development in collaboration with the University of Agriculture SLU in Alnarp, Sweden. Another outcome of this conjunction has been to examine the possibilities of facilitating for SLU students to do horticultural field studies on the cocoa industry in Fiji. Various field trips were made, some to study Swedish chocolate consumption patterns and marketing strategies, others to get a close look at related industries from where relevant and adequate experience was acquired.

A tangible result of the exchange is the high quality chocolate that was made possible through collaboration and transfer of know-how. Now cocoa farmers, their families and others can enjoy the outcome of their farming at a completely different level than before. But besides the chocolate itself, a prototype niche market packaging has also been developed, destined for the up market consumers. By utilizing traditional Fijian handicrafts and engaging other skills within the community of the cocoa farming villages, a biodegradable plaited pandanus packaging with mulberry bark-cloth liner has been developed.



Prototype chocolate with biodegradable packaging.

Media has successfully been used as a tool for public dissemination of information of the exchange project, in Fiji as well as in Sweden. So far it has generated several TV and radio features and a substantial amount of newspaper and magazine articles.

All in all the weeks spent together in Fiji and Sweden resulted in a conclusion; *local cocoa cultivation can only develop into a sustainable and fair trade industry with the assistance and support from a vertical network throughout the cocoa industry facilitating reciprocal transfer of knowledge*. And albeit beginning as a small scale project, *global economy and chocolate consumption are key factors to a positive and successful progress in this context*.

4. Preparations

A preparatory grant from Sida and Ungdomsstyrelsen made a trip to Fiji possible in September 2006. The preliminaries in Fiji further confirmed the importance of, and mutual interest in, the stated complex of problems and questions at issue. The Fijian sister group declared that an exchange of this character has much been longed-for and that it can create a platform for a recovery of the declining Fijian cocoa industry; an industry that almost had lost its incentives for preservation and dropped in production from 468 tonnes of cocoa beans in 1987 to mere 20 tonnes in 2005⁴.

The preparations were facilitated by the assistance of Fiji AgTrade, a sector within the Fiji Ministry of Agriculture. The preparations also made it possible to not only firmly establish the exchange with the two sister groups, but also at all political, agricultural and media levels. Preliminaries in Sweden were devoted to coordinating a network of operators within the chocolate industry and related fields to offer an adequate context to the exchange.

In order for both parties to be equally prepared and to have the same conditions to assimilate the exchange preparations were more called for in Fiji than in Sweden. Above all due to the fact that the initial inceptions took off in Sweden, where preparations had a head start over Fiji. Yet reciprocal prerequisites and possibilities should not be derogated from what this exchange renders possible. The needs and competence of both organizations supplement and correspond to each other very well.

Incentives to diversify agriculture for alternative livelihoods by utilizing and putting already available resources into a sustainable context are welcome contributions to rural areas. Many farmers have dormant cocoa plantations that are without difficulty, in this new context, put back into production again by pruning. Fijian interest in cocoa and the exchange increased dramatically after the preliminaries in Fiji. Consequently the preparations also functioned as a catalyst for the long-term purposes of this project. The already active groups of cocoa farmers are today diversifying their livelihood with dairy farming, beekeeping and vanilla cultivation; yielding primary products useful in chocolate manufacturing.

5. Reciprocity

The importance of getting a general and comprehensive picture of the industry was equally important for both parties. Without this picture and holistic perspective it is impossible to build a platform with the prerequisites to generate a fair dispersion on equal terms vertically throughout the industry. These are fundamental principles important to maintain as society becomes increasingly globalized and polarized. For this reason it is just as important that the stages *after export* from the country of origin are equally initiated in the conditions and opportunities the commodity requires until that stage, as it is important for the stages *before import* to understand how the commodity is processed and consumed at the destination.

There has been a lot of focus on what north (Sweden) can do for south (Fiji). But this twinning project naturally generates more headlines concerning the possibilities it brings to Fiji, rather than the enlightenments concerning the primary produce it brings to Sweden. As part of a greater whole it is many times forgotten that cocoa is a crop the general public in the western hemisphere has little or no knowledge at all of. Hence public dissemination of information in the

⁴ Fiji Islands Bureau of Statistics and FAO Statistical Databases, 2005

Western World regarding the crop, its agricultural conditions and processing at the farm gate is crucial to the process of creating an understanding for supporting a sustainable development and its products. This is something we have been emphasizing and successfully conveyed through media, both in Fiji and in Sweden.

Responsibility distribution has been relatively evenly dispersed, from planning the exchange to planning the future and follow up program. During preparations and planning both parties expressed desires and special requests to make the most out of this maybe “once in a lifetime” possibility. Subjects and activities were jointly discussed and put into the context of the exchange where they were given a priority. The duration of the exchange was alas two weeks in each country respectively. This limited time frame made it possible only to comprise almost only the top priorities of the list. Visa applications, handling of travel documents et cetera was completely done separately by each organization independently. Since the ideas behind the motives to the exchange took off from Sweden, Cocoa Bello NGO for natural reasons is responsible for the majority of the initial incentives. Through joint and equal efforts these incentives have subsequently been accommodated to the requirements and conditions of the Tailevu Province Cocoa Growers and Producers Co-operative Association Limited in accordance with the frameworks of both organizations. The future and follow up program is being planned in the same manners.

Both parties from each country respectively made financial contributions of their own. Out of the own contributions the distribution between Sweden and Fiji was approximately 70/30. A correlation which was calculated to 80/20 in the application, but has since leveled out to some extent due to the Fijian contributions regarding transports in Fiji. The Swedish contribution still constitutes a predominant part, partially due to the significant differences in purchasing power of Swedish and Fijian currency.

6. Age and gender distribution

Age distribution within the delegations was wide, spanning from 26 to 64 years of age. This guarantees a maximum utilization of available resources and experience in a long term perspective with prospective future. Considering the negative trend in Fijian cocoa production over the last decades cocoa farming has not been regarded as a profession of the future. Ageing among cocoa farmers has accordingly begun to pose a threat to the industry. The exchange has already managed to arouse people’s interest in the crop and profession, not only among the older generation of cocoa farmers, but among people in general and especially the younger generations seeing the possibilities. However, it is only with the experience from the existing (predominantly aged) cocoa farmers that necessary knowledge of cocoa farming and belief in the future can be passed on to new generations ready to take over.



Community Development in Fiji.

Cocoa farming women are few, hence the majority of men in the Fijian delegation (6/8). Without compelling women into agriculture this gender imbalance is planned to be leveled within the Fijian cocoa industry as it is supplemented with the introduction of processing and marketing stages. The composition of the Swedish delegation was 4/4.

7. Program Fiji

- DAY 1:**
May 28 Mon
- Arrival at NAN Airport in Nadi. To be met by Joseva Serulagilagi, chairman of Tailevu Provincial Council, the *Tailevu Province Cocoa Growers And Producers Co-operative Association Limited* and Rewa Dairy. Transfer to Tailevu Hotel in Korovou.
 - Official welcome ceremony and dinner. Introductions of everyone and explanation of the project by both chairmen.
- DAY 2:**
May 29 Tue
- Field trip to visit cocoa farmers and cocoa plantations in Wainibuka.
 - Lecture on Fijian culture and traditions. *By Ministry of Fijian Affairs, Culture and Heritage*
- DAY 3:**
May 30 Wed
- Visit cocoa farmers and excursions to cocoa plantations in Namau.
 - Lecture on Fijian cocoa history and cultivation. *Lecturer Epeli Dugucagi, Agricultural officer.*
- DAY 4:**
May 31 Thu
- Workshop: learn the difference in taste and quality among cocoa varieties and sample different hot chocolate drinks. *Conducted by Mrs. Agneta Sædén, Lödahus Chokladkultur*
 - Discussions on co-operative structure and its importance. *Lecturer: Mr. Matti Kortelainen, former CEO and Counselor at Cooperative Development Skåne*
- DAY 5:**
June 1 Fri
- Workshop II: simple chocolate manufacturing from cocoa beans using traditional Fijian utensils. *Conducted by Mrs. Agneta Sædén, Lödahus Chokladkultur and Cocoa Bello*
- Relocation from Namau cocoa farmers to Suva Motor Inn -----
- DAY 6:**
June 2 Sat
- Visit Pure Fiji Ltd. A tour around their factory and lecture about their company. *How can the Pure Fiji concept be applied to cocoa farming, processing and marketing?*
- DAY 7:**
June 3 Sun
- Invitation to the restricted Bau Island and former vice president of the Fiji Islands, Chief Jope Naucabalavu Seniloli.
- DAY 8:**
June 4 Mon
- Visit Spices of Fiji Ltd. at the spice farm in Wainadoi Gardens. *Lecturer: Mr. Ron Gatty*
 - The History of Kivik's juice factory. *Lecturer: Mrs. Annika Nilsson, R&D at Kiviks Musteri*
- DAY 9:**
June 5 Tue
- Visit Fiji National Museum while discussing last week's achievements and topics.
- DAY 10:**
June 6 Wed
- Visit Colo-i-Suva Park. Recreation and discussions of last week's achievements and topics. *How can our experiences be realized?*
- DAY 11:**
June 7 Thu
- Visit the dairy co-operative Rewa Dairy. A guided tour around the factory. *Guides: Mr. Joseva Serulagilagi, chairman of Rewa Dairy and Tailevu Province Cocoa Growers and Producers Co-op. Assoc. Ltd. and Mr. Savenaca Seniloli, CEO of Rewa Dairy.*
- DAY 12:**
June 8 Fri
- Press conference at Suva Motor Inn and interviews with Fiji TV and newspapers.
 - Handing out of T-shirts with chocolate recipes in Fijian.
- DAY 13:**
June 9 Sat
- Relocation to Caqalai for evaluation.
- DAY 14:**
June 10 Sun
- Evaluation continued.
 - Transfer to Nadi from Caqalai and farewell.
- DAY 15:**
June 11 Mon
- Return trip to Sweden from NAN Airport in Nadi.



Walking chocolate recipe.

8. Program Sweden

- DAY 1:** ▪ Arrival at CPH Airport in Copenhagen. To be met by Cocoa Bello at the airport
Sat 25 Aug and transport to accommodation in Malmö, Sweden.
- DAY 2:** ▪ Guided tour around the canals of Malmö by Rundan sightseeing tours.
Sun 26 Aug ▪ Introduction to Swedish culture and customs. *Lecturer: Mrs. Birgitta Petré, Malmö Museums*
 ▪ Official welcome ceremony and dinner. Introductions and status reports.
- DAY 3:** ▪ Visit the University of Agriculture SLU in Alnarp. Workshops. *Curator: Joel Magnusson*
Mon 27 Aug ▪ Meeting with Fair Trade City Malmö. *Lecturer: Lari Pitkä-Kangas, commissioner and Deputy Mayor*
- DAY 4:** ▪ Walking tour around Malmö while sampling chocolate and visiting local manu-
Tue 28 Aug facturers. *Consumption patterns and marketing strategies! Guides: Lödahus Chokladkultur/Cocoa Bello.*
- DAY 5:** ▪ Field trip to the dairy farmers' co-op Skånemejerier Dairy. *Guide: Mr. Kaj Grenrud*
Wed 29 Aug *Chocolate and milk – pros and cons! Flavor vs. flavonol reduction!*
- Relocation from Malmö to Brösarp-----
- DAY 6:** ▪ Visit Tryde Elementary School as part of the Swedish/Fijian school exchange.
Thu 30 Aug ▪ Installation at Källagården hostel in Brösarp.
 ▪ Guided tour of Källagården's apple orchards. *Parallels: apple farming – cocoa farming!*
- DAY 7:** ▪ Product development of Fijian Chocolate. *Conducted by: Lödahus Chokladkultur/Cocoa Bello*
Fri 31 Aug ▪ Visit the King's Grave and Sågmöllan Café in Kivik.
- DAY 8:** ▪ Visit the Brösarp church from the 12 century.
Sat 1 Sep ▪ Evaluation of last week's achievements and topics.
- DAY 9:** ▪ Church ceremony and Fijian choir performance at Andrarum church*.
Sun 2 Sep ▪ Excursion to Skånska Järnvägar. Steamtrain Brösarp - S:t Olof round trip.
- DAY 10:** ▪ Excursion to Haväng National Park.
Mon 3 Sep ▪ Visit the apple growers' co-op Äppelriket in Kivik. *Guide: Mr. Lars-Olof Börjesson , MD*
- DAY 11:** ▪ Trip to Kiviks Musteri (niche market juice factory). Round trips and lectures on
Tue 4 Sep food hygiene and setting up business plans. *Curator: Mrs. Annika Nilsson, R&D.*
- DAY 12:** ▪ Workshop in small scale chocolate manufacturing with Mexican cocoa grinder.
Wed 5 Sep Flavor analysis of different types of chocolate. *Conducted by: Lödahus Chokladkultur*
 ▪ Visit beekeeper and entrepreneur Mrs. Eva Ditlevsen. *Honey and chocolate!*
 ▪ Dinner at landed proprietor count Carl Piper in Högestad.
- DAY 13:** ▪ Workshop in small scale chocolate manufacturing with Mexican cocoa grinder.
Thu 6 Sep *Conducted by: Lödahus Chokladkultur*
 ▪ Dinner with the board of Kiviks Musteri (juice factory) at Kronovall Castle.
- DAY 14:** ▪ Visit the University of Agriculture SLU at Balsgård. *Guide: Professor Hilde Nybom*
Fri 7 Sep ▪ Field trip to Skånes Djurpark in Höör, the zoo of Nordic animals.
- DAY 15:** ▪ Return trip to Fiji from CPH Airport in Copenhagen and farewell.
Sat 8 Sep

* *Cocoa Bello is a non-political, non-governmental and non-religious organization, but with respect for the Fijian partners Sunday church ceremonies were attended.*

9. Evaluation

Evaluation has fundamentally been done by using two methods. One concerning the process of the project emanating from the ambition to document occurrences and discussions – *what was done and what has been achieved with this project?* The other method uses the principles of MBO, Management by Objectives, where evaluation answers to whether the objectives are being attended – *are we getting a satisfactory answer to the main question at issue?* The process of the project is documented on film while MBO is evaluated through continuous discussions and reflection.

Discussions were pigeonholed into the day-to-day programs in order to attain an answer to how sustainable and just cocoa farming and processing can be carried out in Fiji and how global economy and increasing Swedish chocolate consumption can have a positive contribution to it. The discussions were also related to the current theme of the day, *i.e.* after completion of each day or activity discussions were held on how it can be applied to Fijian cocoa production and Swedish chocolate consumption.

Film material is recorded by a professional film maker participating throughout the exchange and will later be used for making a documentary on the whole long term project. This procedure not only guarantees thorough documentation of the actual exchange and its immediate effects, but also contributes to conveying the message and ideas behind the exchange to the general public. If skillfully executed the documentary also makes it possible to reach general public beyond Sweden and Fiji, reaching far into other areas of the world.

10. Future: follow up and opportunities

Strategies on how the Swedish-Fijian collaboration will continue and how expected long term objectives shall be attained has been worked out together. The quality of the exchange project is assured by establishing broad *and* vertical support at all levels, locally and regionally as well as nationally and internationally, from farming of cocoa to retailing of chocolate. The current structure of this twinning project and its intelligible division of roles are facilitated by efficient and good communication between both parties. The mutual understanding regarding the ideas behind the project and its execution has from the very beginning been met with full sympathy, despite vast differences in social orders, cultures and traditions. Consequently under the existing circumstances the exchange has every chance of succeeding in attaining its objectives and to create opportunities ranging far beyond the exchange. Furthermore both organizations share a strong ambition expecting the exchange to generate long-lasting effects on the cocoa industry as well as being a breeding ground and springboard for future initiatives and co-operation.

During the fall of 2007 both parties will revise the strategies on their own terms in peace and quiet and complement them based on the additional experience and newly established network, both generated through the exchange. This is also to assure it coheres with the cultural, political and social environments. The aim is to convene again during 2008 to agree on the final long term plan of action, and then put it into practice.

This exchange has been a stepping stone, not only was it the first official exchange between Sweden and Fiji according to public records, it was also the very first time cocoa farmers set foot on Swedish soil. This opened the door between a developing country and a developed one, making it possible to transfer know-how and experience in both directions. Know-how and experience that may enlighten and put an industry back on track.

11. Statements of accounts

The following two figures show the financial result of the exchange project. Attached to this report are also the invoices for the air fares. We have not attached any other invoices covering the smaller costs but these may be obtained on request. The exchange has also been supported by several local and international companies, whom all made this project possible.

Figure I. Balance

Expenditures	Budgeted	%	Result	%
Air fares ⁵	288 000 SEK	65	297 600 SEK	65
Car rental and tolls	23 000 SEK	5	24 200 SEK	5
Fuel (Gasoline and diesel)	5 000 SEK	1	7 000 SEK	2
Accommodation	56 000 SEK	13	40 040 SEK	9
Board	48 000 SEK	11	53 760 SEK	12
Venues	8 000 SEK	2	- SEK	0
Materials	8 000 SEK	2	11 000 SEK	2
Visas	4 000 SEK	1	9 000 SEK	2
Telephony	2 000 SEK	0	4 000 SEK	1
Sum	442 000 SEK	100%	446 560 SEK	100%

Incomes	Budgeted	%	Result	%
Own contributions ⁶	122 000 SEK	27	124 160 SEK	28
Sida/Ungdomsstyrelsen	320 400 SEK	73	322 400 SEK	72
Sum	442 000 SEK	100%	446 560 SEK	100%

Figure II. Result in detail (divided into costs in Sweden and Fiji)

Expenditures	in Sweden	%	in Fiji	%
Air fares	146 400 SEK	49	151 200 SEK	51
Car rental and tolls	12 500 SEK ⁷	52	11 700 SEK ⁸	48
Fuel (Gasoline and diesel)	4 500 SEK	64	2 500 SEK ⁹	36
Accommodation	23 040 SEK ¹⁰	58	17 000 SEK	42
Board ¹¹	26 880 SEK	50	26 880 SEK	50
Venues ¹²	- SEK	0	- SEK	0
Materials ¹³	7 500 SEK	68	3 500 SEK	32
Visas	- SEK	0	9 000 SEK	100
Telephony ¹⁴	3 000 SEK	75	1 000 SEK	25
Sum	224 780 SEK	50%	222 780 SEK	50%

⁵ Air fare invoices are accounted for as separate attachments.

⁶ Out of the own contributions the distribution between Sweden and Fiji was approximately 70/30.

⁷ Besides toll fees (3x600 SEK) this post contains two cars (eq. rental cost approx. 10 700 SEK).

⁸ Contains public transport, rental car (10days) plus 3 cars as Fijian member contribution (eq. rental cost approx. 9 450 SEK).

⁹ The cost of fuel in Fiji (85%) is largely covered by Fijian contribution of its own.

¹⁰ Only the cost for the Källagården hostel, all other Swedish accommodation is "home stay".

¹¹ The cost for board has been equalised to 120 SEK/day per delegate (2x14 days, 8+8 delegates).

¹² Due to insignificant costs for venues, these have been included in the post "Accommodation".

¹³ This post contains utensils, ingredients and office supplies used during activities, plus liability insurance for equipment (cameras etc.).

¹⁴ Mostly calls to and from Fiji/Sweden while planning, before and during the exchange.



Fabian Rimfors
Chairman Cocoa Bello NGO

Joseva Serulagilagi
Chairman TPCGAPCA Ltd.

Attachments:

1. DVD: TV news features from Swedish Television, TV4 and SVT.

2. CD: Report (pdf), Swedish and Fijian newspaper articles, News feature from Fiji TV and Swedish Radio.

***3. Air fare invoices x 2:
Sweden→Fiji
Fiji→Sweden***



For further reading please visit the press and media archive on the Cocoa Bello website:

www.cocoabello.org



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