

Small-Scale Cacao Farmers Reshaping the Future of Chocolate

Chocolate is socially & environmentally destructive... Globally, the sector relies on 5.5 million smallholder cacao farmers, that are marginalized, trapped in poverty, and highly exposed to unstable cacao prices and external factors. They are disconnected from processing stages and end-consumers, and dependent on the stock market and main industry players.

Conventional farming practices such as monoculture are the norm, and have led to land degradation, biodiversity loss, deforestation and ecological imbalances. This contributes to and exacerbates the negative effects of climate change on farmers while failing to provide with a sustainable response to low productivity and low farmer income... Cocoa farmers, with limited access to finance, farm management tools and methodologies, struggle to make a living. They work the land aggressively, creating more degradation and worsening their own situation.

In Latin America, especially in Peru, the challenges are pronounced. As the 8th largest cacao producer globally, Peru's reputation for high-quality fine flavor cacao is juxtaposed with these issues: farmer well-being, low productivity, high production costs, environmental sustainability, economic viability, deforestation, uncontrolled use of agrochemicals, ...

Choba Choba Ecosystem – a vertical integrated Impact-Chocolate-Venture Co-owned by Farmers

Social enterprise co-owned by farmers from the Peruvian Amazon that envisions a chocolate world, where small-holder cacao farmers are self-confident professional entrepreneurs, live a prosperous life in harmony with the environment and set an example. A model where nature & agriculture coexist harmoniously, mutually benefiting one another.

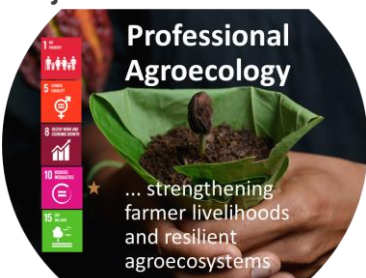


Choba Choba, 'I help you, you help me' in Quechua, signifies in the Huayabamba Valley, Peruvian Amazon, a community effort to support someone in need or achieve a common goal

Choba Choba Foundation – uniting stakeholders to amplify the Choba Choba impact

The Swiss not-for-profit tax-exempt pillar was created to enable the environment for small-scale cocoa farmers to succeed as empowered entrepreneurs and key drivers in their regions, to foster transformative change with agroecological practices and nature conservation. CCF focuses on Professional Agroecology (Resilient Agroecosystems, Professional Farmer Tools & Methodologies) and Nature Conservation (Cacao Diversity Conservation, Forest Conservation), and it has been active since 2020. CCF unites forces with various partners and experts (technical, financial, local, international) and welcomes more organizations and supporters.

Projects 2021-2023:



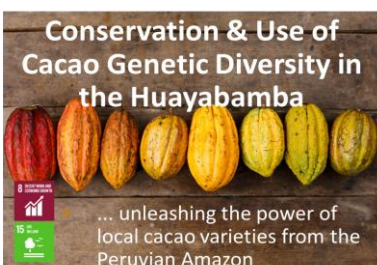
Impact goal

Increased **cacao farm yields** and **farmers income** through fostering of **agroecological practices** and the **improvement of farmer management** tools and competences.

Key Results:

- + 82% farm yields
- + 122% farmer income
- + 80% of beneficiaries transitioned to agroforestry systems

2021-2023, Peruvian Amazon (San Martin region)



Impact goal

Local cacao genetic diversity is conserved, and elite trees are studied, selected based on specific traits, and made **available to cocoa farmers**.

Key Results:

- + 89 cacao accessions in the Conservation Garden
- + 30 cacao varieties pre-selected and in evaluation
- + Clonal garden installed and ready to host elite trees

2021-2023, Peruvian Amazon (San Martin region)

2024 Implementation, 2025-2026 paused until further information

Peru & Latin America



Trapped in poverty, smallholder cocoa farmers are unable to invest in their farms; and when they do, the return on this investment is uncertain given market fluctuations, lack of/high cost of inputs or skilled labor, unforeseen climate change events. Moreover, conventional agricultural practices have led to negative environmental impacts affecting them while failing to sustainably respond to farmers' low productivity/ incomes.

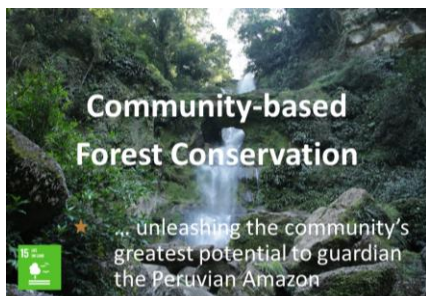
Recognizing the need for a paradigm shift in cocoa agriculture, the project focuses on the **transfer of agroecological knowledge & principles and seeks to empower farmers through resilient, practical, and profitable solutions, breaking the dependence** on external inputs and factors. It bridges science and the small-holder farmer reality, and disseminates the solutions validated by the farmers, in close collaboration with experts in sustainable cacao farming.

Links to project documents:

[2-Pager](#), [Technical Proposal](#), [Budget](#)

2023-2024 Phase I, 2025-2026 Phase II paused until further information

Peruvian Amazon



The Peruvian Amazon is the most biodiverse region in the world, the 9th largest tropical forest in the world and the 2nd largest in Latin America. But unfortunately, it faces critical threats from deforestation and human activities.

Together, with local small organizations in charge of 3 Conservation Concessions we are working to achieve **0% deforestation in an area of 9,118-hectare of tropical rainforest**, adjacent to 303,000-hectare protected forest.

The focus in Phase I was on 3 components with short-, mid and longer-term impact: Control & Monitoring (to stop current deforestation), Governance & Empowerment (to strengthen the organizations), and Environmental Education (to sensitize the local population: youth, women). Phase II would include an additional component aiming for financial autonomy of the local organizations.

Links to project documents:

[Pitch Deck](#), [Technical Proposal](#), [Budget](#)

Reporting and more about our work



Official activity reports in English (published on the website):

[CCF 2021 Activity Report](#), [CCF 2022 Activity Report](#), [CCF 2023 Activity Report](#)

Quarterly technical visual reports, examples:

[CCF 2023-Q4 Visual Report](#), [CCF 2024-Q1 Visual Report](#), [CCF 2024-Q2 Visual Report](#)

Bank details (published on the website):

Bank details in CHF

Name: Choba Choba Foundation

Bank: Raiffeisenbank

IBAN: CH64 8080 8002 6499 2798 4

BIC: RAIFCH22414

Bank address: Rte St-Germain 3, 1042 Assens, Switzerland

Bank details in EUR

Name: Choba Choba Foundation

Bank: Wise

IBAN: BE23 9671 8861 9391

BIC: TRWIBEB1XXX

Bank address: Rue du Trone 100, 3rd floor, Brussels, 1050 Belgium

Small-scale cacao farmers are ready to drive meaningful change and be part of the solution. Join us in empowering their journey and amplifying their voices to co-create a sustainable and ethical future...

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