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Title: Creating Value for Smallholder Farmers: Corporate Social Responsibility for Agricultural Development – the Case of Cocoa Life

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Globally, the value corporate social responsibility (CSR) interventions bring to development, more particularly to the poverty reduction agenda is being discussed widely within the international development community. More importantly, the transition to 'built-in' CSR amongst multinational corporations is purported to be yielding positive development outcomes for stakeholders at the base of their supply chains particularly producers.

In most low-income countries, the need to increase agricultural production remains an important development priority given the fact that the majority of the poor in these countries depend on farming for their livelihoods. In these countries however, the provision of vital agricultural development services such as agricultural extension services for example high value agricultural exports is non-existent. Even where they exist, coverage is low and delivery poor. Consequently, the shift to 'built-in' CSR interventions has been identified as critical for transforming smallholder farming into viable enterprises – resulting in increased productivity and improved welfare for farmers.

Thus, using Mondelez's Cocoa Life intervention in the Mpohor Wassa East District of Ghana as a case where a 'with and without' research design was used, this study sought to assess the contribution of CSR to agricultural development more particularly to cocoa productivity and income from cocoa. Results from the study revealed that cocoa productivity for farmers who benefited from the Cocoa Extension Scheme under the Cocoa Life initiative differed significantly from that of non-beneficiary farmers. However, the study found no significant difference for average net household income earned from cocoa production for both groups.