

Kaah-Kaah Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Hemil Doshi	2023	MBA
Fala Valery Ngong	2024	Environmental Management
John Chetwynd	2023	Applied Economics
Saint Roger Bountsebe Eboueme	2023	Applied Economics

Advisor(s): Dr Susan Stryker

Topic Title: Sustainable Cocoa farming in Cameroon

Audience: Orange Corporation

Sustainable Development Goal

SDG #8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

Executive Summary

In 2020, the global value of the cocoa industry was estimated at \$11 billion. According to the International Cocoa Initiative (ICI), more than 2 million farmers in West Africa live under the poverty line. Cameroon is the 4th largest producer of cocoa in the world, with approximately 282,000 metric tons produced on average every year. Although the demand for cocoa is continuously growing, the 600,000 cocoa farmers in Cameroon still struggle to meet basic needs. The Farmers lack knowledge of market information, such as the Minimum Support Price (MSP), climate conditions, and the cocoa certification process. This has resulted in a low income from cocoa production leading to poverty, which prevents sustainable economic growth of cocoa farming in Cameroon. Kaah-Kaah Consulting proposes a direct approach to alleviate the major market-related problems such as middleman meddlers, securing the right prices for cocoa beans, and distributing the beans through the right channels which the farmers frequently face in their work by providing a means for pertinent information transfer.

Lack of the means for timely information is the overwhelming problem for the farmers. The cocoa farmers have simple cell phones but cannot afford the more expensive smart phones. A workable solution would be a partnership with Orange Cameroun S.A., the largest telecommunication provider in Cameroon, to create a live dashboard providing key metrics such as climate information, minimum support price (MSP), sustainable practices, cocoa certifications, etc. that are necessary to educate the farmers. Our firm will conduct the market research for the cocoa farmer's criterion and design a live dashboard with the telecommunication company, who will in turn push the information via SMS to the farmers. This dashboard will allow communication between farmers, making it possible for them to consult with one another and help combat the unethical and financial injustices they face. This proprietary dashboard with key metrics will be extremely valuable to the farmers, so that the farmers will be regular subscribers to this SMS service provided by Orange Cameroun S.A. in-turn maximizing their customer retention, further, our collaboration with the cocoa farmers and the telecommunication company may also serve to help meet the SDG goals of Orange Cameroun S.A.