

Initiatives

Improving livelihoods of smallholders from Ivory Coast

Challenge:

To meet the market demands placed on cocoa exported from the Ivory Coast, agricultural cooperatives need to ensure the conditions required for certification and growers need to acquire the know-how and skills along with application of good agricultural practices



Location:
Ivory Coast, West Africa

What did we do?

- // The initiative involved 24 agricultural cooperatives with around 16,800 farmers cultivating a total of 50,400 hectares
- // Demo trials on a hectare of land to compare existing spraying practices and crop protection products with Bayer's good agricultural practices and the Bayer insecticide Proteus
- // BayG.A.P. training sessions on the safe use of crop protection products, application technology and integrated pest management; more than 300 operators were trained



Benefits:

- // The local spraying program resulted in 250 kg of cocoa beans being harvested from that one hectare, whereas the Bayer program yielded 850 kg
- // Cocoa farmers are benefiting from an effective and favorably priced crop protection solution