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THE CACAO EFFECT (COLOMBIA)

OVERVIEW

The Cacao Effect fosters economic development by strengthening cacao value chains and by improving cacao farmers' capacities and living conditions. The Cacao Effect is implemented through a public-private partnership between USAID, Luker Chocolate, the Luker Foundation, Enel-Colombia, the Saldarriaga Concha Foundation, EAFIT University, and The Sustainable Trade Initiative (IDH). Together these organizations are contributing USD \$36.9 million, USD \$ 6.9 million of which was contributed by USAID directly and USD \$30 million of which was contributed by the private sector. This activity is being implemented in Bajo Cauca, Central-Southern Huila, Tumaco and Urabá, and runs from February 2019-January 2024.

Low levels of education and aging cacao crops limit small-scale cacao farmers productivity and earning potential. The Cacao Effect helps address these issues by planting "Fine Flavor Cocoa" anchor crops, operated by Luker Agrícola, that use the newest cacao growing technologies to improve cacao quality standards and crop productivity levels. These anchor crops serve as agricultural demonstration models for small-scale cacao farmers, and they are used to encourage investors, farmers, and other industries to participate in innovative cacao farming. The Cacao Effect combines these anchor crops with other resilience, education, empowerment, and entrepreneurship activities to help improve farming communities' capacities and general wellbeing.

GOALS

INCREASE CACAO CROP PRODUCTIVITY

The Cacao Effect increases cacao crop productivity through the establishment of two anchor crops. It also promotes the use of new crop sowing and crop rehabilitation technologies on small-scale cacao farms.

ASSIST CACAO PRODUCERS' ASSOCIATIONS

The Cacao Effect provides technical assistance to cacao producers' associations to improve their technical, commercial, and administrative capacities. The activity also strengthens women, youth and community leaders' capacities to participate in entrepreneurship initiatives in their communities.

STRENGTHEN COMMUNITIES IN NECOCLI AND TUMACO

The Cacao Effect improves academic and social-emotional skills of the populations living close to cacao farms in Necoclí and Tumaco.

ANTICIPATED RESULTS

- Increase cacao crop productivity by 82%;
- Improve 80% of students' reading skills in Necoclí;
- Help 350 students graduate from 12 vocational skills programs;
- Generate USD \$2.78 million through small cacao producers' sales;
- Enhance community trust and gender inclusion through participant engagement initiatives;
- Strengthen 1,082 community members socio-emotional skills through resilience programs; and
- Strengthen the technical, administrative, and financial capacities of 18 producer cacao associations.



ALLIES

