

Why are good relationships along the supply chain important? - A cocoa case study from Uganda

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Introduction



Transnational food supply chains are particularly vulnerable to crises



The disruption of food supply chains due to crises hit the farmers the most severely



Supply chains need to become more resilient and sustainable in order to cope with disruptions



Organic certification is seen as one step towards more sustainable supply chains



Good relationships are key both along supply chains and for the successful implementation of certifications



This study examines more closely the view of the sub-suppliers as their important role had been neglected so far

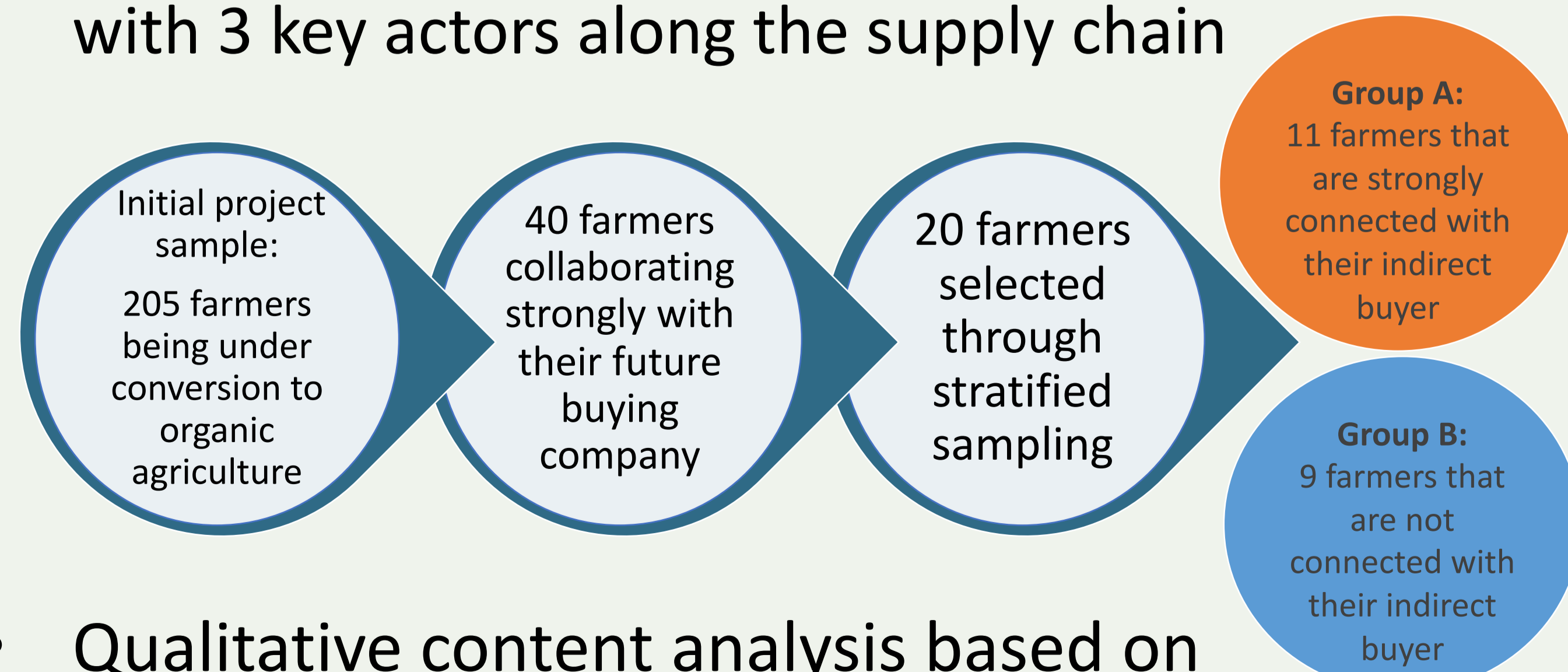
Objective



Analyzing the effect of relationship quality between the buying company and sub-suppliers on the understanding of organic farming principles by smallholder cocoa farmers

Methods

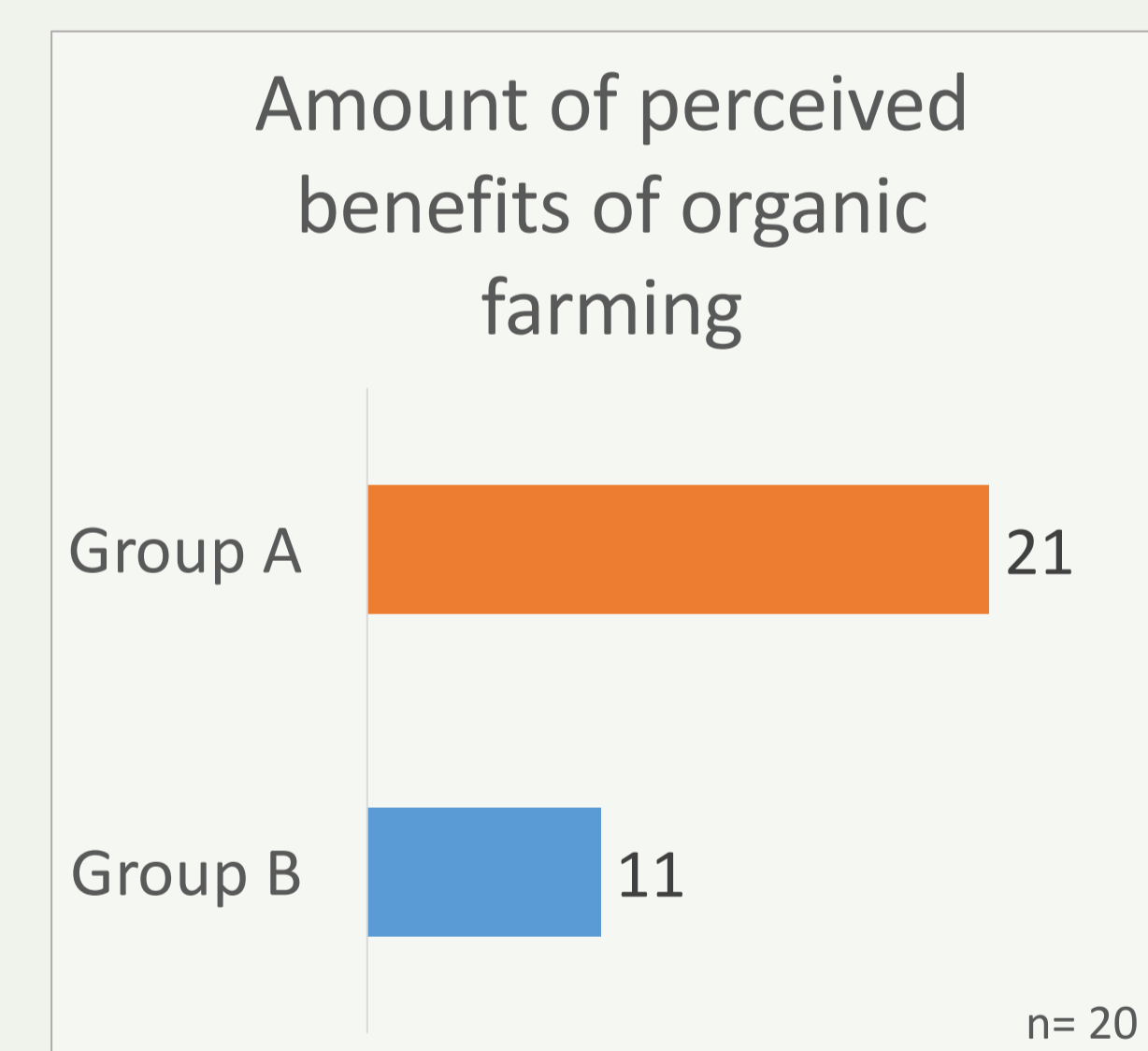
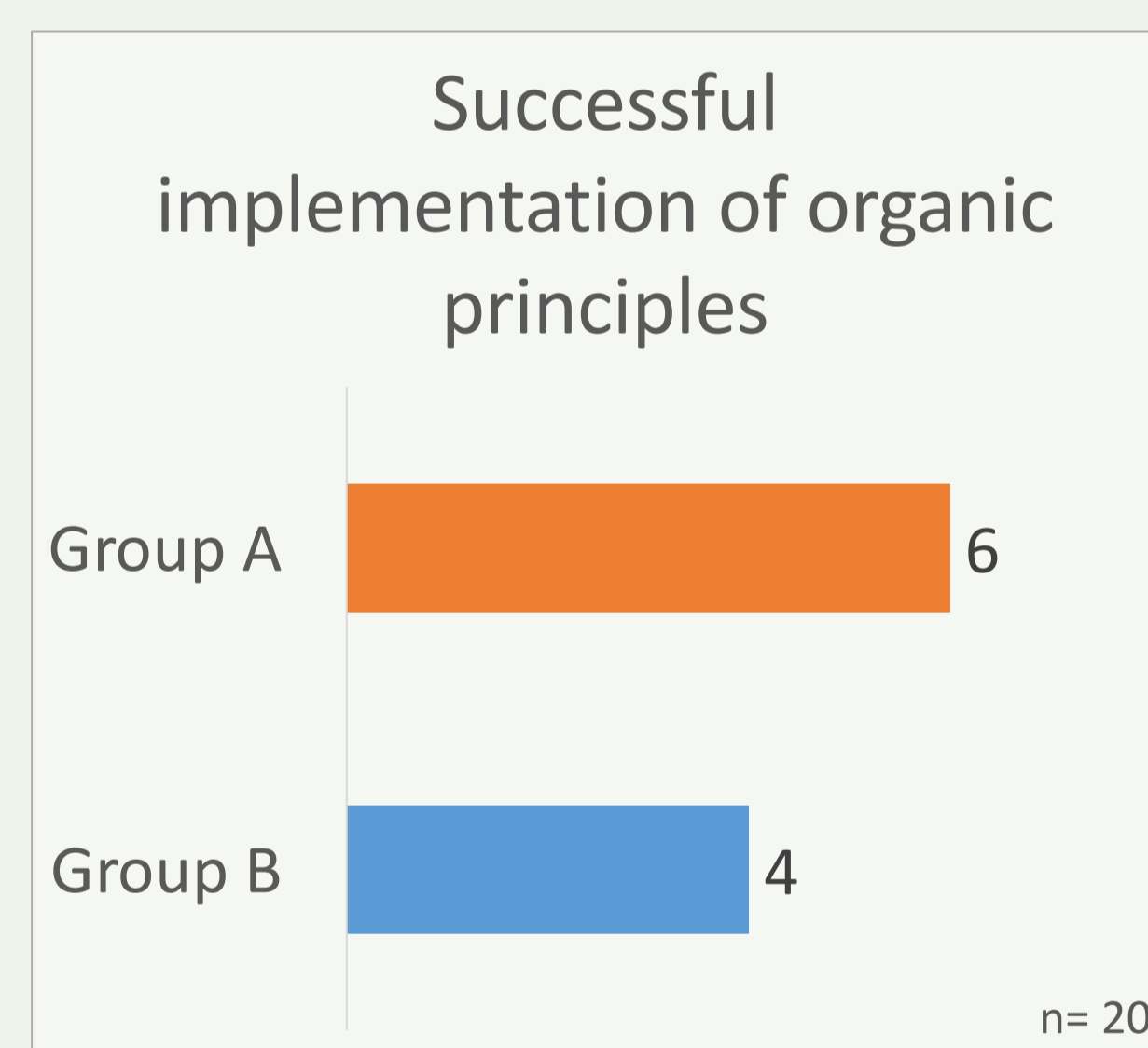
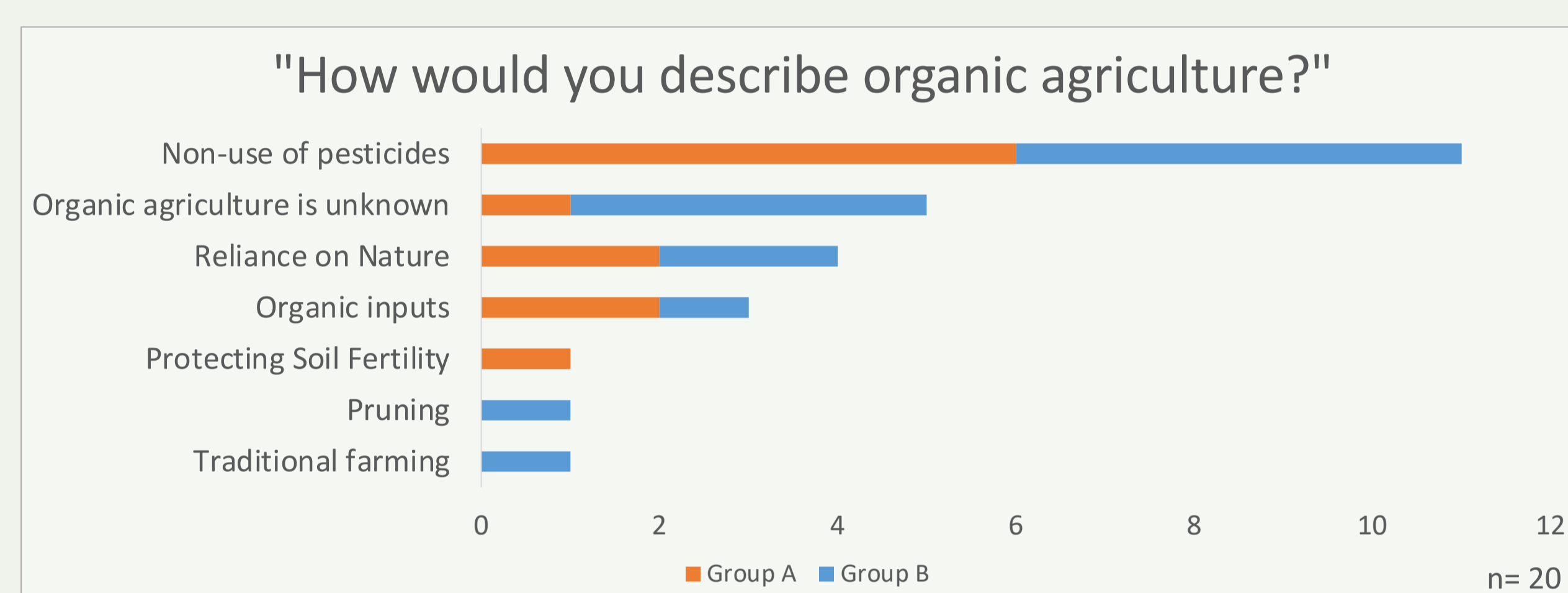
- Semi-structured qualitative interviews with 20 smallholder farmers in Central Uganda (Mukono district) from January to February 2020 as well as with 3 key actors along the supply chain



- Qualitative content analysis based on relevant key indicators for high-quality relationships derived from literature

Results

- There is a relation between the motivation and awareness of organic agriculture and relationship quality
- There is no interrelation between a comprehensive understanding of organic principles and the relationship quality
- There is no link between the relationship quality and the successful implementation of the organic principles



Conclusion

- The farmer group which was more closely involved with their indirect buyer were more aware of organic agriculture and recognized more benefits
- In order to implement organic agriculture successfully at producer level it needs more than good relationships: knowledge through more specific trainings and adequate tools

Acknowledgements

This study was conducted by FiBL within the project "NFP-73 SusChain" funded by the Swiss National Fund. For any further questions about the baseline study please contact gianna.lazzarini@fibl.org and relating the study presented: perlinger.kashina@gmail.com