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Transformation of the Ghanaian cocoa system: A multilevel perspective

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Abstract

The revamp of the cocoa system in Ghana represents a multi-faceted effort to increase yield, improve farmer incomes, improve living standards and sustainability in the cocoa sector. This study uses the multi-level perspective to delve into the intricate dynamics of Ghana's cocoa sector and identify realistic strategies for development. The study looks at the effects of child labour, climate change, and unstable cocoa prices globally at the landscape level. These factors all present serious risks to Ghanaian cocoa farmers' ability to make a decent living. The Ghana Cocoa Board (COCOBOD), which has historically controlled cocoa pricing and marketing, is the main subject of the regime level research. New changes have made it possible for licensed buying companies to purchase cocoa directly from farmers. By exploration of the local niche level, geographical indication was identified by the study as a means of obtaining more value from Ghanaian cocoa. However, issues still exist, such as logistical obstacles faced by local chocolate producers and ethnocentric attitudes regarding locally made chocolate. These barriers, which include unstable power supplies and expensive imported processing equipment, drive up production costs and reduce market competitiveness. The results suggest that a transformation in Ghana's cocoa requires a multi-faceted strategy. Important propositions include increased stakeholder collaboration to negotiate more equitable farm-gate prices, regulatory interventions to support quality distinction, sustainability, and infrastructure improvements to support dependable power supply and access to processing equipment. In addition to being essential for boosting domestic demand and consumption, addressing the deeply ingrained ethnocentrism towards locally produced chocolate can also help to foster an atmosphere that is favourable for domestic cocoa processing. This research offers a thorough road map for improving the productivity, earnings, and long-term sustainability of Ghana's cocoa sector—which continues to be an essential part of the nation's agricultural economy and a vital source of income for millions of smallholder farmers—by addressing the intricate issues facing the industry.

Keywords: Child labour, chocolate production, cocoa farming, ethnocentrism, geographical indication, infrastructure, multi-level perspective