**MARS Asked: What is a sustainable service delivery model for Cocoa?**

We researched 3 tree crop supply chains to analyze successful smallholder farmer service delivery in Africa:

1. **COCOA**
   - Fragmented, remote farms
   - Declining farm yields
   - Underinvestment in research and knowledge transfer to farm
   - Partnership between public, private, and non-profit sectors
   - Innovative training and high yield variety identification programs
   - Precious planting methods/finder development

2. **CASHEW**
   - Staff management
   - Resource and Program Management
   - Administer and design loans and insurance
   - Monitor and evaluate
   - Market information systems
   - Implement field officer training
   - Oversee field officers and manage weekly reporting meetings
   - Coordinate input distribution on the regional level
   - Develop nurseries and grafting material

3. **PALM OIL**
   - Nucleus processing center surrounded by smallholder farmers
   - Formal Palm Oil certification program adopted at national level
   - Land dispute issues
   - Labor shortages lead to low yields
   - Poor quality control and sorting processes at processor level
   - Global Shea Alliance increasing buyer awareness

And suggested an approach to creating a financially sustainable delivery model for farmers.

**Sustainable Cocoa Initiative**

Securing Cacao's Future