INCLUSIVE BUSINESS MODEL INNOVATION

Green Innovation Centres for the Agriculture and Food Sector

PROBLEMS FACED BY COCOA PRODUCERS

Cooperatives are often making losses in their business because
- Its members often engage in individual and informal business with their partners.
- There is no win-win business model between cooperatives and their partners.

SOLUTIONS/INNOVATIONS

Set up inclusive business models for access to market which are sustainable, and promote a win-win relationship between the cooperative and its private sector partners.

DESCRIPTION OF THE INNOVATION

Models enable the creation of interdependent business linkages between the cooperative, buyers, input suppliers and banks.

OBJECTIVES OF THE INNOVATION

Enhance the capacities of cocoa cooperatives to sit with their private sector partners as banks, input suppliers and buyers of cocoa beans to develop win-win partnerships.

ADVANTAGES

The three-dimensional business model enables the cooperative to
- expose itself to its partners’ requirements
- exercise its negotiation skills for the interest of a group
- increase scope of partnership and business opportunities

the business partners to
- develop and maintain a closer relationship with cooperatives
- have a better understanding of the cooperative functioning
- develop innovative products fitting the needs of cooperatives
- Increase their scope of partnership and business opportunities.

TARGET GROUPS

The Green Cocoa Business Service Centre component will accompany four cooperatives in the South West and Centre regions to develop win-win relationship with a number of Banks and MFIs, Input suppliers and Buyers interested in promoting quality cocoa products.

EXPECTED OUTCOMES

- At least 3 cooperatives with affordable financing from financial institutions and buyers
- At least 2000 farmers with access to inputs through their cooperatives arrangements
- Increased resources mobilized for cocoa production
- Increased quantity of quality cocoa sold at better prices
- Increased income for cocoa producers