



TRINET GLOBAL GHANA STUDY TOUR

18.01. – 30.01.2014



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FAIR TRADE

THE GHANAIAN BEST PRACTICE

In the Fair Trade sector, Ghana has the world's largest cocoa cooperative, banana plantations, fruit juice production, production of glass beads, jewellery and baskets. Those production sites were visited during the study tour and networks were built between the TriNet project partners from European and Ghanaian organisations.

The "Ghanaian best practice" will be used for further work on Fairtrade promotion by the study tour participants from Bornholm, Berlin, Linz and Prague.



THE PROGRAMME

From 18.01. to 30.01.2014
we visited:

- The NGO KROBODAN Ghana
- A local market
- 2 church services
- Alternative Livelihood projects
- Glass beads production
- VREL banana plantation
- The Danish embassy
- „Blue Skies“ juice and sliced fruit production factory
- Peter Agandaa Fair Baskets
- The world largest cocoa cooperative Kuapa Kokoo
- Kakum National Park
- Cape Coast Castle and El Mina

Our trip led us from the South to the North of Ghana and back.



DAY 1

19TH JANUARY 2014

Arrival at Koforidua
Eastern Region

Programme:

- Introduction
- Church visit
- Meeting at KROBODAN and introduction to Alternative Livelihood as an approach to reduce poverty



INTRODUCTION

In the morning our guide Morten Ledskov introduced us to the members of the KROBODAN association, who were to accompany us during our stay in Koforidua and explained our study visit programme to us step by step. In the discussion, Morten emphasized that dissemination of good news about Africa instead of bad news is very important. In Europe and the USA more bad news tends to be shown (for example poverty for charity reasons) about Africa which hinders the promotion of a positive image of Africa that would be more favorable for development. It would be better to focus on the resources and the potential of Africa. We watched the video clip “Medaase for kaffe” (Thank you for coffee), an example of how to promote Africa in a good way, which has already more than 26.000 views in YouTube.

You can see the video here: <http://youtu.be/2ZWHxx9bE3s>

Afterwards we started our trip with the visits to two churches. It was Sunday and everyone noticed that it was a very special and festive day. Just behind our hotel was a church, which meant that we could listen to the Gospel music from early in the morning and imagine that the church service in Ghana must be very different than in Europe.

CHURCH SERVICES

At the churches, the services were overwhelming for us. We were received as guests of honor and were accompanied to our seats, which were placed prominently on the stage next to the Reverend. The participants of the mass consisted mostly of women who sat in smaller groups together. We listened to music, chant and prayers, met very happy and friendly people and were invited to dance. It was a great cultural experience. Not everyone felt comfortable with the situation. Some of us would have preferred to participate at the church services unseen.



MEETING AT KROBODAN

At the Krobodan office Joshua Nyumuah, Secretary General of KROBODAN and Emmanuel Nartey, field officer at KROBODAN introduced the organization itself and the Alternative Livelihood approach. The main focus of the organisation is education, because “ignorance is the source of poverty”. The device is “Let’s come together and create development by learning new things and new behaviour”.

KROBODAN is an NGO with entrepreneurial spirit. The strategy is to produce enough income, so that the organisation is not dependent on donor money in the long term. Many NGOs just disappear with all their activities after donor money is cut. Other social but income producing activities that were introduced to us were

- Beads production
- Transport business
- Feed mill.



INTRODUCTION TO ALTERNATIVE LIVELIHOOD

Alternative Livelihood is a pragmatic approach to reducing rural poverty. It evolved from KROBODAN experiences with livestock credits and microcredits which didn't help to reduce poverty satisfactorily. First premise of this approach is that the poor recognize that they are poor and that they are willing to change their situation on their own only with the material resources they have already at their hand and improve the activities they are already doing. KROBODAN offers knowledge transfer by training in the rural communities and at the Centre for Alternative Livelihood Projects which is located in the area behind the KROBODAN main office at Nkurakan. The motto for the centre is - *I see, I tried, I know* - and thus the educational focus is on *workshops*, "hands-on"-training and practical demonstrations. The participants also gain basic knowledge about the market mechanisms and the evolution of prices for crops and animals. KROBODAN want the farmers to plan their production according to those price cycles, so that they can sell their goods at the highest possible price. KROBODAN also provides the parent stock of animals to the farmers and drugs for the vaccination of the animals and birds. One important aim is that farmers not only produce crops, the prices of which are very unstable because of conservation problems, but have another economic pillar- in caring for small animals.

Target groups of the Alternative Livelihood projects are:

- Single mothers (more than 50% of women are single mothers)
- Landless farmers (70% of farmers don't own land, it is very difficult to formalize landownership)
- Youth

Other focuses are conflict solving and health promotion.

KROBODAN offers the educational environment to

- prevent family violence
- educate on sexual reproduction and HIV/AIDS
- teach human rights
- promote national health insurance.



KROBO DANISH ASSOCIATION (KROBODAN)

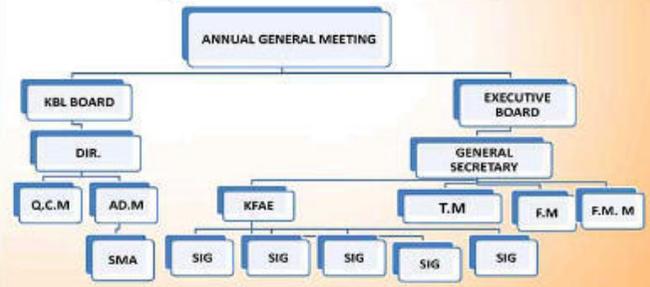
VISION

**To Create A Society In Which The Poor
(The Marginalised And The Vulnerable People)
And Children Are Truly And Equally Treated
To Have Access To Wealth And Education
To Play Active Role In National Development.**

MISSION

**To Work With The Poor, (Vulnerable And Marginalised
People) To Reduce Poverty And Ignorance,
Promote The Growth Of Civil Society
And Gender Balance By Overcoming The
Injustice And Inequalities
That Hinder Development.**

ORGANISATIONAL CHART



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graph TD
    AGM[ANNUAL GENERAL MEETING] --> KBL[KBL BOARD]
    AGM --> EXEC[EXECUTIVE BOARD]
    KBL --> DIR[DIR.]
    DIR --> QCM[Q.C.M]
    DIR --> ADM[AD.M]
    ADM --> SMA[SMA]
    EXEC --> GS[GENERAL SECRETARY]
    GS --> KFAE[KFAE]
    GS --> TM[T.M]
    GS --> FM[F.M]
    GS --> FMM[F.M.M]
    KFAE --> SIG1[SIG]
    KFAE --> SIG2[SIG]
    KFAE --> SIG3[SIG]
    TM --> SIG4[SIG]
    FM --> SIG5[SIG]
    FMM --> SIG6[SIG]
    
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KEY TO THE ORGANOGRAM

- KBL BOARD - KROBODAN BEADS LTD BOARD
- KFAE - KROBODAN FARMERS ASS. EXECUTIVE
- DIR - DIRECTOR
- TM - TRANSPORT MANGER
- QCM - QUALITY CONTROL MANAGER
- FM - FARM MANAGER
- AD.M - ADMINISTRATIVE MANAGER
- FMM - FEED MILL MANAGER
- SMA - SINGLE MOTHERS ASSOCIATION
- SIG - SAVINGS & INVESTMENT GROWTH

KROBODAN CENTRE FOR ALTERNATIVE LIVELIHOOD:

MUSHROOM PRODUCTION

MR. NARTEY EXPLAINS HOW TO USE LOCAL RESOURCES AND POTENTIAL



DAY 2

20TH JANUARY 2014

Programme:

- Visit local market at Nkurakan
- Glass beads production



LOCAL MARKET AT NKURAKAN

At 9 AM we set out from the hotel to start the day's programme.

First stop was a local market: The Nkurakan Market.

This market takes place twice a week and here you can buy everything from food produce to textiles. Vegetables and other food products are produced by the farmers of the region. There is a high production of vegetables in the area which often exceeds the demand. Therefore prices are often reduced in order to sell out. This fact encourages buyers to travel from quite far to buy produce here even though they have similar markets closer to home. In the afternoon farmers were quite upset because they were forced to throw away food, without earning enough money.



GLASS BEADS PRODUCTION

Next stop was a visit to Krobodan Beads where we were first introduced to people in one of the local villages involved in the production of beads.

Here we observed parts of the bead production: how recycled glass is grinded into a powder that, together with colour stain, will later be filled into moulds and then fired in a small kiln to produce the final bead.



KROBODAN BEADS PRODUCTION:

MOULDS FOR BEAD PRODUCTION



PREPARING THE MOULDS



KROBODAN BEADS PRODUCTION:

FIRING OF THE BEADS



AFTER SEEING THE BEADS PRODUCTION WE CONTINUED TO VISIT KROBODAN, CENTRE FOR ALTERNATIVE LIVELIHOOD PROJECTS. HERE WE RECEIVED INFORMATION ON ONE OF THE CORE PROJECTS OF THE CENTER: JEWELLERY PRODUCTION. WE WERE INTRODUCED TO A NUMBER OF THE WOMEN WORKING THERE AND HAD THE CHANCE TO SPEAK TO SOME OF THE WOMEN INVOLVED.



KROBODAN BEADS – FAIR TRADE BEADS PRODUCTION

Krobodan Beads Limited is a purely Ghanaian owned company duly registered and certificated by the Registrar Generals Department. The company has been established to promote rural development by adding value to handicrafts (glass beads, glass beaded jewellery and others) for the domestic and international markets. The company was established to sustain the beads work in a micro credit project sponsored by DANIDA from 2005-2008 in cooperation with the Danish designer and glass artist Pernille Bülow.

The company works primarily with three vulnerable groups: Single Mothers and women in general, landless farmers and youth aged 12 to 27.

One of the projects is the production of beads, involving and employing a group of single mothers.

The single mothers (mostly left by their men, because there is not enough arable land and men go to the cities) is a very poor and vulnerable group of Ghanaian society. They strive to make a living, most commonly from selling products from a small stall or by selling produce from small scale farming. In the area there is an old tradition of producing beads for the local markets which contribute to bring in a little profit for some of the women.

The vision of the company is to become a large-scale glass beads and glass jewellery production company, producing jewellery for the local and international market (U.S., Canada, and the entire European market). The company will empower producers economically to reduce rural poverty by creating employment for 200 women of the local population.

The objectives of the company are as follows:

1. Recycling waste glass and metals into glass beads jewellery.
2. To add value to glass beads by using them to make jewellery for export to the international and the local markets.
3. To mobilize bead makers to give training in design making and colour work.
4. To develop a sound, sustainable, and professional business partnership.
5. To ensure social and economic development of women (the single mothers) and their children, by living up to the standards of Fair Trade and educating workers in social issues such as HIV/AIDS, family planning, reproductive health, malaria control and prevention, and waste management.
6. To educate producers on their civic rights and responsibilities, democratic governance, and empowerment of civil society.

The women are selected from the close community and at the moment the production employs about 50 women but it varies a little over the season.



It was an important part of the project from the start, to provide the women with skills that would enable them to 'stand on their own feet' without a fair trade project to back them up, should it become necessary. The women therefore initially got small micro-loans to buy tools for the jewellery production, and thereby each woman is able to create her own small independent company.

The women work at the centre 3 to 5 times a week on average. Payment is settled on a weekly basis, with a fair wage and according to the amount of jewellery produced.

It is estimated that the women could previously only make little profit by sales to the local market and now they can earn about 4 times the original amount. Apart from a fair wage and a safe working environment, the women employed receive education on subjects such as the environment, women's rights, civic culture, business, FT practice and women's general health and Pernille Bülow and/or her staff visit the production 2 to 3 times a year to teach and to introduce new designs.

This jewellery business set up by Krobodan, DANIDA and Pernille Bülow has proven to be of huge benefit to the local women – and to Pernille Bülow too.

As Pernille Bülow states: **'this is not charity work but business'**

DAY 3

21ST JANUARY 2014

Programme:

- Visit traditional villages and meet KROBODAN, Ghana's project beneficiaries



Our journey brought us far away into the rural area of Koforidua to visit some of the farmers who are involved in the Krobodan programme.

Divided into three smaller groups we drove almost 1.5 hours into the mountains – through Nkurakan, we have been to the market feeling the day before and over the Pawnpawn river.



SONQUENIA

The first village we visited was Sonquenia. Mr. Odonko – the leader of this region – welcomed us, explained the changes after joining the programme and answered our many questions.

In the community of Sonquenia there are about 1300 inhabitants and 50 farmers are involved in the programme.

One year ago, people from Krobodan came to the village and explained the programme. Mr. Odonko said that they didn't have to convince him to join, as he realized that these activities could help reduce poverty in his community!



As Mr. Odonko is also the local chief of the region he spread the news very easily and more and more farmers wanted to participate.

They received some farmer training on rearing live stock – poultry, bees, sheep and goats. Lamb and goat meat is particularly high in demand – therefore a higher price can be set and of course higher profits can be achieved. Further training on group dynamics, human rights and family planning were also held for the community. The training is either organised in the region or Krobodan will provide them with transport them to the office and hold the training there.

After the introduction, some villagers showed us around – first to the bee hives. They learned how to cover the bee homes and how to provide them with some shadow. Afterwards we went to the regional schools: four classrooms with pupils aged 6 to 15. We talked with the teachers and took photos of the kids. They were very interested in our strange looks and it was funny talking and interacting with them.



TERNGUANYA

We then continued our journey. We drove to the second village – Ternguanya. The chief of this area told us that they have suffered from severe poverty and when KROBODAN people came – two years before – they were quickly convinced. The chief not only spread the news, but the animals: His colleagues got some for starting their own small farm and the contribution to the poverty reduction programme in this area could be enlarged. Even the children learned more about rearing animals – poultry, goats and guinea pigs.

After the introduction he showed us around. The speciality in this area was the community enclosure. Those animals belong to the whole community and are treated very well (e.g. cleaned each day!). The electricity costs are also spread amongst each household.



We asked what his future dreams and aims are. With a slight smile, he said that he wants to be a big commercial farmer with animals that produce milk so he could enter into this business opportunity.

NENETE KETI

When we came to the third area we could see that there was something different here. No community was around. The farmers house we visited was quite a residence – it looks a bit like an Austrian farm with four sides. Chief Nenete Ketu was a bit angry because we were already 1,5h delayed. But after an apology he told us a bit about his work: He was a cocoa farmer when Krobodan people came (also around 2 years before), and he realized that he could add value to his farm. He now has 200 pets (goats and sheeps as well as some chicken), 15 are of land. Proudly he said that he even won a prize for the best farmer in this area and teaches farmers in his community. His secret: Sometimes he lets the animals out of the stall! Therefore they can enjoy the sun and the meat is perfect afterwards (not too fast but also not too soft).



We asked why Mr. Nenete Ketu was a member of the programme – he seemed to be too rich to benefit from it. Mr. Nenete Ketu is a man with great influence in the region – he put very much effort in joining the programme and because of his informal power and his effect as a multiplier. KROBODAN decided that it might be good for the programme.

All in all this day was very exciting. We could see and feel the improvement and empowerment the program gave the people of the regions. That they can improve a work which is familiar to them makes them proud and the good feeling of being well educated.

On the other hand some of us were wondering about the long term perspective of the programme. All of the chiefs today, they want to grow and get bigger farmers. Is this the first step into a neoliberal growth paradigm? This is a question we can not answer now, but history will show us anyway.



DAY 4 22ND JANUARY 2014

Programme:

- [Visit to Volta River Estates Ltd.](#)



The Volta River Estate Limited (VREL) was incorporated in 1988 and Fairtrade certified in 1996. The European Union did not import bananas from Ghana in the past, but quota allocations have been installed since 2002. We were welcomed by Juliet Arku-Mensah, who told us about the Fairtrade premium system.

The retail price for Fairtrade bananas includes a premium for the community. Our first stop was at a computer lab, which the community is building with part of the Fairtrade premium in order to teach the children computer literacy.



After a short bus ride, Anthony Blay, the director of agriculture, and Ebenzer Norobi, the plantation manager, welcomed us to one of the four Volta River plantations.

The plantation has a surface area of 100 hectares and produces 3000 to 4000 tons of bananas each year. Most of the bananas are exported to the United Kingdom and some to France. Originally, the plantation only produced organic bananas.

Organic farming does not involve the use of fertilizers, pesticides or heavy machines. There were two problems with the organic farming concept:

- 1) It was difficult to find local workers to do the tedious weeding necessary for organic farming.
- 2) There were not adequate markets for the organic and Fairtrade bananas.



Currently, around 30% of the bananas are farmed organically, and the rest of the plantation has been converted to conventional farming. In this part of the plantation, selected pesticides are used for weed control, which saves labour and other costs. Fairtrade has stronger limitations on the use of fertilizers than conventional farming.

Since banana plants are a collection of leaves, they need large amounts of water, which is very expensive. The water is provided by irrigation systems. The Volta River is a good source of water.

The planting material comes from Israel and is kept for six weeks in the nursery until the plants are sturdy enough to be planted in the field. The fruit appears 5-6 months after planting, and can be harvested about three months later. The bananas are cut by hand and a hand weighs 60 to 70 kilos. A cable system, which is within 50 metres of each part of the field, is used to transport heavy planting materials and the harvested bananas. The fields are laid fallow every five to six years, so that the soil can rest.

After the bananas have been harvested, they are washed and treated with a fungicide. Due to good climatic conditions, only a minimum amount of fungicide is necessary. Within 24 hours of being harvested, they are packed in 18 kilogram boxes into containers, which are cooled to 16 degrees and sent to Europe on ships. They are in the stores within three to four weeks.

Bananas that do not measure up to export standards are sold to the local market.

The bananas are sold for \$8-9 a box, plus a premium of \$1.00 a box, which is used for community development. The Central Committee - Fair Trade Premium Management - gathers suggestions for the premium. The general assembly decides by consensus or, if necessary, by vote. Some of the projects which have been supported by the premium in the past are:

- 1) a computer centre for a secondary school
- 2) a secondary school building
- 3) a hospital building
- 4) a computer training center for a community
- 5) portable water for communities.

In addition, the premium is used to pay for national health insurance for workers and to help families to pay for secondary school tuition for their children.



FLO develops criteria and does the monitoring, and the inspectors rotate. FLO also develops partnerships with importers, but does not guarantee a minimum quantity of sales. In addition to the premium, Fairtrade addresses environmental, social, and economic issues.

According to [BananaLink](#), Ghana is the only country in Africa so far to develop and export Fairtrade bananas successfully to the European market.

The plantation respects all labour laws. The lowest daily wage is 6,5 cedis a day, the highest daily wage is 25 cedis. (The minimum daily wage in Ghana is 5 cedis.). Workers are at least 18 years old. Male and female employees have equal opportunities. Women are given maternity leave of three months, and mothers are given time allowance for breast feeding. Provisions are made for health issues such as breast screening and HiV/Aids.



DAY 5

23RD JANUARY 2014

Transfer to Accra
Capital City of Ghana

Programme:

- Visit to Danish Embassy
- „Blue Skies“ juice and sliced fruit production



Reception of the participants of the study tour by her excellence Margit Thomsen accompanied by Jacob Kahl Jepsen and Brian Muggeridge

Morten introduced the Trinet Global participants of the study tour. The ambassador Mrs. Thomsen welcomed the TriNet Global project delegation very kindly and gave an introduction to activities of the Danish Government and DANIDA – the Danish International Development Agency. She explained that at the moment there is very vivid development in West Africa – especially in Ghana and she is impressed by different aspects of the new Africa, especially the growing middle class. As we know, the situation in the past was quite different - the historical burden of slavery, the independence struggle and the fight against poverty.



Around 1970, the development aid formed a large percent of the state income, nowadays the development aid is just around 2-3% of the state budget of Ghana.

The economic development is very positive and Danish and European companies are in competition with Indian and Chinese companies in Ghana. Overall there is a positive trend, which is also supported by the Danish Chamber of Commerce.

Most important for Ghana and its neighbours is political stability. There has recently been an election, which was quite important, because there were different parties and majorities, but the losers accepted the election and the election was also approved by Supreme Court decision. Neighbouring countries such as Burkina Faso are much more afflicted with corruption and politically unstable regimes, so Ghana has a positive role in the West African region. There is high potential in the country as for gold, oil and gas resources. Agriculture also has good perspectives. There are discussions on human rights, especially on gender cases and women rights. A court case on domestic violence was well perceived by the public. The government is emphasizing that protection of environment is important. Progress in good governance and environmental questions has been watched.

Mr. Jepsen explained the involvement of around 35 Danish companies; an export board in Ghana supported by the Danish is promoting trade and trade agreements (ca. €45 million a year). There is a market for technologies and promoting middle class consumption goods. Cooperation is done on the sector water and energy and there has been good experience in implementation in the past.

The interest of the government of Ghana is building up manufacturing in the country; but there are obstacles and risks especially concerning land availability and business environment. There are positive developments as for the universities (special applied sciences concerning oil industry; better interconnectivity; fiberglass) CSR and code of conduct as well as fair trade are not main issues. Financial issues, market analysis and networking between local companies are main issues. Danida supports local activities with credit lines promoting development issues. There are donor meetings to coordinate development assistance. The Netherlands, Germany and England are the countries with main activities in Ghana.

Questions on supporting fair trade and food conservation were raised and discussed – and experience at the Volta banana plantation was exchanged. Working standards as well as ILO core rules were discussed and questions on government activities are raised. Organic production of cashew nuts and organic cocoa is mentioned. Morten explains that fair trade systems are very important for the development in Ghana. Mrs Thomsen is very open minded and interested in all aspects of fair trade.

Mrs Thomsen points out, that there is a discussion in Ghana on decentralization and new political decision making going on. Also green technology and leap frog – developments are important for Ghana – which can also have impact on climate protection. But there is still the problem of financing and implementation of new ideas.

Mrs Thomsen wished us luck and success for our journey.

Blue Skies - juice and sliced fruit production

After our visit to the Danish embassy we drove directly to the Blue Skies production site. There we were supposed to see the first example on our trip where a Fair Trade food product was processed in Ghana itself before exporting it to the European Market. That way the producers can assure that Fair Trade standards are applied when the raw materials (the fruits) are produced and also in the factory in Accra. This is not common as normally the raw materials is produced under Fair Trade standard in Ghana before it is sold to the export market where it will get added value.



Blue Skies was founded in 1997 by the British entrepreneur Anthony Pile. The company produces fresh fruits and fresh fruit juice which are sold to retailers in Europe. The company's first factory was established in Ghana from where it started operating in 1998. The factory employs over 1500 persons who work in 3 shifts 24 hours a day, seven days in the week. It has a production capacity of 10 tons per day. There are other Blue Skies factories in South Africa, Brazil and Senegal.

From Ghana Blue Skies is able to source a consistent supply of tropical fruits such as pineapple, papaya, coconut and mango. The factory is supplied by farms in Ghana when possible. Some fruits are only available seasonally in Ghana (e.g. the mango). In this case the company buys fruit from other African countries.



Blue Skies helps to organize the farmers and supports them to achieve best results in fruit production. The fruit delivered at the factory has to be of a high standard in taste and sweetness to be accepted. A fruit delivery which doesn't meet that standard is rejected and must be sold at the local market where the prices are normally lower than at Blue Skies.

According to Fairtrade standards the farmers get a fixed price for their fruit which is settled in advance. Loyal farmers receive loans with special condition for investments. The fruit is harvested and sold to the supermarkets within 24 hours. The main customers are in the UK, Switzerland, Italy, Holland and France.

The site is divided in 4 areas:

1. **Intake**, where the fruit is checked and bought from the farmers
2. **Sorting**, where the food is washed and prepared
3. **High care**, where the fruit is peeled and cut
4. **Packaging area**, where the fruit is packed and put directly into flight container and flown out at night.

The high care and packaging area is cooled down. It is planned to build a biogas plant to use the waste products to produce energy which is needed for cooling.



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Fairtrade certified has been certified since 2005, but only 20% of the good produced are sold Fairtrade. The rest is sold to the conventional market. The management wants to grow this share but the customers in Europe are still missing. Nevertheless the management is interested to keep the working standards high because this affects directly the quality of the products. There is no other food processing company in Ghana with lower standards which can compete with Blue Skies.

The workers get 200 GHC after tax plus 4 weeks paid holidays and 3 month maternity leave. Special benefits are 1 meal per shift which is subsidized by the company and short courses. The conditions are the same for women and men.



DAY 6 & 7

24TH TO 25TH JAN 2014

24th January
Transfer to Bolgatanga via Tamale
Upper East Region

Programme:

- **Celebrate the Weavers Day in Nyariga/Bolgatanga**

25th January
Programme:

- **Meeting with local NGO and Fair Trade producer Peter Agandaa at his production site and visit to traditional village**



WEAVER'S DAY

After landing at Tamala airport we drove 3 hours to Bolgatanga in the Upper East Region in the north of Ghana near Burkina Faso.

We arrived in Nyariga where the basket weavers organized by Peter Agandaa celebrated the Weavers Day that is held annually. On this day the weavers celebrate themselves with chants and dances and examine their successes, failures and the way to go forward. This is also the day when the prices for the baskets are announced for the next year. The prices announced were between 6 and 18 GHC depending on the size of the basket. The production raised from 6000 baskets in 2012 to 12000 in 2013. It is expected that it will grow up to 20000 baskets in 2014. Morten Ledskov introduced the group to the auditory and explained our mission and after a long day travelling we enjoyed the festivities and hospitality of the people.



WEAVERS DAY IN NYARIGA:

ANNOUNCEMENT OF THE
PRICES FOR THE BASKETS



MORTEN IS EXPLAINING
OUR MISSION



WEAVERS DAY IN NYARIGA:

ANNOUNCEMENT OF THE
PRICES FOR THE BASKETS



MORTEN IS EXPLAINING
OUR MISSION



FAIR TRADE BASKET PRODUCTION:

SPLITTING AND TWISTING THE STRAW (LEFT & RIGHT)



WEAVING THE BASKET



FAIR TRADE BASKET PRODUCTION:

THE FIRST STEP: WEAVING THE
BOTTOM OF THE BASKET



AND THE LAST STEP: SEWING
LEATHER AROUND THE GRIPS



DAY 8

26TH JANUARY 2014

Transfer to Kumasi
Ashanti Region

Programme:

- On the road



ROAD TRIP IMPRESSIONS:

VILLAGE IN THE UPPER EAST
REGION



TYPICAL HOUSING



ROAD TRIP IMPRESSIONS:

MARKET IN TAMALE



RICE PRODUCTION



ROAD TRIP IMPRESSIONS:

THE BLACK VOLTA



LOST ON THE ROAD WITHOUT DRIVERS



ROAD TRIP IMPRESSIONS:

ARRIVING AT KUMASI



HEAVY METAL STREET IN KUMASI (MECHANICS SHOPS)



DAY 9 27TH JANUARY 2014

Kumasi
Ashanti Region

Programme:

- VISIT TO [KUAPA KOKOO](#)

and transfer to Cape Coast



After the Ivory Coast, Ghana is the second largest producer of cocoa in the world delivering 21,9% of the produced cocoa. Worldwide, chocolate is one of the most popular and widely consumed confectionaries. The average European and US-American consumes 5.2 kg of chocolate per year.

In chocolate production more than two thirds of the market share is held by only five companies, settled in the Global North. The cocoa producers in the Global South account only for a very small proportion of the sales revenue of an average chocolate bar, for example 6.4 % in Ghana. Questions about the role of producers within the world market, fair share and good working conditions as well as ecological impacts and sustainability are therefore current and vivid. One of the organisations, which tries to approach them with fair trade norms, is Kuapa Kokoo. During our Trinet study trip to Ghana we had the opportunity to visit the cocoa farms of Amankwatia as part of this cooperative.



The structure of Kuapa Kokoo

Kuapa Kokoo is the world's largest cooperative of cocoa producers, containing ca. 40,000 farms in 1500 societies, involving ca. 83,000 farmers. Its name simply means Good Cocoa Farming, and its members stick to the slogan „papa paa“, which means „best of the best of the best“.

It was established as a farmer's cooperative in 1993, when the cocoa market in Ghana was liberated from the up to then government's control. With that the farmers got assistance from Twin Limited UK, a pioneer in fair trade, and since 1995 Kuapa Kokoo holds the Fairtrade certificate.

The association is organised at four levels, from the single villages up to the national stage. In every village society seven elected members take care of the day to day production.



The societies of one district, of which there are 52 in Ghana, elect an Executive Council with seven members. From all District Executive Councils twenty people are elected to the National Executive Council. Finally, the highest decision making body is The Annual Delegates Conference, attended by two people from each society (one male and one female).

To raise profits from the cocoa production as well as their independence, the members of Kuapa Kokoo decided quickly to produce their own, branded chocolate bar for the sale in Western markets. In the UK Together with Twin Trading they found a partner in The Body Shop and the support of Christian Aid and Comic Relief, so that in October 1998 The Day Chocolate Company was founded. Back then Kuapa Kokoo held 33% of the ordinary shares, Twin Trading owned 52%. In 2006 The Body Shop decided to hand over their 14% of shares to Kuapa Kokoo. So the Ghanaian farmers now own nearly half of the company, which had changed its name in 2007 to Divine Chocolate Ltd. They are represented by two elected members in the Divine board of directors and a board meeting is held in Ghana every year. Here, among others, the annual dividend is publicly announced.



The cocoa's price

Five big grinding companies dominate the world trade of cocoa: Cargill, Barry Callebaut, ADM, Petra Foods and Blommer have a share of more than half of the world market for grinding cocoa beans. The highly competitive cocoa and chocolate market and the fundamental power inequalities between small-scale farmers and these multinational companies are one reason for serious price decline. In Ghana the price for cocoa is set by the Ghana Cocoa Board (Cocobod), an institution established by the government in 1947. According to the world price and local factors it decides every year, which price to pay to the Ghanaian farmers. In 1993 the government allowed a re-introduction of competition to the national cocoa market and nowadays farmer's representatives are involved in the price setting. This liberalization gave also ground for Kuapa Kokoo's own trading activities and for the bonus system of fair trade, mainly by Premium money.

The price for a cocoa bag is currently a little less than \$100, precisely 212 Ghana Cedi. One bag contains 62,5 kg of cocoa beans, which makes 3,32 Ghana Cedi or \$1,4 for one kilogram.



The farm in Amankwatia

The farmers of Amankwatia produce more than 1000 bags of cocoa a year. The village close to Kumasi in the Ashanti region is part of the Kuapa Kokoo association, which affects around 100 resident farmers. Most farms here are small with about two acres. Once a month all farmers of the district meet. When they elect their leaders they are supervised by an election commission. A number of executive members from the village, such as the president Kwaku Gyeabou and Adjoa Asianaa, the leader of the Women's Group were present on our visit to Amankwatia. The women outnumbering the men within the group having us visitors for a discussion gave good proof of the empowering impact of the Women's Groups in the societies, established thanks to fair trade. One woman from the Amankwatia village was even introduced as a member of the Kuapa National Executive Council.



The democratic organisation and transparency of Kuapa Kokoo gives small farmers a voice in the huge cocoa market. When asked about the biggest benefits from fair trade, the farmers said transparency, information and real democracy.

Fair trade issues – such as decisions how to invest the Premium money – are managed by the farmers, the Divine staff appear just as consultants. It is also seen as a benefit of the fair trade and internal structures, that no one comes from outside to tell the farmers what to do, but the farmers can use their longtime expert knowledge. They do appreciate the offered education in agriculture, though. Part of fair trade is also an audit, which controls the standards every year. We were told that the audit last year didn't have any complaints.

In Kuapa Kokoo every farmer is registered and has his own identification card (whereas in Ghana not every citizen has his or her own ID). In this booklet he or she gets a confirmation for every supply of cocoa.



Harvesting cocoa

Kuapa Kokoo currently produces 5% of Ghana's cocoa, which is about 640,000 bags a year. Harvesting takes place in two seasons. The main and the light season bring two different crops, while the main season is from October to December. Through the light season and a shortage of income helps the Premium money as part of fair trade.

Cocoa trees are very susceptible to disease which spread rapidly in dense rows of trees. Hence, maintenance costs in cocoa cultivation are very high. As well as this, it is highly dependent on intensive manual labour. Cocoa pods do not all ripen at the same time, which makes continuous monitoring, care and harvesting necessary. In the high season of harvesting the help from farmers of nearby villages is necessary. The ripe yellow nuts are cut from the trees by hand, then all beans are removed from the placenta. During the fermentation process the beans get their cocoa flavor and colour. After that they are dried at the farmer's house.

Packed in bags the cocoa is collected in the nearby storage, which we also visited, before it is brought to the harbour. The storage covers 557 tons of cocoa with one ton covering 16 bags (each of 62,5kg). Each bag has a number which marks the district, the village and the society of origin. Additional inspection takes place both in the storage and in the harbour.



Working and trading issues and their fair trade solutions

Worldwide, cocoa farmers' income is often based on the cultivation of cocoa alone and not on several crops. This sole dependency on cocoa magnifies the impact of volatile cocoa prices, and creates an ecological disaster by harming biodiversity. In Amankwatia we discussed the issue of the obsolescence of plants. The farmers explained that their plants are around 25 years old. Divine provides them young trees if necessary, but a new plant doesn't bear plods for the first five years. In addition, cutting down old and planting new trees is very difficult and needs advice. So ongoing education is necessary and luckily the government supports such plans. However, organic agriculture is not a big issue for the farmers, since it's not well settled in Ghana.



The Cocobod has not set a price for organic cocoa so far. So Kuapa Kokoo sees the necessary initiative on the government's side – if a market for organic beans is established, they will be happy to go for it. Another wish for the future is indeed to raise the quality of the cocoa – and maybe to build up their own chocolate manufacture in Ghana.

Wherever cocoa is produced in the world, child labour is a fundamental problem. The massive imbalance in the market at the expense of small-scale farmers often leads to impoverishment, exploitation of workers and especially children. Ghana is no exception. Kuapa Kokoo deals with this issue by a special Child labour staff in any of their head offices. These people go into the single villages and spread information about child labour. Divine doesn't buy cocoa that is produced by child labour or that comes from villages where farmers don't want to give up on child labour.

Again, Premium money plays an important role in providing children a proper education instead of having to work. We were shown the village's school building, which was erected by Premium money, where children from the age of six get the basic education until they attend the more distant Junior High school. Being asked what else should be improved with the help of fair trade benefits the pupils said proper, gender separated toilets. Also, one woman expressed the wish for an IT centre.

The Premium money is not only invested in the education of the children, but also as donations to maintain the farms, in water supply, machines and notably in hygienic facilities. Divine provides for example nursing training and child care. Yet another plan for the future is to extend the so called Mobile clinic: These mobile vehicles go from village to village to provide health care or the transport to a nearby hospital. So far they come to a village twice a year, the plan for the future is a monthly visit.

Another issue of education mentioned in our discussion concerns the knowledge of English. Although it is the official language in Ghana, many people in the rural areas only speak the local African languages fluently. Divine organizes so called Fair trade fortnights, where farmers from Ghana as fair trade speakers visit the UK and the US to report in public about the cocoa production. There are hardly any female speakers, because they mostly don't speak English well. It would therefore be a further goal to educate women in particular and send them abroad as ambassadors.

Naturally, improving the education for the village's inhabitants has a two-edged impact to the future. More and more young people are able to study at university.



Correspondently, being asked for their biggest wishes for their children, the women of Amankwatia mainly mentioned a better education and jobs as teachers or doctors. But to do so, the youth leave the village, not to come back as a cocoa farmer but to work in higher professions. The future of the farms though remains uncertain.

DAY 10

28TH JANUARY 2014

**Cape Coast
Central Region**

Programme:

- **Visit to Kakum National Park**
- **Evaluation of the study tour**



Travel to the National Park by bus, splitting up into 2 groups with 2 rangers each. The rangers showed specific plants that grow in a rainforest, especially in the ones in Ghana. Traditional use of plants was explained, e.g. the different uses of Mahagoni wood, as well as problematic plants in the forest, e.g. the strangler fig, were discussed.

Unfortunately no animals came along; the Kakum National Park is famous for its wood elephants. Sometimes the visitors are lucky to see monkeys in the early morning, but usually the animals are very shy and it is hard to see them. A special attraction is the Canopy Walkway, which is in a height up to 40m and one can see all over the rainforest. The guided tour took about 60 minutes.



In the afternoon some hours of spare time made the programme different for the group. Some people stayed in the hotel preparing financial and project topics, while others went to Cape Coast visiting the beach with the traditional fishers, a German but Ghana based help organization called “Baobab” with a small store and a restaurant on site and the town itself with its market place.

In the evening a discussion round took place, a sum up of the journey and about what has been seen and experienced. The three main topics were:

- Review of our journey
- Evaluation (aim, lessons learned)
- Communicating on what went well and what went wrong



DAY 11

29TH JANUARY 2014

Cape Coast and El Mina
Central Region

Programme:

- Introduction to historical developments of Ghana (history of underdevelopment)
- Visit and guided tour of Cape Coast Castle
- Visit of Elmina
- Transfer to Accra Airport



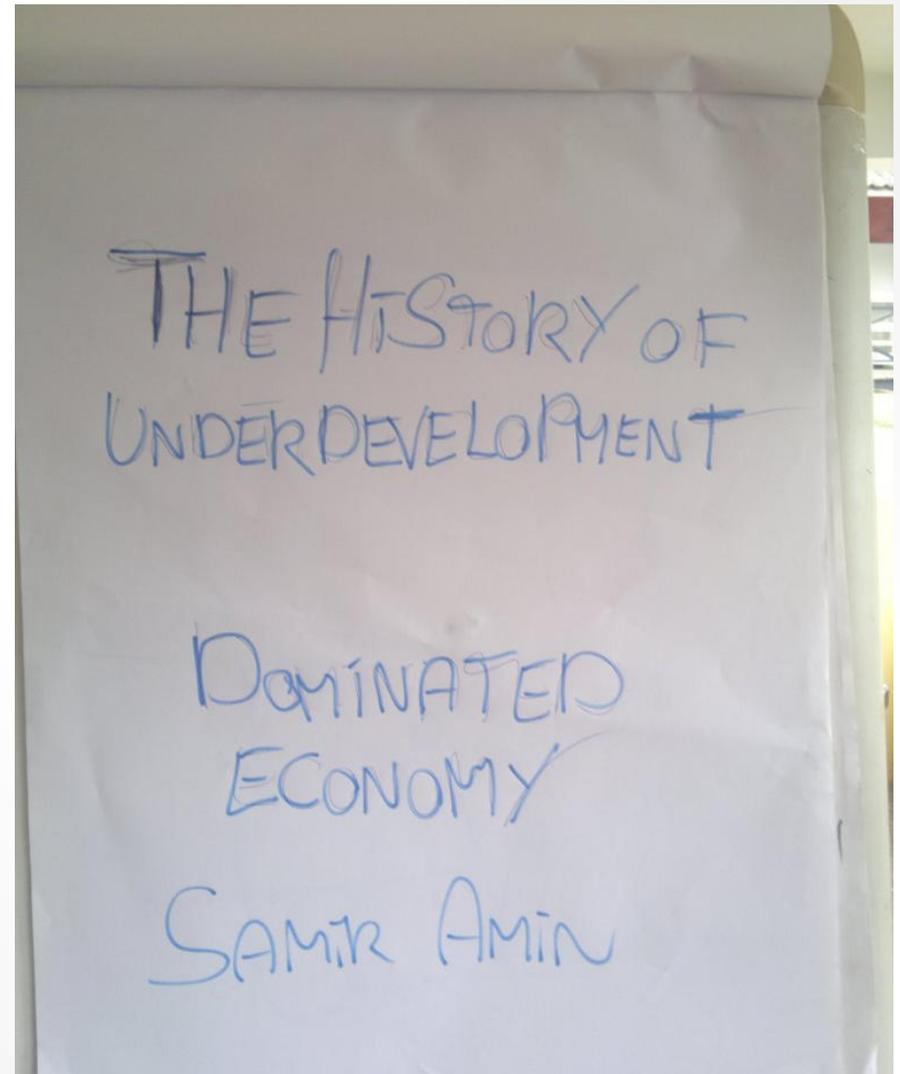
Morning introduction: History of Ghana in the context of the European domination

Lecture from Morten on the history of Ghana: on the territory of Ghana in the past important empires were founded (e.g. the Ghana Empire, 9th-13th century; Kingdom of Ashanti). The gold trade was important in the middle ages. The gold from Ghana was brought by caravans to the North-African Mediterranean coast and was sold to Europe. In the 15th century the first Europeans, the Portuguese, came to Ghana, mainly interested in trade with gold and slaves. The Portuguese built the first trade castle in Elmina. By 1598, the Dutch had joined the Portuguese and captured Portuguese castles in the following decades.



Other European traders had joined in gold trading by the mid-17th century, most notably the Swedish, Danish, German and finally the English. In 1874 England established control over some parts of the country assigning these areas the status of British Gold Coast. Many military engagements occurred between the British colonial powers and the Kingdom of Ashanti, which tried to continue trade with slaves. By 1900 the English had completely established their power in Ghana.

The trade castles on the coast of Ghana are symbols of European domination in West Africa in general and specifically in Ghana for many centuries. They were built to control and dominate the economic development of the country and to transport the rich resources (gold, people, agricultural commodities etc.) from Ghana to Europe.



Visit to Cape Coast Castle

Cape Coast Castle is one of about thirty trade castles, or large commercial forts, built on the Gold Coast by European traders. It was originally built by the Swedes (1653) for trade in timber and gold, but later used by the English in the transatlantic slave trade.

The guided tour in the castle was focused on the history of the castle and on the slave trade: the various “stations of harm” of slaves were shown and described. The walk in the prisons was very moving. As a place of commemoration the Cape Coast Castle is a World Heritage Monument.



CAPE COAST CASTLE:

ENTRANCE AND VIEW TO THE
MALE DUNGEON



INSIDE THE MALE DUNGEON



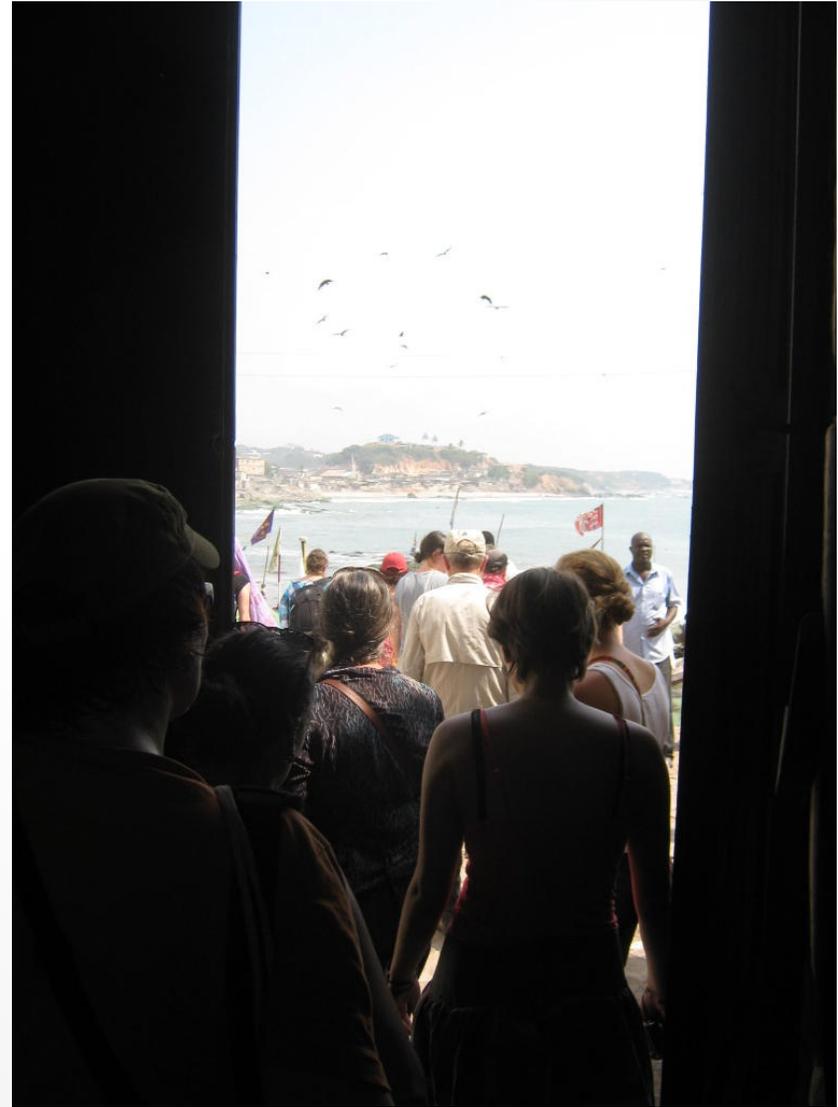
CAPE COAST CASTLE:

THE COURT YARD



CAPE COAST CASTLE:

DOOR OF NO RETURN



Visit to El Mina

After visiting Cape Coast Castle we went to nearby Elmina. Today Elmina is a small fishery and somewhat touristic village. Elmina was the first European castle built in West Africa by the Portuguese (1482). In Elmina we had the lunch break of the day.

The following transfer to Accra Airport took about 4 hours.

