

a sustainable farm gate
price as a critical factor to achieve
living incomes for
cocoa farmers

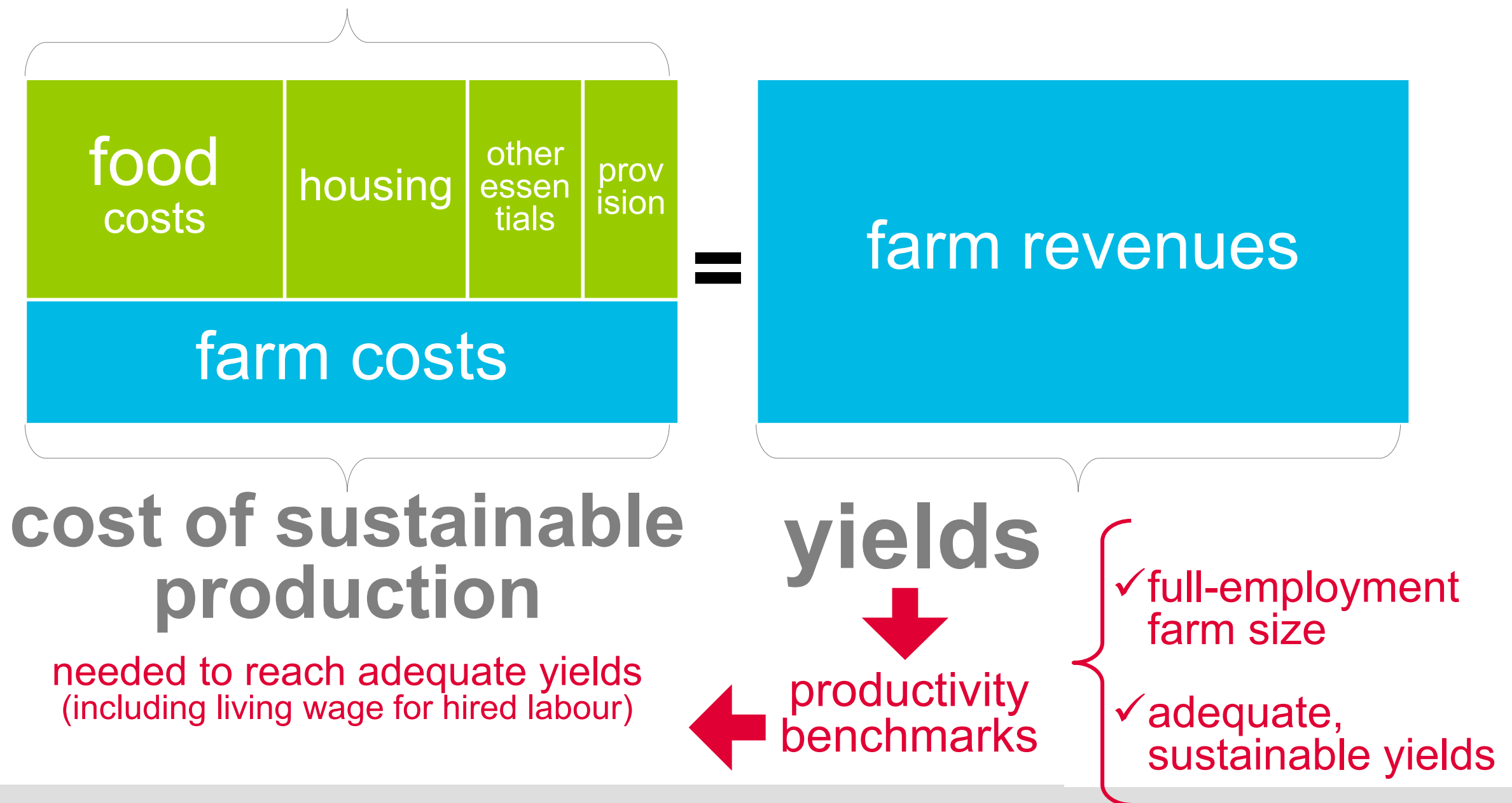


The equation

living income benchmark

(minus value of self-consumed food crops)

➔ Anker methodology



cost of sustainable production

needed to reach adequate yields (including living wage for hired labour)

yields

productivity benchmarks

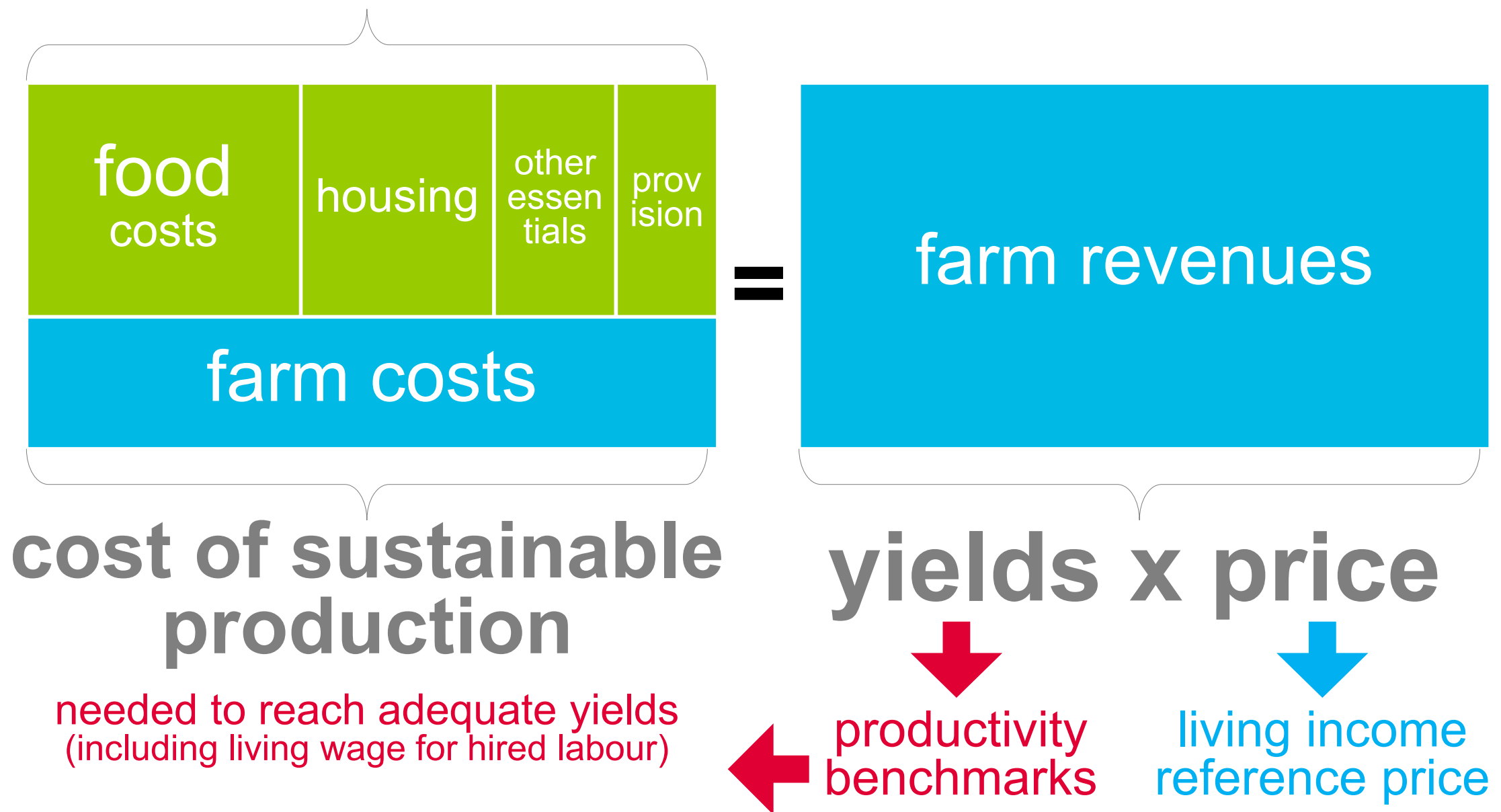
- ✓ full-employment farm size
- ✓ adequate, sustainable yields

The equation

living income benchmark

(minus value of self-consumed food crops)

➔ Anker methodology





[sustainable livelihoods]
 living income for smallholders

sustainable pricing



Fairtrade sales

sustainable yields



cost efficiency

Living Income Reference Prices

supply chain commitment

productivity & quality, added value

farm efficiency

SPO efficiency

enabling environment

market development

strategic Fairtrade Premium investment

organizational strengthening

advocacy

Everyone who works has the
right to just and favourable
remuneration ensuring for
himself and his family an
existence worthy of human
dignity

