

# Lutheran World Relief's Cocoa-led Development:

## Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA)



Almost 90 percent of the world's cocoa originates from smallholder producers farming less than five hectares of land. These farmers face considerable challenges, from changing weather patterns and diseased trees to limited access to improved varieties of cocoa, inputs such as fertilizer, and technical assistance. These barriers leave many farmers unable to earn a living income. However, by empowering farmers with knowledge, resources and market access, there is a significant opportunity to advance sustainable futures for cocoa farming communities, particularly in Latin America.

The Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA) project is a seven-year initiative, funded by the U.S. Department of Agriculture's Food for Progress Program with Technoserve as consortium lead, aimed at helping more than 100,000 farmers overcome the barriers limiting their capacity to effectively rehabilitate and renovate their coffee and cacao plants in Guatemala, El Salvador, Honduras, Nicaragua, Ecuador and Peru. Lutheran World Relief leads cocoa programming for the MOCCA project, implementing a comprehensive approach to promoting cocoa production that focuses on increasing crop yields through agroforestry systems, improving cocoa quality, enhancing the professional capacity of both farmers and producer organizations, and facilitating linkages between cocoa buyers and sellers.

Through MOCCA, Lutheran World Relief collaborates with trade associations, producer organizations, exporters and research institutions. To foster resilient farms and robust market systems throughout the region, MOCCA has two main objectives:

- **Increase cacao production and quality while supporting farmers in renovation and rehabilitation (R&R), and**
- **Expand agricultural trade and boost sales volume.**

At the farm level, producers are adopting productivity-enhancing and regenerative production practices. By utilizing these techniques, such as cost-effective R&R methods with improved planting materials, farmers experience greater yields and increased resilience against pests, diseases and extreme weather events.

At the market level, MOCCA is introducing and strengthening inclusive approaches and forging long-lasting relationships among market system actors. This includes establishing commercial linkages between anchor buyers and farmers, expanding access to improved cacao varieties and relevant research, and bolstering institutions and platforms that will effectively represent and serve the best interests of cacao farmers in the region for years to come.

**mocca** | Maximizing Opportunities  
in Coffee and Cacao in the Americas



By strengthening market-based agricultural development through MOCCA, Lutheran World Relief is committed to supporting cocoa producers while advancing climate and community resilience across the sector.

### CACAO MÓVIL

Our Cacao Móvil (Mobile Cocoa) digital application gives cocoa producers the technical expertise they need, right at their fingertips. The app is a solution to the geographic isolation that makes it difficult for many farmers in Latin America to learn how to grow quality cocoa. The app's practical guides include information on cocoa cultivation and cover subjects ranging from soil management, pruning techniques, pest management, and a primer on cocoa marketing. Cacao Móvil has become an invaluable tool, expanding the scope, timeliness and quality of training courses. For instance, in Ecuador, the app expanded training coverage from six to 13 themes. In Central America, the app's modules on building resilience in the face of climate change have proven crucial, especially in the aftermath of destructive hurricanes.

The app is freely available through [cacaomovil.com](http://cacaomovil.com) and Google Play. It was made possible through funding from the U.S. Department of State and the World Environment Center's Pathways Innovation Challenge, which recognizes and supports successful models for enhancing small and medium enterprises in Latin America.



### OUR RESULTS TO DATE



**25,913 COCOA PRODUCERS** (26% women) were trained in improved agricultural and post-harvest practices by a network of **237 TRAINERS**.



**220 NURSERIES AND 25 CLONAL GARDENS** were established across MOCCA target countries with the capacity to produce more than **1.8 MILLION PLANTS**.



**214 TECHNICAL STAFF** completed cocoa diploma programs in partnership with the Tropical Agricultural Research and Higher Education Center (CATIE), local universities and research intuitions.



**OVER \$1.25 MILLION IN CREDIT SERVICES** were awarded to cocoa farmer organizations.



**27 COCOA PROFILES** from Lutheran World Relief's Cocoa Flavor Map were commercialized leading to **152,338 KG OF COCOA SOLD** and **\$642,949 IN SALES** across MOCCA target countries.



**INTERNATIONAL STANDARDS FOR THE ASSESSMENT OF COCOA QUALITY AND FLAVOR** (ISCQF) were updated and are being utilized across MOCCA target countries.