



# LWR and The Hershey Company: Teaming Up for Improved Cocoa Sustainability

## LEVERAGING RESOURCES

- LWR’s work with The Hershey Company is an example of a public-private partnership that effectively brings diverse stakeholders together to achieve common development goals.
- The Hershey Company’s support to LWR has leveraged U.S. Government investments for the development of the cocoa sector in Central America, most recently through the Pathways to Prosperity award from the Department of State, focusing on El Salvador, Nicaragua and Honduras.
- LWR’s Cocoa Toolkit — developed through technical expertise from The Hershey Company and *Centro Agronómico Tropical de Investigación y Enseñanza (CATIE)* — provides cocoa producers with high quality and accessible technical information on agroforestry methods, ensuring cocoa quality and markets.

## A SWEETER FUTURE

- Since 2010, The Hershey Company has collaborated with LWR to provide technical assistance to cocoa producers and cooperatives in Central America.
- Site visits, cocoa sample laboratory quality testing and analysis, and related recommendations have helped more than 800 producers to improve cocoa processing techniques. Improved ventilation, better storage and improved fermentation processes have improved cocoa quality such that cooperatives and producers receive higher prices for their cocoa. More than 5,000 people are benefiting indirectly from the resulting higher cocoa incomes.
- In 2012, Nicaraguan cooperative COODEPROSA, which received guidance from The Hershey Company, won a cocoa competition judged by international cocoa experts.



## QUICK FACTS

Lutheran World Relief has worked with The Hershey Company since 2010 to improve cocoa quality at the farm and cooperative level. The partnership has:

- Improved living conditions for more than 5,000 people,
- Supported the development of a cocoa toolkit for smallholder producers and
- Leveraged support from U.S. Government and other sources.

*Founded in 1945 by U.S. Lutherans to respond to the humanitarian needs of post-war Europe, LWR today reaches millions of people around the world through its programs in emergency response and sustainable development.*

*LWR works in partnership with local organizations to develop strong local economies and resilient communities, with programs focused largely on Agriculture, Emergency Operations and Climate. LWR serves people in need regardless of race, religion or ethnicity.*

*LWR works with smallholder coffee and cocoa producers in Africa, Asia and Latin America to create linkages along value chains that benefit producers, contribute to environmental sustainability and create profits for socially responsible businesses. It’s a triple bottom line: People, Planet, and Profit — to help improve producers’ lives, from the ground up.*

