

# Developing strategic coffee and cocoa research agendas



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Contact details

Verina Ingram, LEI Wageningen UR

Telephone: + +31 (0)70 3358384

E-mail: verina.ingram@wur.nl

## Introduction

An [online survey](#) and interviews among professionals involved in the cocoa and coffee business are the first step towards a global research agenda. The survey with farmer organisations, cocoa and coffee processing companies, NGOs, governments and researchers around the world, asks what are the big research questions that need to be answered to boost the developments in the industry. Wageningen UR researchers are joining with other research organisations such as the Dutch Royal Tropical Institute will use the survey results to propose a strategic, multidisciplinary research agenda. This is part of a Dutch government funded research programme '**Enhancing sustainability of Dutch cocoa and coffee imports: Synergy between practice, policy, strategy and knowledge**<sup>1</sup> that seeks to improve the sustainability of the cocoa and coffee sectors.

## Why a strategic research agenda?

Demand for cocoa is growing, but production is not increasing accordingly. Over supply of coffee has led to tumbling prices. Along the supply chains of both products there are similar concerns about quality, improving farmer livelihoods, dealing with climate change, keeping soils fertile and managing pest and diseases, enhancing relations between producer and consumer countries, securing sustainable supply and production. Much cocoa and coffee research is conducted globally, but it is fragmented. Useful information is often not accessible to the parties in the supply chain that need it in an accessible way and there is scope to increase knowledge transfer across crops.

## Aims

- Obtain a realistic representation of the current and future strategic research and knowledge agendas in the cocoa and coffee sectors
- Understand the structure and organisation of research conducted by and for private and public sector organisations and research and knowledge institutes

## What will be investigated?

- What research issues are on the public and private sector's research agenda? Which issues are NOT on the agenda but should be? Which of are competitive and which are 'public' or non-competitive?
- Who is doing what, why and for whom? Is enough work being done on these issues? Is there any coordination to minimize replication and to ensure that all important issues are dealt with?
- What are the similarities and/or gaps between these agendas?
- What are the bottlenecks and challenges being faced?
- What is the anticipated future direction of the research agenda in the cocoa/coffee sector?



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## Aiming for long-term improvements

A strategic research agenda aims to contribute to long-term improvements. This study aims to:

- Aid reaching a better coordinated research agenda within the cocoa and coffee sectors
- Avoid overlaps in research (where) possible
- Increase complementarity and collaboration between chain actors, enabling research partnerships to be built that meet the needs of producers, private sector and support organisations
- Target specific research needs by different organisations and companies along the entire cocoa and coffee value chains
- To improve the communication and application of research results
- To assist in the anticipation of future needs and priorities

## About the study

- It is being conducted through a review of research activities from published sources (literature and websites), semi-structured personal interviews (face-to-face, phone and skype) and a web-based survey with research and knowledge institutes, private and public sector organisations in coffee and cocoa growing countries and in processing and consumer countries.
- Responses will be analysed to draw out research priorities and needs by different types of organisations (research and knowledge institutes, private sector, governments, civil society, support organisations) and by geographical region; and map the type of research conducted by which organisations will be mapped, with notion of , where and on what subjects. It will summarise suggestions made by respondents for improvement, partnerships and collaboration.
- The results are planned to be ready early 2014 To obtain a realistic representation of the current and future strategic research and knowledge agendas in the cocoa and coffee sectors
- To understand the structure and organisation of research in cocoa and coffee conducted by and for private and public sector organisations and research and knowledge institutes



## Meetings of minds

From June 9 to 13, cocoa professionals from all over the world will come together in Amsterdam for the second World Cocoa Conference, where the results of the cocoa agenda will be presented and discussed We would like to do the same with coffee professionals at the ICO Coffee Council September 2014 meeting in London and at the 4th World Coffee Conference in 2015.

## 'To explore the potential of nature to improve the quality of life'

That is the mission of Wageningen UR (University & Research centre). A staff of 6,500 and 10,000 students from over 100 countries work everywhere around the world in the domain of healthy food and living environment for governments and the business community-at-large.

The strength of Wageningen UR lies in its ability to join the forces of specialised research institutes and Wageningen University. It also lies in the combined efforts of the various fields of natural and social sciences. This union of expertise leads to scientific breakthroughs that can quickly be put into practice and be incorporated into education. This is the Wageningen Approach.

The scientific quality of Wageningen UR is affirmed by the prominent position we occupy in international rankings and citation indexes.

The domain of Wageningen UR consists of three related core areas:

- Food and food production
- Living environment
- Health, lifestyle and livelihood

## Be a part- take the survey!

The survey takes around 15 to 20 minutes.

<https://www.surveymonkey.com/s/5MJBSR5>

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