



**Asia-Pacific  
Economic Cooperation**

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**2015/SOM3/IEG/DIA/008**

## **Kennemer Foods Cacao Growership Program**

Submitted by: Kennemer Foods International



**APEC**  
PHILIPPINES  
2 0 1 5

**Public Private Dialogue on Inclusive Business  
Cebu, Philippines  
27 August 2015**



# KENNEMER FOODS CACAO GROWERSHIP PROGRAM

Simon Bakker  
27 Aug 2015

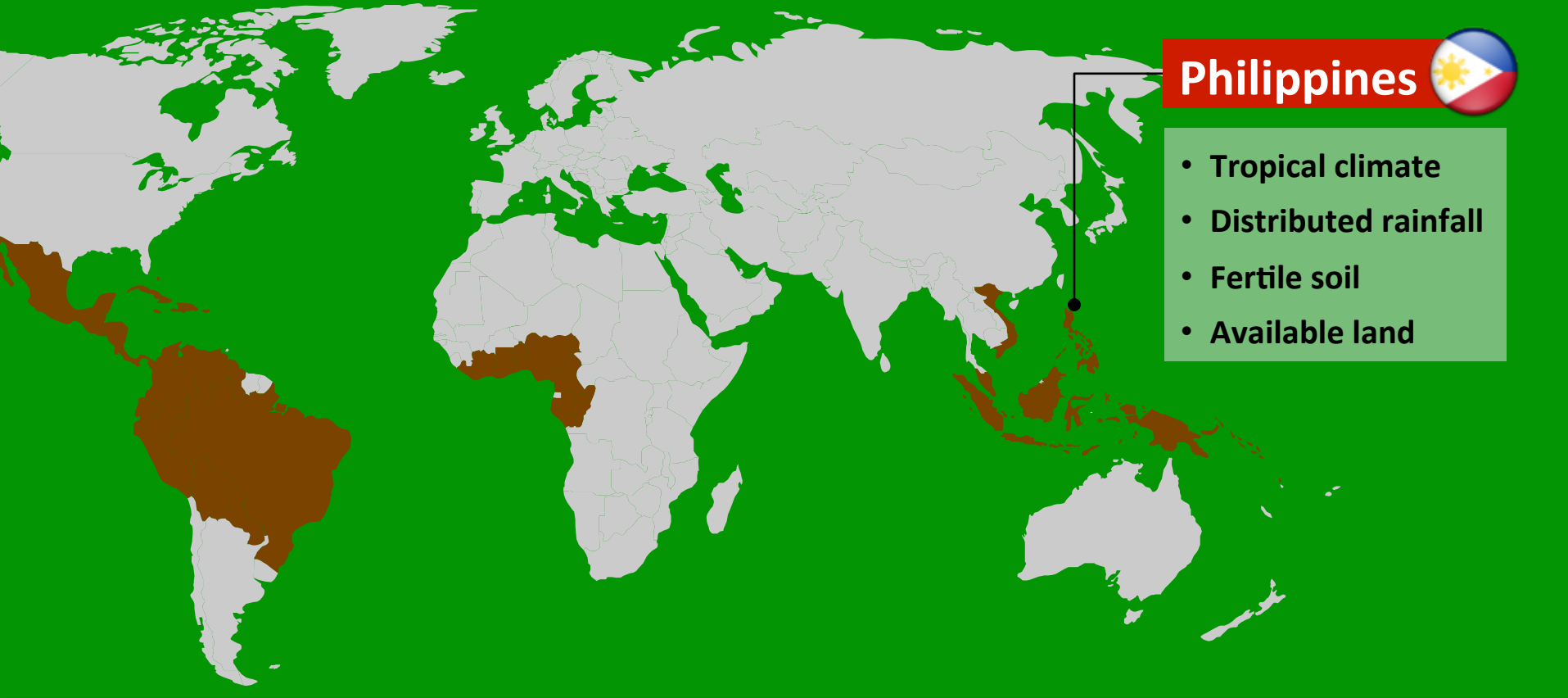








# Cocoa in the Philippines



## Philippines



- Tropical climate
- Distributed rainfall
- Fertile soil
- Available land



# Philippine Potential



**9.7M**

Hectares of  
Agricultural Land

**3.5M**

Hectares of  
Coconut Land

**3.5M**

Coconut Farmers

**5M**

Smallholder  
Farmers

# Building Blocks



**Quality  
Planting  
Material**



# Building Blocks



**Quality  
Planting  
Material**

**Availability  
of Quality  
Inputs**

# Building Blocks



**Quality  
Planting  
Material**

**Availability  
of Quality  
Inputs**

**Knowledge  
and Training**

# Building Blocks



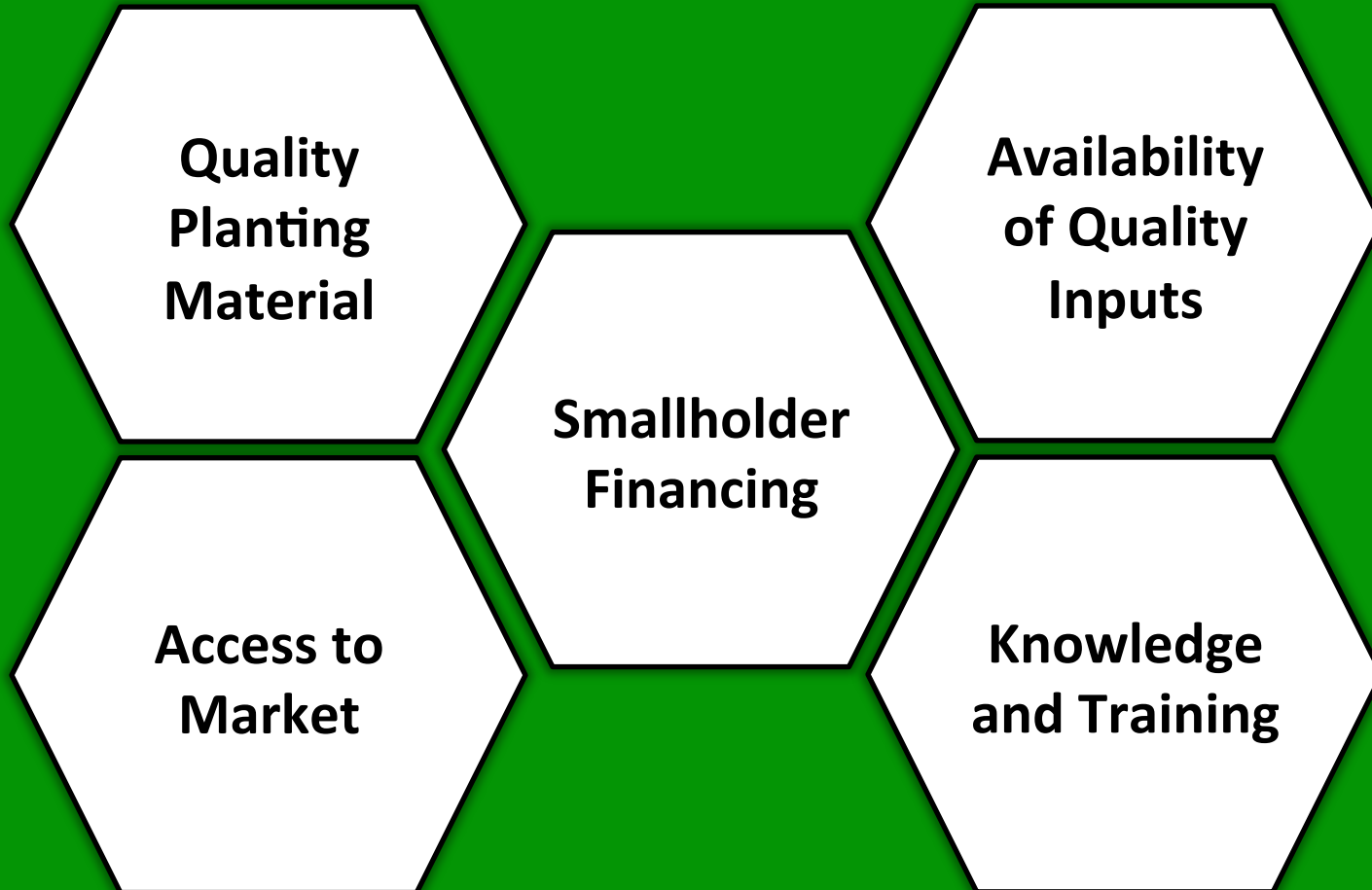
**Quality  
Planting  
Material**

**Availability  
of Quality  
Inputs**

**Access to  
Market**

**Knowledge  
and Training**

# Building Blocks





## Kennemer Foods International, Inc. (KFI)

- Integrated agriculture company
- High-quality fermented cacao beans
- Inclusive business
- Promotion of rural development
- Market transparency
- Fair value pricing
- Sustainable farming practices

# Kennemer Business Model



## Open Market Buying



Wet Bean Buying



Buying Stations



Post Harvest Facilities

## Contract Growing



Financing assistance



KFI seedling and input sales



Training and supervision



Guaranteed buy-back

## Managed Farm



KFI-Landowner Partnership



KFI finances and manages farm



Farmers as employees



Lease payments / revenue share

Global best practices and technology to increase yield and quality

Sourcing financing for farmers

Technology as enabler for scale-up



# Financing Assistance



Rural  
Banks

Coops

Agrarian Reform  
Beneficiary Orgs.

LGUs

**FARMERS**



# Seedlings and Inputs





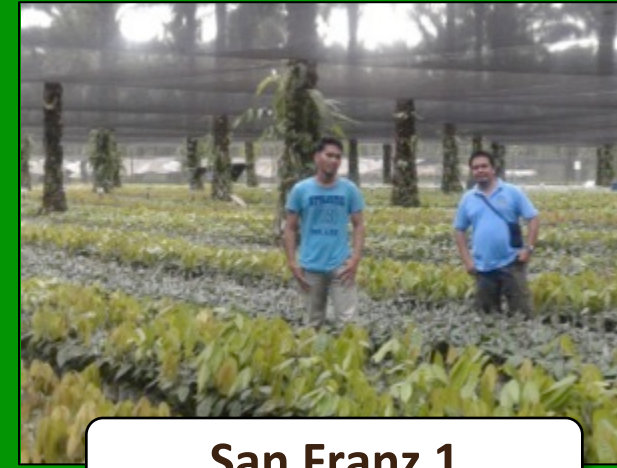
# Quality Planting Materials



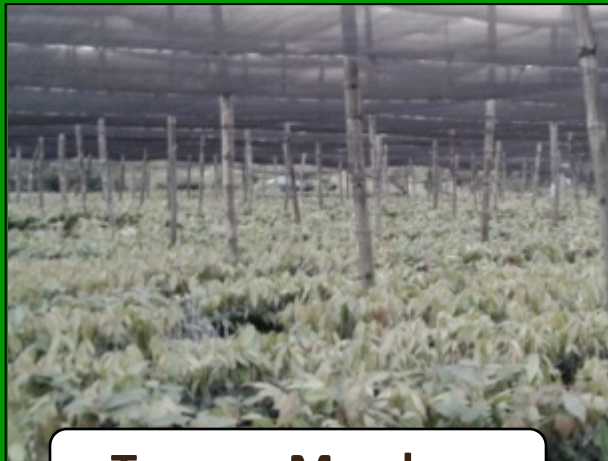
**Tagum: Mankilam**



**Cebu**



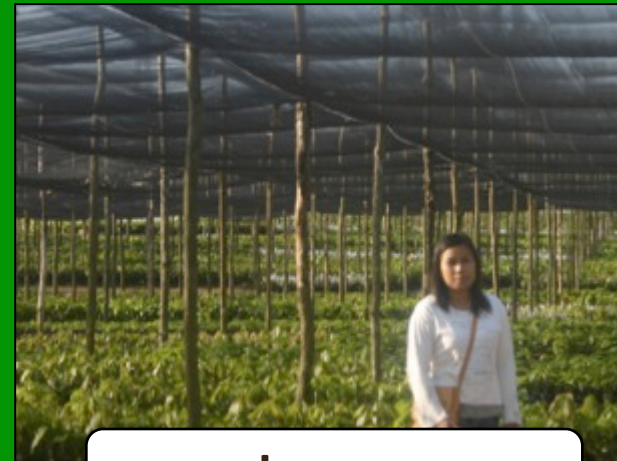
**San Franz 1**



**Tagum: Magdum**



**Cabadbaran**

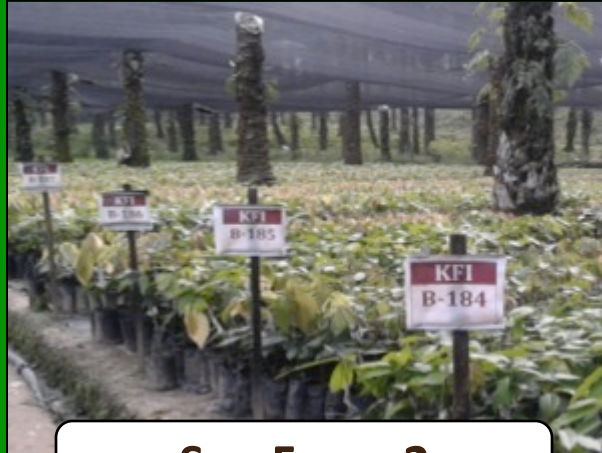


**Irawan**

# Quality Planting Materials



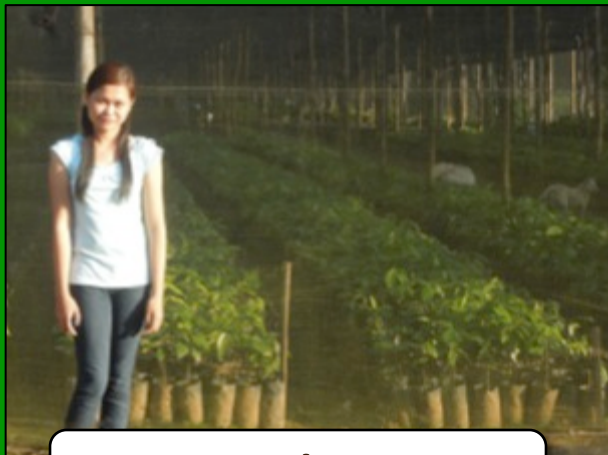
**Zamboanga**



**San Franz 2**



**Calinan**



**Dapitan**



**Brooke's Point**



**Bukidnon**

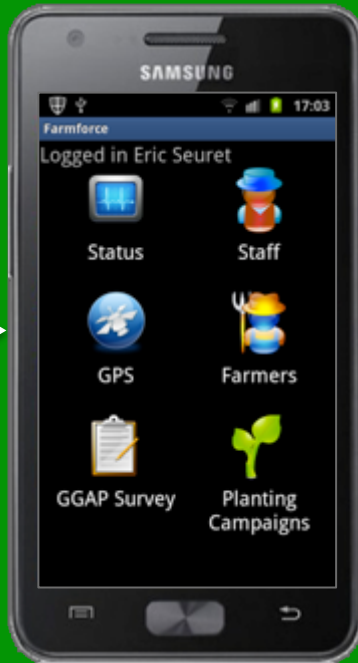


# Training and Supervision





# Monitoring



**Test Tenant**

Account | Logout | Farmforce

Farmers | Planting Campaigns | Partners | Farming Inputs | Locations | Devices | SMS | Configuration

### Farmers

Grower ID	First Name	Last Name	Mobile Number	Village	Region	Farmer Tags
gr179078	Paulette	Abbie	3744-1848	Linnburg	New Mexico	Maize Wheat
gr179078	Nemesio	Adelma	1624-6804	Katymville	New Mexico	Maize
gr179078	Karl	Adelaide	6125-7499	Channonburg	New Mexico	
gr179078	Shalimar	Adolfo	7241-6941	Sapponburg	New Mexico	Wheat
gr179078	Francis	Alita	7958-8678	Mahlaburg	New Mexico	Maize Wheat
gr179078	Yves	Am	1969-7763	Lymson	New Mexico	Wheat
gr179078	Quinn	Andy	9544-2605	Linnburg	New Mexico	Maize
gr179078	Quintly	Blum	4676-5485	Orsburg	New Mexico	
gr179078	Daniel	Brad	9514-2329	Zeeville	New Mexico	Maize Wheat
gr179078	Carina	Brandie	6534-7058	Sapponburg	New Mexico	Maize

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**Demo**

Eric Seuret | Translation environment | Account | Logout | Farmforce

Farmers | SMS | Devices | Locations | Planting Campaigns | Partners | Farming Inputs | MDS | Surveys | Insurance | Configuration

### Planting Campaign Dashboard

Campaign: 51-2012-M-084X  
Crop: French Beans  
Comments: Grade A1 Export

Target Delivery Date: 23.4.2012  
Target Quantity: 1500 Kg  
Harvested Quantity: 0 Kg

Overview

Farmers: 109  
Fields: 152  
Total Area Planted: 170 Acres

Forecast

Target Total Yield: 1500 Kg  
Forecast Total Yield: 1623 Kg  
Forecast Average: 108%

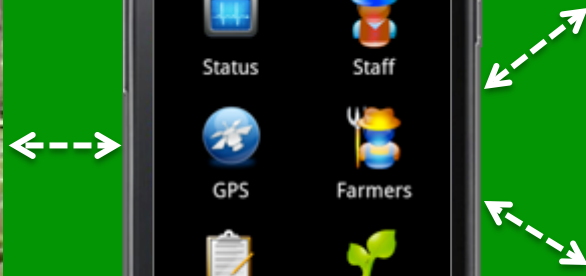
Field Staff

Field Staff: 5  
Operators: 2

Growers Expected to Over or Under Produce

Standard Field vs Collected Field per Grower

Crop	Variety	Planting Date
French Beans	Star	27.06.2012
French Beans	Star	25.06.2012
French Beans	Star	25.06.2012
French Beans	Star	25.06.2012
French Beans	Star	25.06.2012
French Beans	Savoyard	21.06.2012
French Beans	Star	21.06.2012





# Post-harvest Assistance

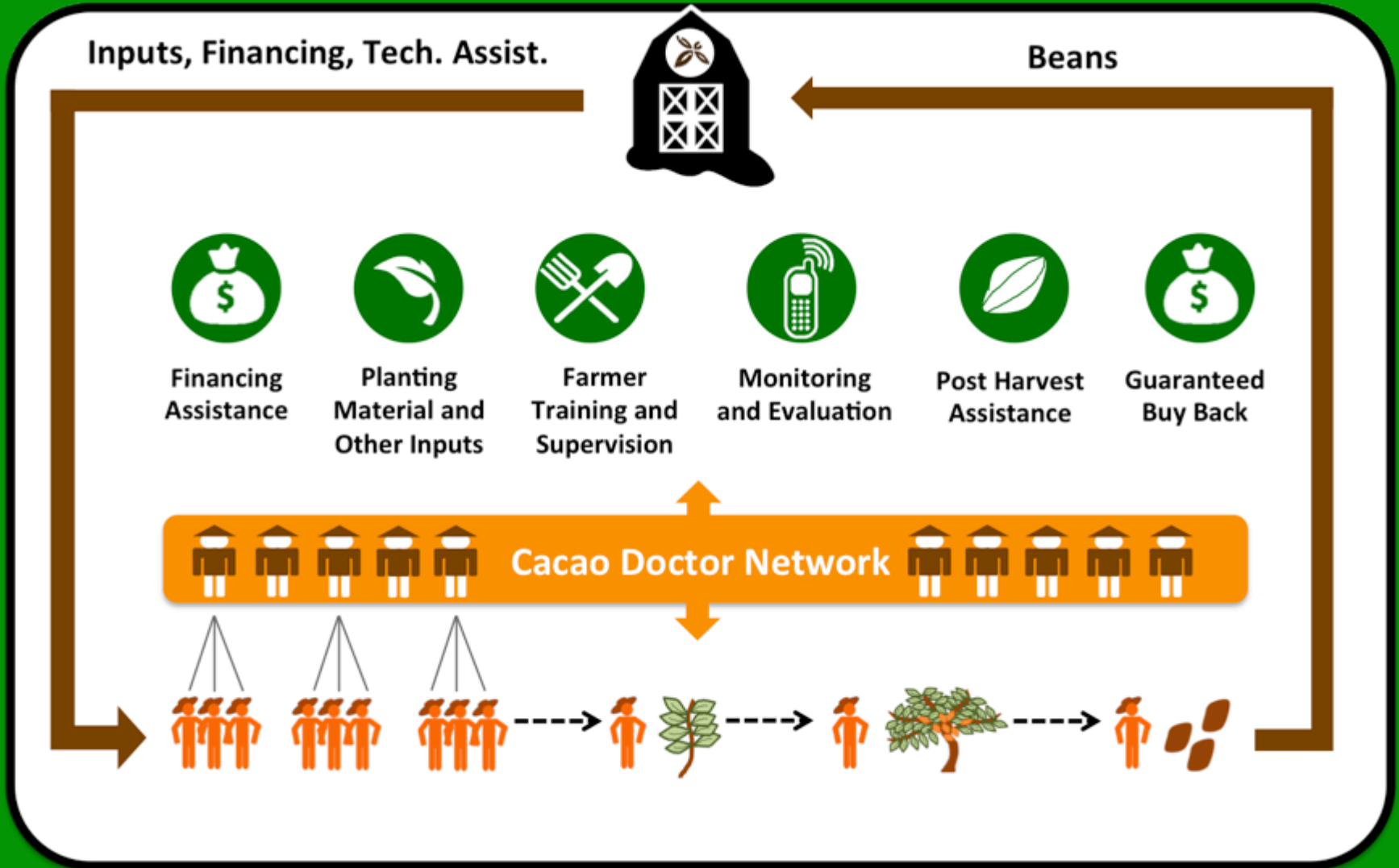




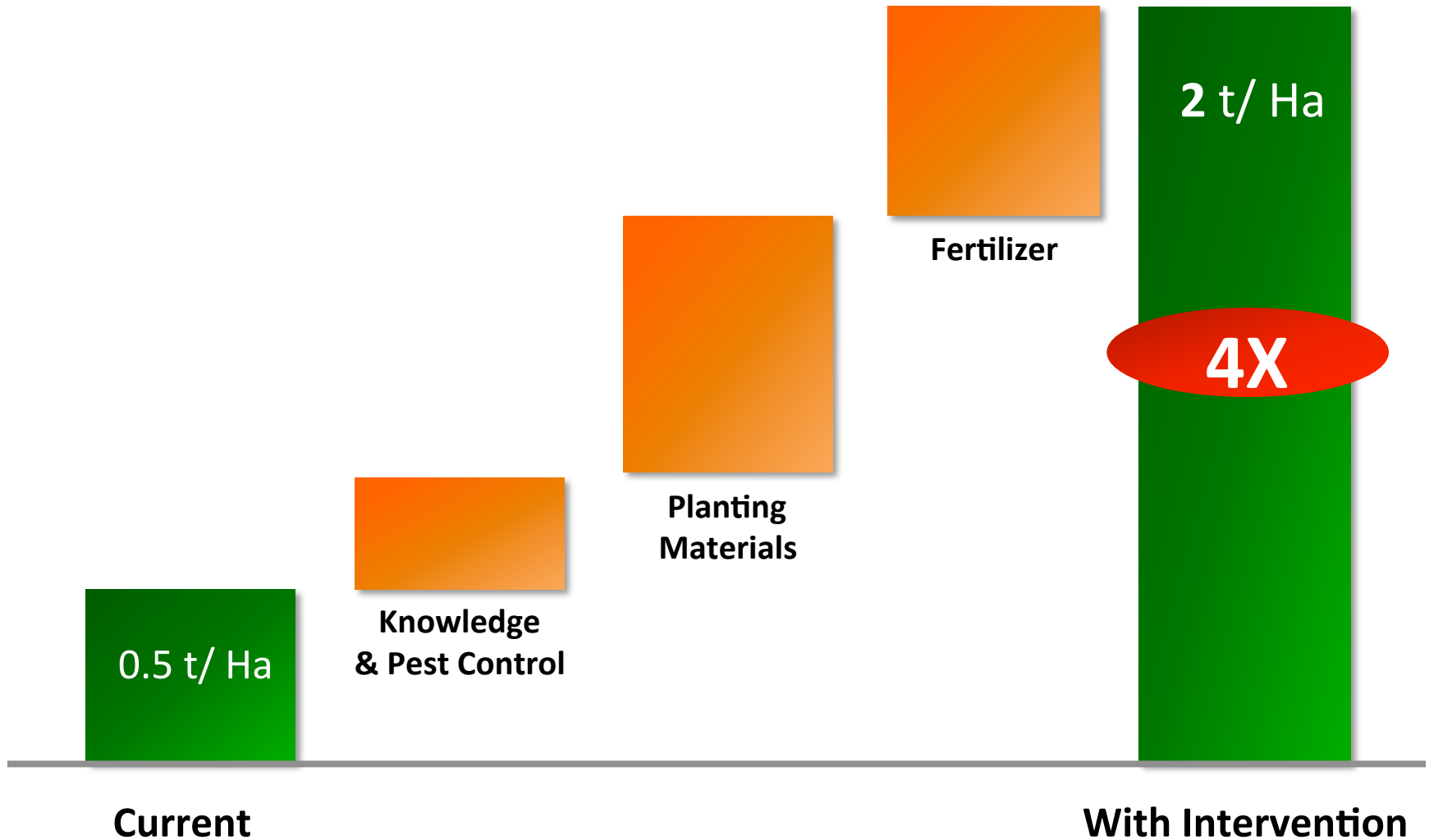
# Guaranteed Buy-back



# Kennemer Cacao Growership Program

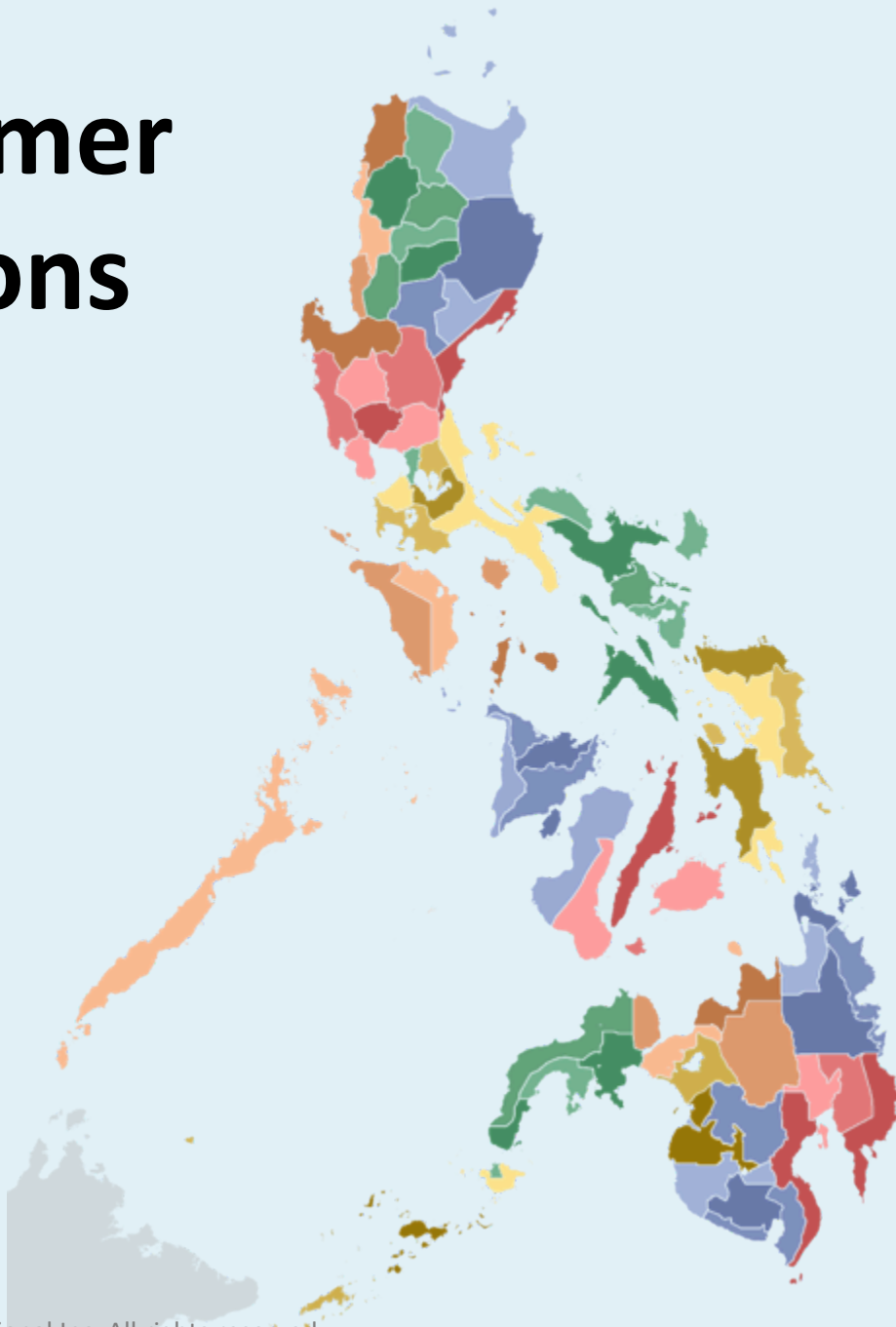


# Creating the New Normal





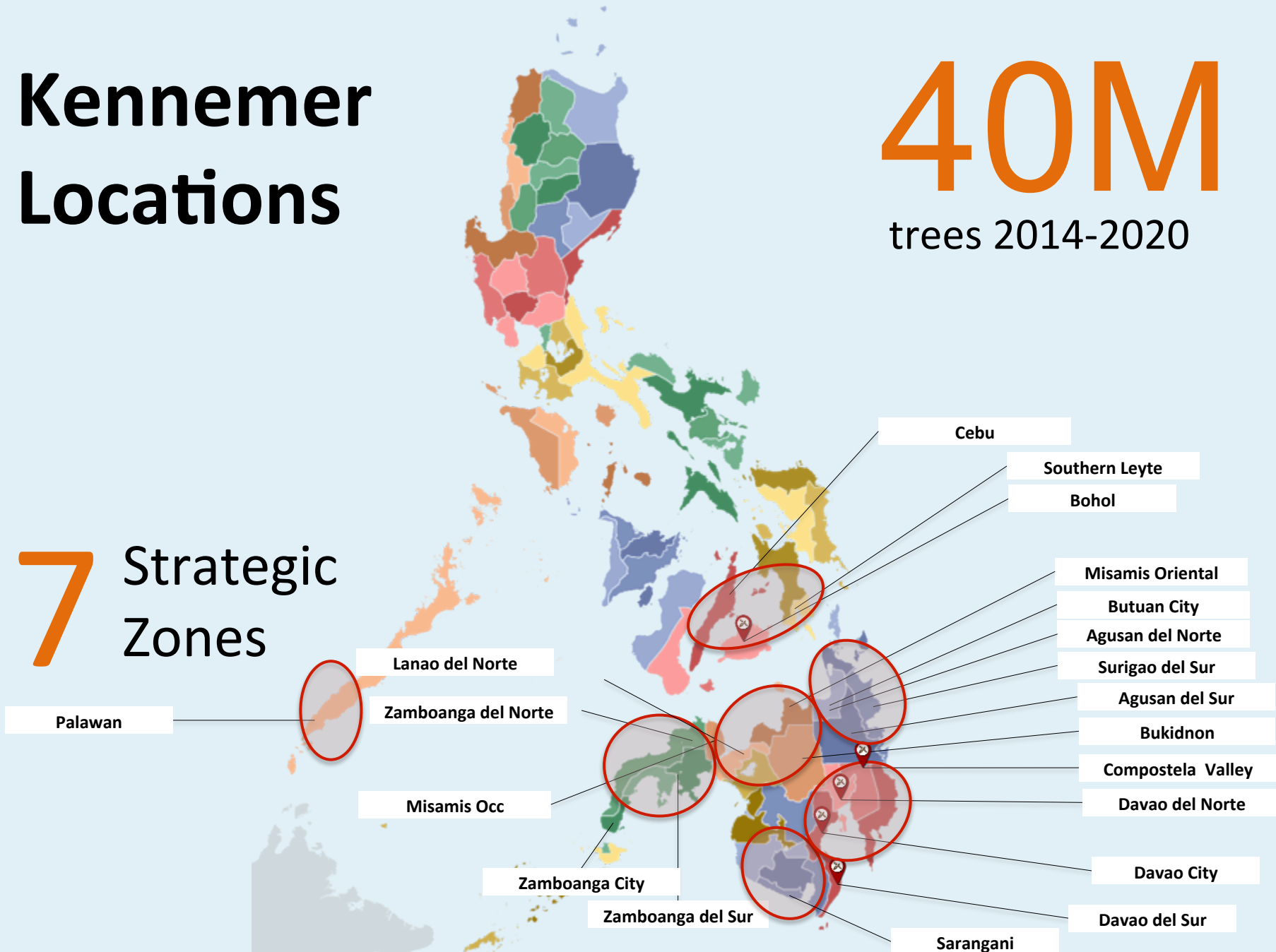
# Kennemer Locations



# Kennemer Locations

40M  
trees 2014-2020

## 7 Strategic Zones



# Expected Impact



**P175,000**

**Expected annual gross income/ha  
from P25,000/yr. of typical coconut farmer**



**7x**

**Increase in average coconut farmer's  
annual income**



**36,500**

**Farmers directly employed**



**P7.6B**

**Total incremental annual income to farmers**



**New Cacao Farm, UF18's – 2 years and 2 months after planting.**



**Kennemer  
Foods International**