

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**GhanaCocoaConnect 2025: Empowering Farmers, Building a Sustainable Future**

**Date:** 25th April 2025

**Location:** The Hague, Netherlands

**"Cocoa Under Pressure: Securing Resilience, Innovation, and Fair Trade"**

**The Hague, Netherlands** – AfroEuro Foundation, in partnership with **Africa in Motion**, is thrilled to announce **GhanaCocoaConnect 2025**, an event dedicated to creating a sustainable, fair, and thriving cocoa industry. Taking place on **25th April 2025**, this event will bring together cocoa farmers, businesses, policymakers, and the Ghanaian diaspora to explore new ways to support farmers, attract young talent, and expand value-added cocoa production.

**Supporting Cocoa Farmers and Healthy Farms**

Many smallholder cocoa farmers face challenges like low income and aging farms. GhanaCocoaConnect 2025 focuses on improving their welfare by:

- **Training and Resources:** Providing support in sustainable farming, financial literacy, and access to new technologies.
- **Healthier Farms:** Promoting climate-smart farming, replanting aging trees, and using innovative tools to boost productivity.
- **Fair Pricing with Equal Trade Certification (ETC):** Ensuring farmers receive better compensation and access to premium markets.

**Making Cocoa Farming Attractive for the Next Generation**

Ghana's youth often see farming as an unprofitable career. This event aims to change their ideology by:

- **Youth Programs:** Offering grants, loans, and training to encourage young farmers to join the cocoa sector.
- **Entrepreneurial Opportunities:** Involving young people in producing value-added products such as cocoa butter, chocolate etc.

- **Technology Integration:** Using modern tech tools like mobile apps and drones to make farming more innovative and appealing.

### **Adding More Value to Cocoa**

Ghana processes only a small portion of its cocoa locally. GhanaCocoaConnect 2025 aims to expand local processing and maximize export value by:

- **Boosting Local Production:** Encouraging the creation of high-value products like chocolate, cocoa powder etc.
- **Partnering with Investors:** Collaborating with the Ghanaian diaspora and international businesses to fund local processing plants.
- **Market Expansion:** Connecting producers directly with European buyers who value ethically sourced products.

### **Equal Trade Certification (ETC): A New Standard for Fair Trade**

The **ETC model** ensures that farmers earn a fair share of profits, and it aligns with global standards like the **EU's Deforestation-Free Regulation**. With ETC, Ghana's cocoa industry can grow sustainably while meeting international demand for ethically produced goods.

#### **Benefits of ETC:**

- Fairer incomes for farmers
- Sustainable farming practices
- Better access to premium markets

### **Join Us at GhanaCocoaConnect 2025**

GhanaCocoaConnect 2025 will feature workshops, panel discussions, and networking opportunities to help reshape Ghana's cocoa industry.

**For more information and registration, contact:**

**AfroEuro Foundation**

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**Let's work together to build a brighter, fairer future for cocoa farmers and the world.**