

# Chocolate from where the cocoa beans grow

*The experience of POD Chocolate and Kalimajari with women's empowerment in cocoa on Bali, Indonesia*

## The POD Chocolate company

POD Chocolate, manufacturing top-end luxury products, was created in 2010 by the Balinese Inda and her originally Australian husband Toby Garritt. Inspired by a visit to a Parisian chocolate factory, they wondered why chocolate is not produced where it grows. 'It is jungle food, the most exotic food you can imagine,' says Toby. They decided to start making chocolate on the grounds of the Elephant Camp of Inda's family on Bali, one of the thousands of islands in the Indonesian archipelago. After a humble start in a small shed, POD has now expanded to two factories which are open to visitors. With modern European machinery they produce their responsibly sourced, UTZ certified chocolate. The POD factories and shops are all based in villages and about 80% of the persons employed are female. The women are very happy to work close to their home and family.

## The supply-side

Before the establishment of POD, local farmers suffered from pest problems and received low prices for their cocoa. This resulted in some farmers even cutting their cocoa trees.

This changed when the NGO Kalimajari trained them in farm management, after which their productivity improved. Kalimajari also linked the cocoa farmers to POD. Instead of cutting trees, farmers now want to plant more trees. The high demand for POD products increases the need for responsibly sourced cocoa beans. At present POD still buys cocoa from all over Indonesia, but in the future, they would like to source more from Balinese farmers. For this reason, the company has a team working with farming communities all over Bali to increase the productivity of their farms and the quality of their beans. In return, the farmers get a higher price.

## Kalimajari

Kalimajari is an NGO that supports cocoa farmers. In the scope of the UTZ (now Rainforest Alliance) Sector Partnership Program of the Dutch Ministry of Foreign Affairs, the NGO was trained in gender in value chains. Triggered by this training, it successfully lobbied the government to allocate additional money in programs to ensure that women and men get equal training and support.



## Gender-based constraints

### Patriarchal relations

On Bali, women have no rights to inherit land which results in female cocoa farmers being seen only as 'helpers' on their husband's land, even though they do most of the work on the farm. As land is registered under a man's name, it is not possible for women-headed households or single women to access services like credit, subsidies, etc. without formal permission from their husband, father or brother.

### Unrecognized role of women

Even though women are involved in all field activities related to the cultivation of cocoa beans, their work is neither acknowledged in their own household nor by service providers. This results in limited access to training and other services and thus lower productivity and quality, and lack of motivation for women to improve their work.

### Male-dominated farmer cooperatives

On Bali, men are seen as the real farmers and they represent the family in the cooperative. Only single women (widowed or divorced) are allowed to be a member.

### No financial transparency in the household

Women do not have their own income and are therefore dependent on their partners. Women often have no idea about the revenues earned by the cocoa production. Usually, women have no say in decision-making on how to use the income from the cocoa beans.





# Strategies

## Recognize the important role of women producing cocoa

The NGO Kalimajari has analysed that a lot of work on the farm level is being done by women. Therefore they have facilitated discussions regarding gender roles in the cocoa value chain.

## Provide training to women on good cocoa farming practices

Through the training of Salon Cacao, women can learn about good agricultural practices like pruning and fermenting. Salon Cacao also organizes training sessions for women to become confident to train other women.

## Allow female members to join the cooperatives

Also, non-single female farmers are now enabled to join the cooperatives and profit directly from selling their fermented beans. Female

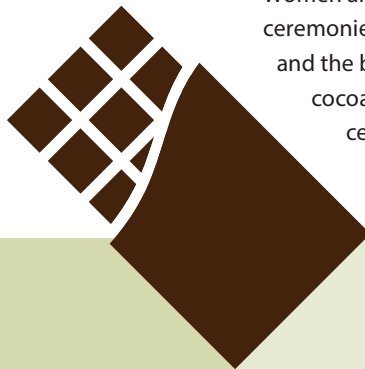
landowners are brought in contact with suppliers of good quality seedlings, their skills are improved and they are trained on how to better manage their labourers.

## Create awareness of income generated by the sale of fermented beans

Women have become aware of the money made by their husbands from the sales of the fermented beans produced. This creates transparency within the family and contributes to joint decision-making on how to use the revenues.

## Promote the participation of women in traditional cocoa ceremonies

Women are invited to participate in the traditional cocoa ceremonies of local communities with the local government and the big companies to celebrate the selling of the cocoa beans. Traditionally only men are invited to these ceremonies.



# Results



## Benefits for the company

### Sustainable product

More sustainably produced high-quality cocoa beans, because good agricultural practices are implemented by both male and female farmers.

### Loyalty

Farmer loyalty to POD Chocolate because of the support received and the good market.

### Profiling

The company can profile itself as a gender-sensitive enterprise.



## Benefits for women

### Recognition

Recognition of the important role of women in cocoa production.

### Learning

Women have learned good agricultural practices of cocoa production.

### Self-confidence

Increased skills and self-confidence of women to train others.

### Influence

Increased transparency on revenues of the sales of fermented cocoa, leading to joint decision-making of husband and wife on how to use the revenues.

### Changing gender norms

Women are allowed to be members of the cooperative, to participate in training and in the cocoa selling ceremony - all activities that traditionally were only accessible for men.

## Credits

Interviews with:

1. Rainforest Alliance Gender coach to Kalimajari Intan Darmawati

2. Inda, co-owner of POD Chocolate

<https://www.podchocolate.com/>

