

The Hershey Company



Gender Equity in African Cocoa Farming EGR 8112 Sustainable Supply Chain



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Project Overview

Overview

Hershey, the largest chocolate manufacturer in the U.S., relies on West African cocoa farmers for cocoa. However, women lack opportunities in the community despite doing much of the work.

There's an issue.



Sources: UNICEF, Gender Equality - The Big Picture, 2007, and Phil Borges, Women Empowered: Inspiring Change in the Emerging World, 2007

- West Africa grows 70% of world's cocoa.
- 10 million people depend on cocoa for in region.
- Average age of farmer is 45 and male.

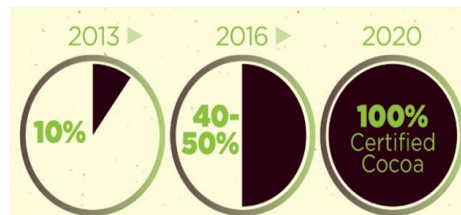
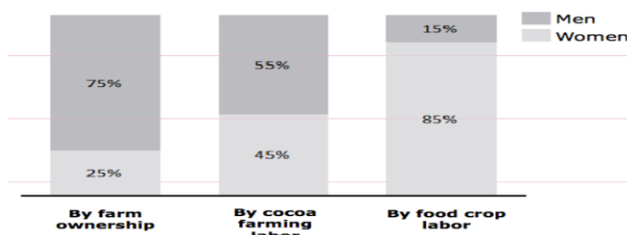
Objective

- Determine gender related issues amongst West African cocoa farmers
- Evaluate current strategies to deal with issues.
- Develop mitigation plans and recommendations for The Hershey Company.

Analysis

Challenges for Women

- Lack access to credit
- Lack opportunities to attend training sessions or participate in cooperatives
- Market access



Current Hershey Programs

- Cocoa Link
- World Cocoa Foundation
- Fair-trade, Rainforest Alliance, and UTZ Certifications

Potential Programs

- The Women's Empowerment in Agriculture Index
- Survey based tool that measures empowerment, agency, and inclusion.
- Includes 5 domains and Gender Parity Index.

Conclusions & Recommendation

Conclusions

- Gender equity is an increasingly immanent issue that needs to be addressed.
- Hershey's current programs are extensive, yet there are still opportunities to improve.

Recommendations

- Measure women's empowerment using WEAI.
- Collect quantitative data to measure potential gender disparities.
- Provide childcare facilities to allow women to attend training sessions and meetings.