



# **Living Income Across Sectors:** ***Insights from Cocoa, Coffee, and Palm***

**The Living Income**  
Community of Practice



# LICOP Facilitators



## **Moderator**

**Stephanie Daniels**  
Senior Program  
Director  
**Sustainable Food Lab**



## **Sandra Pfülb**

Advisor for Sustainable  
Agricultural Supply  
Chains  
**GIZ**



## **Tech Support**

**Mariana Bastos**  
Project Coordinator,  
Impacts and  
Innovations  
**ISEAL**

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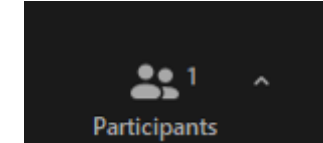
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# Session Guidelines

## RECORDING

- This session is being recorded and this will be shared with all participants on the Living Income webpage in the upcoming days .



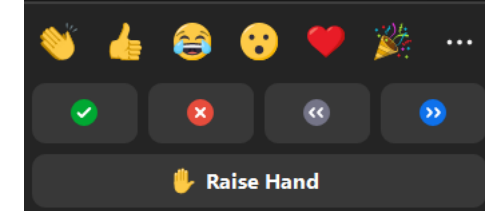
## INTRODUCE YOURSELF

- Edit your name and add your organisation in brackets; e.g., [Mariana \(ISEAL\)](#)
- To do this, simply click on the “Participant button”
- Next, in the Participant list, next to your name click on “Rename”



## HOW CAN I ASK A QUESTION/COMMENT?

- Attendees will remain muted during this session
- Please use the chat box to ask your questions
- There is a dedicated Q&As slot after the panel discussion



## TECHNICAL DIFFICULTIES?

Reach out to [Natalia \(ISEAL\)](#) in the chat box or to [livingincome@isealalliance.org](mailto:livingincome@isealalliance.org)

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# Agenda

1. Introduction (10 min)
2. Panel Discussion – High-level Sector Introduction (25 min)
  - Ulrike Joras, Advisor at German Initiative on Sustainable Cocoa
  - Miguel Zamora, Coffee Public-Private Task Force Coordinator at the International Coffee Organisation
  - Beatrix Richards, Head of Markets at IDH
3. Q&A (10 min)
4. Panel Discussion – Practical Applications (25 min)
  - Solomon Boateng, Executive Secretary at Kuapa Kokoo Farmers Union
  - George Watene, Program Manager at Kenya Coffee Platform
  - Ulrike Joras, Advisor at German Initiative on Sustainable Cocoa
5. Q&A and reflections (15 min)
6. Closing ( 5 min)

# The Living Income Community of Practice

**Living Income Community of Practice** is open to any entity committed to learning on the topic of Living Income and improving livelihoods of smallholder farmers

[www.living-income.com](http://www.living-income.com)

## The Living Income Community of Practice Objectives



Increase understanding  
of living income  
measurement and the  
income gap



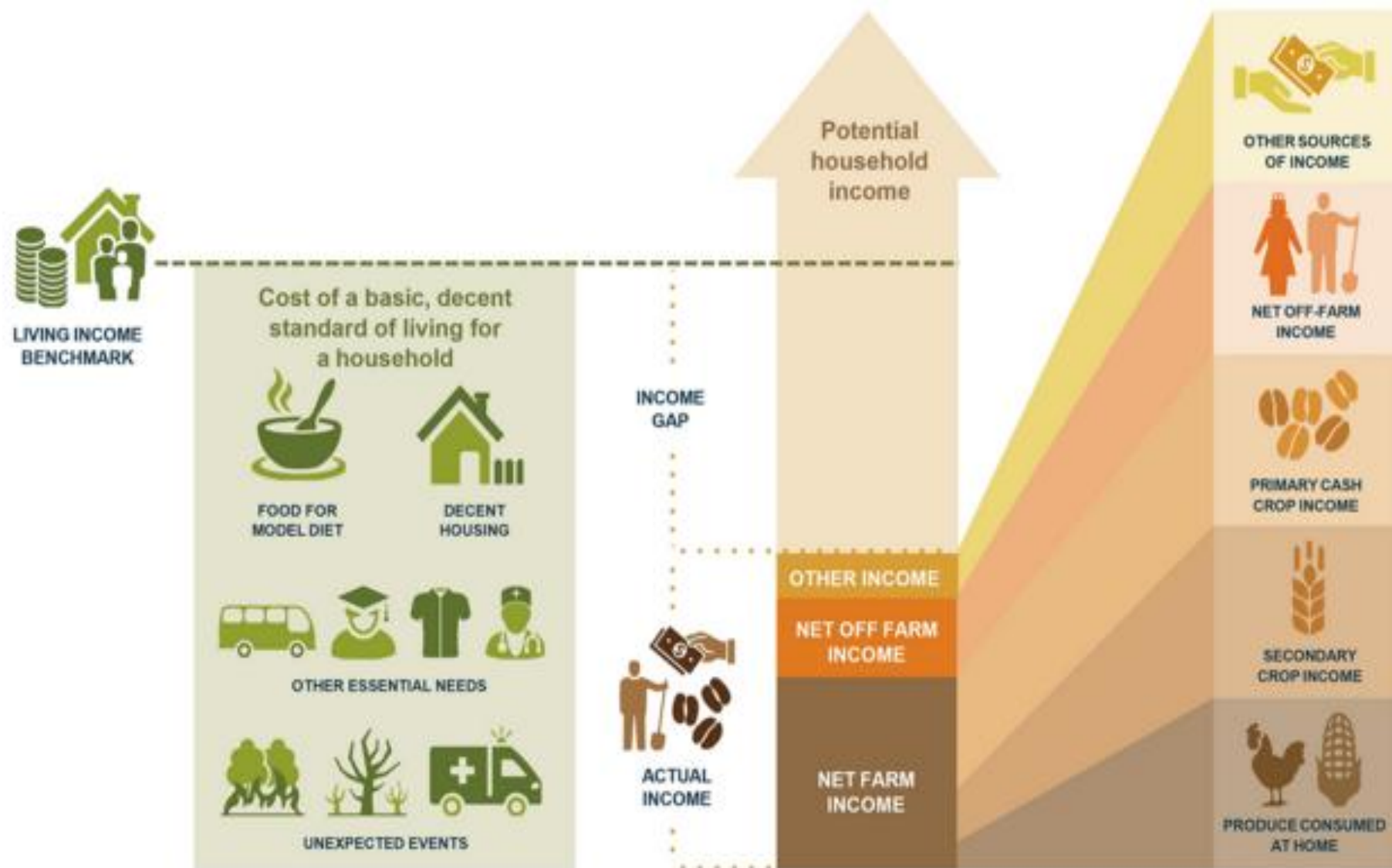
Identify and discuss  
strategies for closing  
the income gap



Share learning and  
facilitate collaboration  
between actors



# The Living Income Story



# Strategies for closing the living income gap



Achieving a decent standard of living is more ambitious than poverty reduction, but still just a step in the right direction

## The Living Income Community of Practice





# Key Commodity Facts: Cocoa



Global production has increased by 20% in the last decade to ca. **4.9 million tonnes** in 2022.



The most important growing countries are **Côte d'Ivoire** (39,7%), **Ghana** (10,95%) und **Ecuador** (9,58%).



Around 40 million people, incl. **5.5 million smallholders**, are dependent on this supply chain.



Around **1.5 million children** are working in cocoa production in are Côte d'Ivoire and Ghana.



**Low incomes**, child labour, gender inequality, price volatility and inadequate land rights pose major socio-economic challenges.



**Primary LI strategies:** Holistic Mix of Interventions, Harmonized Measurement Methodologies, Enhancing Collaboration

# Key Commodity Facts: Coffee



An estimated **10 million tonnes** of coffee are produced on 12 million hectares globally.



The most important growing countries are **Brazil** (38.9%), **Vietnam** (17.4%), **Indonesia** (7.1%), **Colombia** (6.4%) and **Ethiopia** (4.6%) (2022/23).



Around **95%** of coffee producers are **smallholders (<5 ha)**, producing **70-80%** of global coffee.



Coffee production caused **1.9 million hectares of deforestation** between 2001 and 2015.



**Low incomes, child labour**, migration, gender inequality, price volatility and inadequate land rights pose major socio-economic challenges.



**Primary LI strategies:** Standardized and transparent approaches to data collection and benchmark calculations, National Coffee Platforms and collective action.

# Key Commodity Facts: Palm



Global production of palm oil was around **79 million tonnes** in 2024/25



**Indonesia** is the largest producer (46,5 mio t), followed by **Malaysia** (19.8 mio t) and **Thailand** (3.6 mio t).



At least **5 million smallholders worldwide** are involved in palm oil production. In Indonesia and Malaysia, smallholders cultivate 40% of the oil palm areas, in Thailand and Nigeria around 80%.



Palm production caused an estimated **10,5 million hectares of deforestation** between 2001 and 2015.



**Low incomes, gender inequality** and inadequate **land rights** pose major socio-economic challenges.



**Primary LI strategies:** Living Income studies/benchmark work, enhancing procurement practices, implementing data-driven tools

# Panel Discussion – High-level Sector Introduction

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**Ulrike Joras,**  
Advisor  
**German Initiative on  
Sustainable Cocoa**



**Miguel Zamora**  
Coffee Public-Private  
Task Force  
Coordinator  
**International Coffee  
Organisation**



**Beatrix Richards**  
Head of Markets  
**IDH**



# Panel Discussion – Practical Applications

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**Solomon Boateng**  
Executive Secretary  
**Kuapa Kokoo**  
**Farmers Union**





**George Watene**  
Program Manager  
**Kenya Coffee Platform**



**Beatrix Richards**  
Head of Markets  
**IDH**

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The Living Income  
Community of Practice


Collectively building pathways to living income through common tools and global exchange

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Organisation Sector

☐ Cocoa

☐ Coffee

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# **Living Income Virtual Workshop 2025**

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Pathways to Income Improvement in Asia:  
Addressing Barriers and Unlocking Opportunities

**Wednesday, June 11th**



**09:00 - 11:00 am United Kingdom | 1:30 - 3:30 pm India | 3:00 - 5:00 pm Indonesia and Vietnam**





# Thank you

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