

Learning from Living Income & Wage Benchmarks

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West Africa Cocoa Living Income Benchmarks

STUDY OBJECTIVES

1. Produce **credible, robust cost of a decent living assessments** for the critical cocoa growing regions of Cote d'Ivoire and Ghana through transparent research that is supported by key actors from the national governments, industry and civil society.
 2. **Contribute to the learning of how to calculate a living income benchmark** for smallholder farmers and how that can contribute to improving farmer livelihoods.
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1. Utilize the KIT Demystifying study to **compare actual incomes with the benchmarks**

Governance

Coordination

Implementation role

Uptake of
results

Steering
Committee

SFL

Sustainable Food Lab
(Ghana)

University
of Ghana /
Sally Smith



Joining forces
for a better future

Technical
Committee

ISEAL

LI CoP
Coordi
nation

GHANA Stakeholder Leads (UTZ
and WCF)

CDI Stakeholder Leads (UTZ and
GISCO)

LI CoP
&
Cocoa
Living
Income
Task
Force

CIRES

GIZ (Cote d'Ivoire)



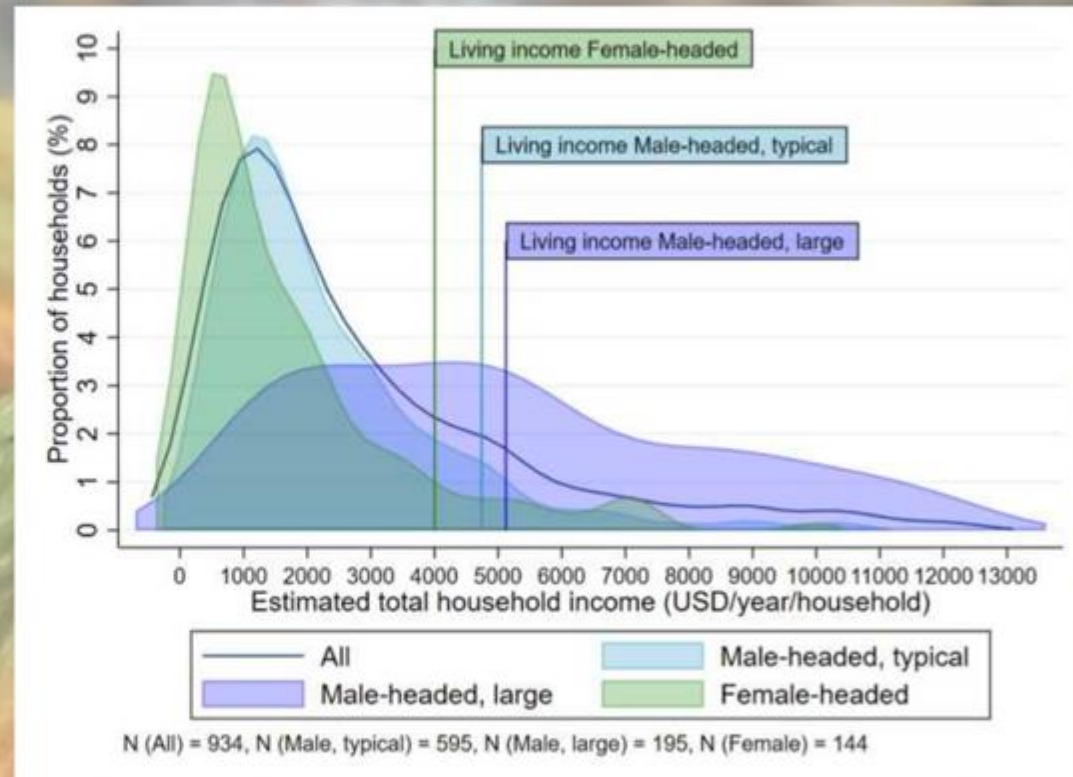
Richard & Martha
Anker

The distribution of annual household cash income shows that the majority face a gap

Distribution of household *cash* income compared to living income benchmarks in Ghana

83%*

Of all households DO NOT earn a living income





OUTCOMES

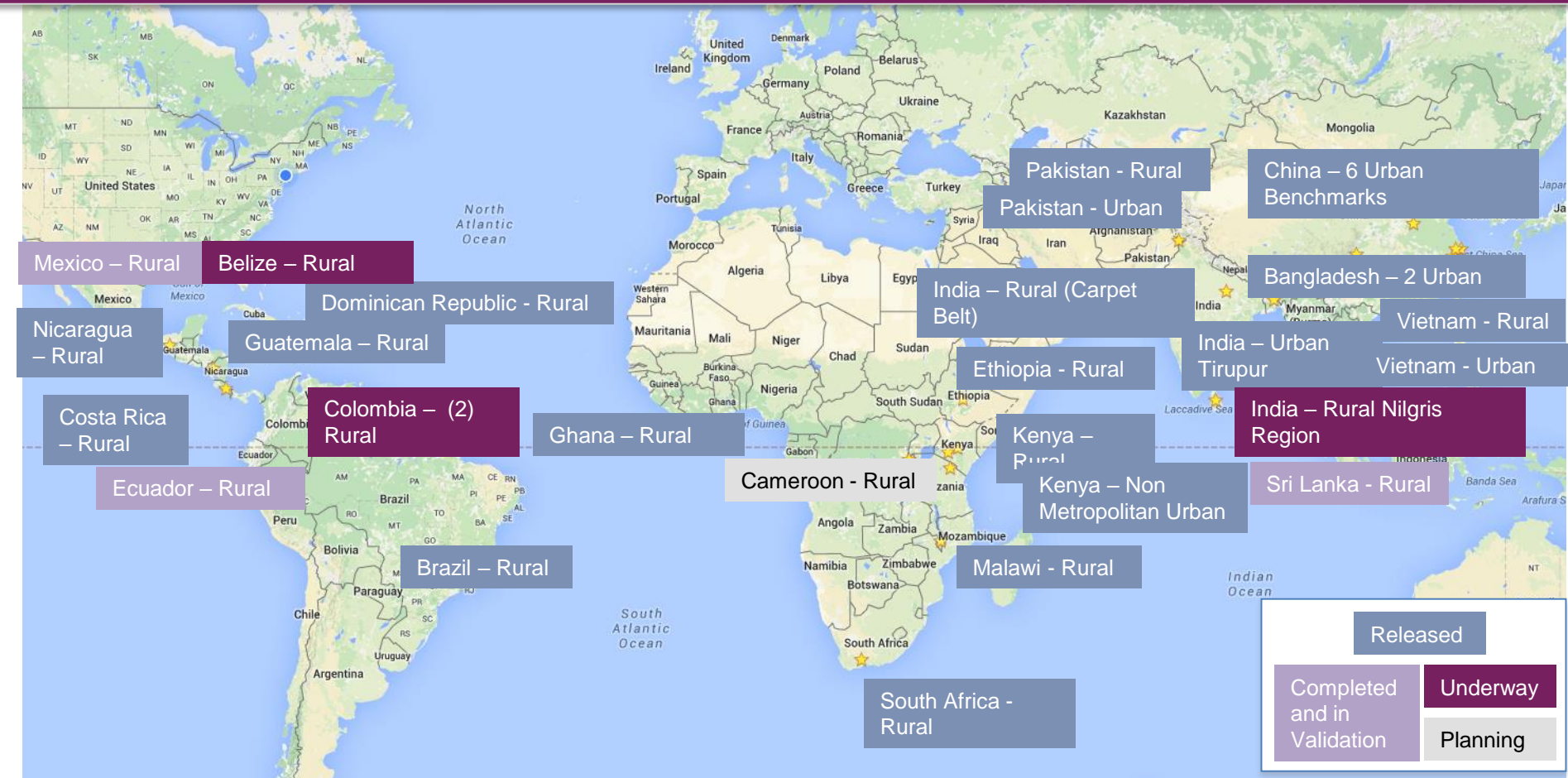
1. Benchmarks and income gap analyses published, available at www.living-income.com
1. All four studies and the four in-country stakeholder workshops have fed into the development of:
 - Cote d'Ivoire National Working Group
 - Cocoa Living income Task Force, led by New Foresight
 - Standards Innovations:
 - Fairtrade Int'l Living Income Reference price
 - Rainforest Alliance new approach on living income

DISCUSSION TODAY

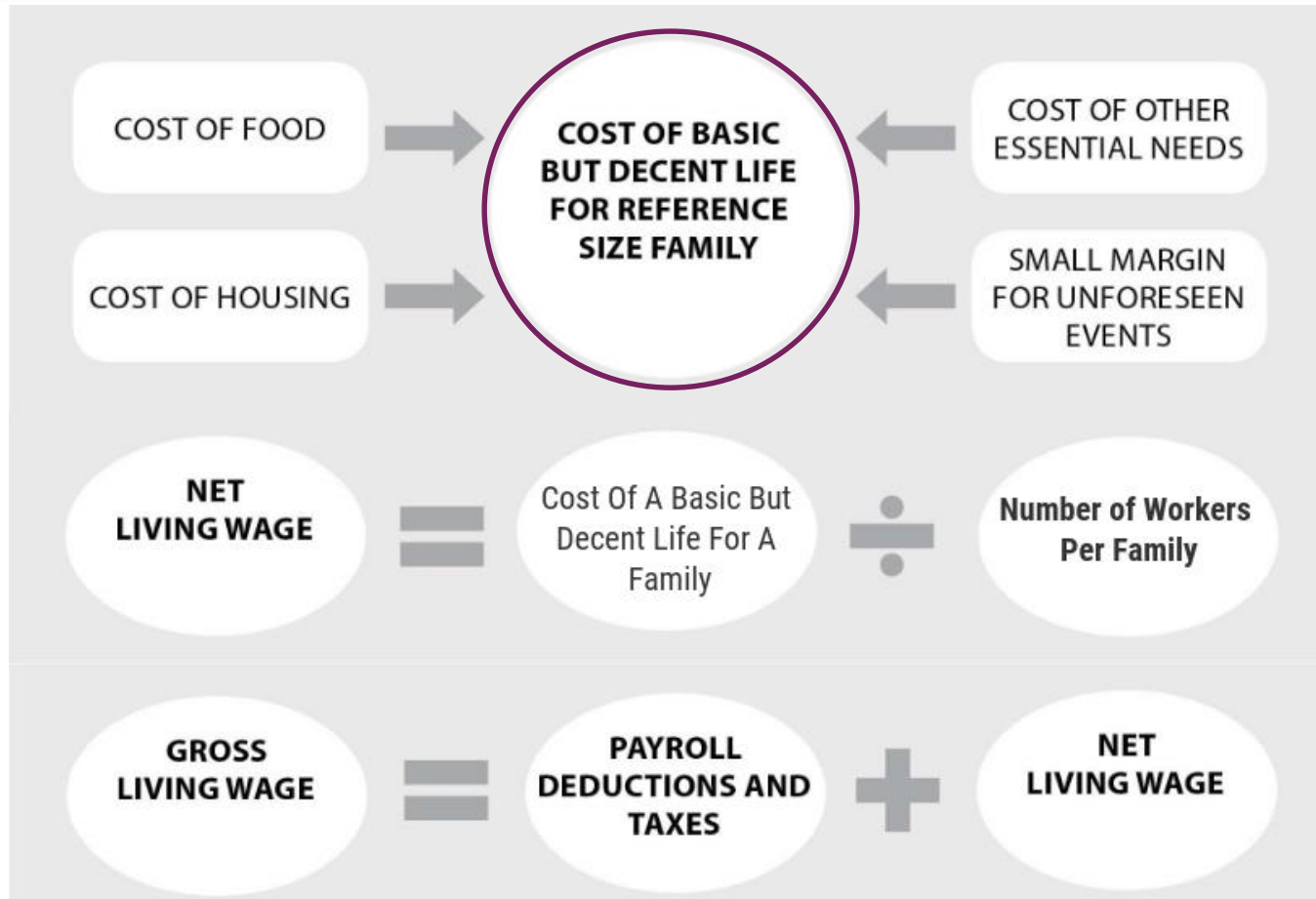
What have we learned from this process in tea and cocoa, as well as from the living wage benchmarks?

What is the way forward?

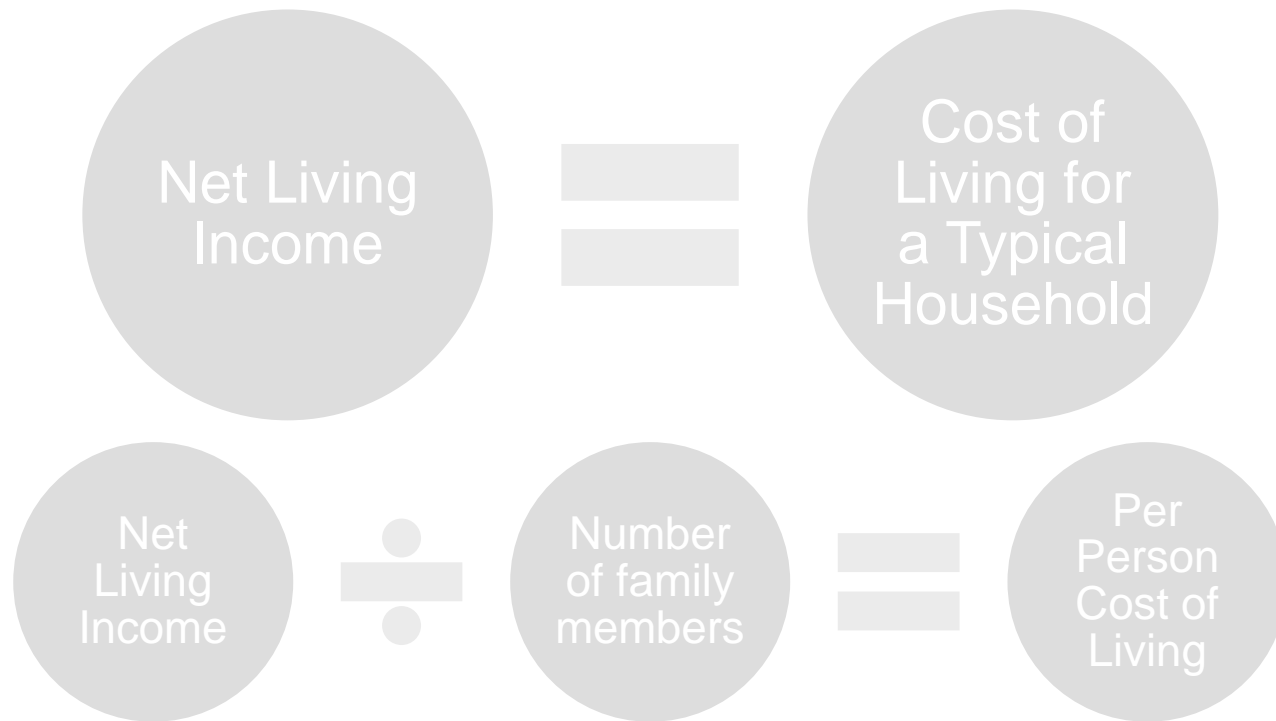
Referencing the work of the GLWC



Using Living Wage Data for Small-holders



Living Income



Deciding on a Location - Driving Impact

- Number of small-holders that might benefit
- Generalizability
- Likelihood of follow-up implementation projects
- Certification standards
- Openness of local government
- Strong local network
- Advocacy Efforts

Credibility for Living Income Estimates - Why?

- Stakeholder Acceptance
- Consistency
- Avoiding a Race to the Bottom
- Involving Others – Increasing Impact and Sharing the Burden

Credibility for Living Income Estimates - How?

- Local expertise
- Non-biased
- Technical oversight/backstopping
- Researcher with experience with primary data collection as well as secondary data analysis, including HES

Thank you

Thank You!

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TABLE DISCUSSIONS

- 1. What is needed for a credible benchmark for your use?**
- 2. What are your organization's needs for benchmarks? (Be specific! Guidance documents, geographies, etc)**