

# Maximizing Opportunities for Coffee & Cacao in the Americas (MOCCA)

Funded by the United States Department of Agriculture's Food for Progress Program

The MOCCA Program is a five-year initiative funded by the United States Department of Agriculture (USDA's) Food for Progress Program. Implemented in six countries where more than 750,000 smallholder farmers produce coffee and cacao, MOCCA will help farmers to overcome the barriers that limit their capacity to effectively rehabilitate and renovate their coffee and cacao plants – increasing their productivity, while improving their marketing capacity, incomes, and livelihoods within these key value chains.



*MOCCA will work to strengthen the cacao and coffee value chains within six countries in Central America and the Andean Region: Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, and Peru.*



## CONTEXT

Across Central America and the Andean Region, old and unproductive trees, diseases, and changing climatic patterns are adversely impacting the production of quality coffee and cacao, and forcing some farmers to abandon the crops, if not their entire farms. Rehabilitation and Renovation (R&R) can represent practical solutions to counteract these chronic challenges and are vital to ensuring the longevity of these sectors without expanding their footprints into fragile forest ecosystems. However, at present, most farmers are not renovating and rehabilitating their coffee and cacao plots, or are unable to do so in a way that maximizes their outcomes. Smallholder farmer profits from coffee and cacao production are declining due to a lack of farm-level investment in R&R and maintenance, limitations that are driven by price risk in addition to insufficient technical capacity, access to capital, and access to reliable genetic material for planting. The MOCCA program seeks to address these challenges.

## MOCCA'S THEORY OF CHANGE

MOCCA's design is based on our theory of change, which is that if farmers understand the benefits of R&R, possess the knowledge and skills to conduct R&R, have access to high-quality inputs and affordable financing, and participate in higher-value trading models, then they will carry out low-cost rehabilitation practices that will increase their profitability and catalyze a cycle of R&R investments. In turn, these investments will lead to a more secure and sustainable supply of coffee and cacao for U.S. and other regional and international markets.

## OUR CONSORTIUM

TechnoServe will oversee all MOCCA activities and lead in coffee value chain efforts. Lutheran World Relief (LWR) will lead cacao value chain efforts, with Rikolto implementing MOCCA cacao activities in Ecuador. Conservation International's Sustainable Coffee Challenge (SCC) will lead in the creation of an R&R fund. Initiatives for Smallholder Finance (ISF) will design and implement MOCCA's access-to-finance strategy for both coffee and cacao. World Coffee Research (WCR) and Bioversity will spearhead efforts to augment and sustain coffee and cacao research benefiting these value chains.

## WHAT WILL MOCCA DO?

MOCCA will implement a set of activities that provide market-based solutions to overcome the root causes that prevent farmers from carrying out widespread R&R efforts.

## MOCCA TARGETS

- Benefit more than **120,000** coffee and cacao farmers, and **1,230** organizations
- Integrate over **40,000** farmers into higher-value trading models
- Support more than **950** nurseries and clonal gardens to supply high-quality genetic material for planting
- Facilitate over **\$64 million** in loans to more than **29,000** farmers
- Increase productivity by **33 percent**

## WE NEED YOUR SUPPORT!

MOCCA will not reach its targets without collaboration from coffee and cacao market system actors including buyers, trade associations, producer organizations, research institutions, lenders, government offices, donors, and fellow project implementers. If you are interested in collaborating with us, please contact:

### Ryan Bathrick, Project Director

TechnoServe  
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### Carolina Aguilar, Cacao Director

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## MOCCA Partners

### Cacao Lead



### Other MOCCA Partners



## MOCCA Activities



Farmer Training



Build buyer-seller relationships



Augment research and dissemination



Strengthen suppliers of genetic material for planting



Facilitate access to finance



Support trade association service provision



Bolster platforms

## HEADQUARTERS

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