Maximizing Opportunities for Coffee and Cacao in the Americas

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.

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.

THEORY OF CHANGE
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 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 mocca@tns.org.