



# Cocoa Nutrition Innovation Program

## Company Learning Brief: Touton

### 1. Why is nutrition important for Touton?

International demand for a sustainable cocoa value chain and products has driven the implementation of integrated service delivery models (SDMs) in cocoa growing communities. Touton's Rural Service Centres (RSCs) act as hubs to deliver services to cocoa growing communities, to help address the systemic challenges that prevent households from improving their livelihoods and stand in the way of allowing communities to thrive socially and economically.

In the past, nutrition and hygiene projects have not been seen as priority actions to be implemented by the sector in cocoa growing communities. However, it is increasingly being realized that these types of interventions could be a means to address key issues facing these communities, particularly in securing improved outcomes in health, food security, and income diversification.

#### The Cocoa Nutrition Innovation Program (CNIP) offered an opportunity for Touton to:

- Build internal expertise and know-how on nutrition and hygiene-related interventions in cocoa growing communities.
- Explore opportunities to fully integrate nutrition and hygiene related interventions into our existing SDM.

At Touton, the integration of nutrition and hygiene related interventions in the SDM is seen to be a compelling differentiator for its clients (cocoa and chocolate industry actors) and potentially as a business case for Touton in the long run for providing differentiated services to farming communities.

### 2. Description of project

Touton's nutrition intervention under the CNIP has reached out to a total of 700 farmers in cocoa growing communities throughout 2018 and 2019. The program specifically targeted females aged 35 years old on average and from a 7-member household, with an average participation rate of 80% in the behaviour change trainings. The pilot program was a two-pronged intervention to increase awareness on the importance of nutrition and hygiene, and to improve access to nutritious food products (e.g. vegetables, fruits, and animal proteins), therefore tackling nutrition and food security from both awareness and access perspectives.

The implementation approach chosen for the delivery of the program, direct sensitization and training from in-house Touton staff to farmer groups, ensured a high-level quality of facilitation, but also required high investment, hence the need to explore other integrated dissemination channels.



Photo: Cooking competition amongst participants.

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### 3. What is Touton learning from implementing nutrition programs under CNIP?

Given the high level of investment needed to manage the nutrition intervention under CNIP, **Touton is now exploring ways of embedding nutrition and hygiene-specific training content in other curricula delivered by Touton's staff from the RSCs.** This would allow for more cost-efficient and scalable training in cocoa growing communities. Ongoing community trainings in which to layer in nutrition are numerous and could include Good Agricultural Practices (GAP) trainings, additional crop production farming, Farm Development Plans, Farmer Business School curricula, Village Savings & Loans Associations, etc.

Further, through the sustainable sourcing interventions it delivers within communities, Touton increasingly sees itself not just as a service provider to cocoa and chocolate industry

actors, but also to the cocoa growing communities it sources from. Promoting the production of nutritious foodstuffs through cocoa value chain structure could be a business diversification strategy for the RSC whilst addressing key systemic needs within cocoa growing communities. Supporting communities to produce more nutritious food products can be a sustainable means to improve nutrition, increase income and diversify livelihoods and build farmer resilience.

*'There is a mutual benefit for value chains to work hand in hand with rural communities in addressing nutrition, as it connects to industry efforts to diversify households' incomes, improve livelihoods and resilience.'*

*- Anaello Evano,  
Business & Innovations Manager  
Touton Ghana - Sustainable Sourcing*



Photo: Graduation ceremony in Koforidua community