THE PROSPECTS OF GHANA COCOA FOR GEOGRAPHICAL INDICATIONS

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ABSTRACT

The demand for origin-based products it is increasing on the European Market since consumers are willing to pay premiums for them (CEC fact sheets, 2006). As long as these quality signs play a significant role in pricing, product recognition and protection (Giovannucci, 2009), little is done for these identity marks for Ghana Cocoa. Cocoa has been the backbone of the Ghanaian economy produced by farmers widespread in six regions of the country which have favourable conditions for producing Cocoa. Ghana exports 55.7% of its cocoa beans to the European Union where is an alarming increase of terroir products (Cocobod, 2012 and CEC fact sheet, 2006).

The aim of this research was to identify the future prospects of Geographical Indications of Ghana Cocoa and its socio-economic importance using SWOT Analysis. In addition a survey was also carried out with ten farmers and two cooperatives, to find out the production method, the typicity of the environment as well as the market of the Ghana Cocoa beans compared to other bulk Cocoa.

Going for GI marks by the Ghana COCOBOD or Cooperatives could be a way to protect the Ghana Cocoa, to increase Producer Price, to promote rural community by creating jobs, environmental protection, biodiversity conservation and finally its recognition in renowned chocolate brands.

KEYWORDS
Cocobod, Geographical Indications (GI), Ghana cocoa, rural development, Terroir products.
REFERENCES