

**Project Assignment  
Price Study Coconut for Processing in Ivory Coast  
(Start August 2021)**

This project assignment contains the most important information about the project. For additional information on the project, please contact the project manager (contact details below). The project will be carried out according to the Standard Operating Procedures for the Development of Fairtrade Standards/Minimum Prices and Premiums. More information on these procedures can be found on the website: <http://www.fairtrade.net/standards/setting-the-standards.html>

**Rationale for and justification of need for the project:**

The current project aims to review and set a national Fairtrade Minimum Price (FMP) and Fairtrade premium (FP) for coconuts for processing in Ivory Coast, as there is an increased interest in coconuts for processing from this country. The revision of this price from this origin may encourage coconut for processing trade from other origins in the region.

Nowadays, the Fairtrade system trades the following coconut products: Fresh coconut, whole dry coconut, coconut for drying, coconut for processing and coconut byproducts. As indicated, the current price for coconuts for processing for the Ivory Coast, respectively the worldwide except Pacific price, might be above market level and inhibit trade. Hence, the price for coconuts for processing for Ivory Coast will be reevaluated. The research will be based on Fairtrade data, as well as inputs provided by a partner research organization, who will gather the data from coconut producers.

Due to the criticism on palm oil, the demand of coconut products, especially coconut oil, is increasing as a strategy to substitute traditional fat sources to provide more options into vegetarian and vegan diets. This is especially the case in chocolate and bakery products and desserts. As a call from the market demand, Fairtrade will lead this price study.

**Risk assessment:**

- Potential negative effects on coconut trade of neighboring countries such as Ghana
- Potential negative effects on coconut trade from representative origins in South East Asia
- Limited stakeholders' engagement, to obtain representative data as well as in the consultation process
- Not reaching a consensus for final proposal during consultation process

**Project Start Event:**

First Meeting of the working group in July 2021

**Project Start Date:**

July 2021

**Project End Event:**

Pricing decision by the head of pricing/  
Publication of FMP and FP for coconut for processing in Ivory Coast

**Project End Date:**

February/ March 2022

## Project Goal and Objectives

### Goal:

To review the Fairtrade Minimum Price (FMP)/FP for coconut for processing for Ivory Coast and Ghana.

### Objectives:

- Understand the current COSP for coconut for processing in Ivory Coast
- To review and set a FMP and Fairtrade Premium for coconut for processing in Ivory Coast
- Engage with the relevant stakeholders of the coconut value chain in and outside the country to obtain information and assess potential risks

### NEW: Connection with Theory of Change (ToC):

This project relates to the first goal of Fairtrade International, which is to make Trade Fair, and that is by providing the tools to enable Fairtrade minimum price and premium payment compliance. This is specifically, the intervention related to standards & certification for supply chain business.

### Project scope:

- Ivory Coast
- Coconut for processing
- Conventional and organic coconut
- SPO and HL
- EXW and/or FOB price level

### Out of scope:

- Whole fresh coconut
- Specific coconut by products: Coconut sugar; Coconut milk
- Farm gate prices (as requested in the price request)

### Project timelines and information on opportunities to contribute:

- August– Discussion of the first PA
- August – September – Engagement with Max Havelaar Switzerland, FTA and key partners for Max Havelaar Switzerland (FiBL, Halba)
- September – First engagement on questions towards the collected production costs
- November – December: Fairtrade internal research on coconuts
- January: Second round of questions concerning the study and COSP data
- January – Preparation FMP & FP price proposal as well as consultation
- January – March: Discuss FMP and FP proposal with key stakeholders
- January – February: Consultation period
- February – March: Consolidate feedback, prepare and present final proposal

**\* More information will be provided closer to the consultation period on our [website](#). If you are identified as key stakeholders, you will receive an invitation to participate.**

### Decision making process:

Director S&P makes final decision or delegates the decision as necessary on the guidance documentation

<p><b>Project Owner (Unit):</b> Ricardo Guimaraes</p>	<p><b>Project Manager (contact point for the project):</b> Mona Wolf, Project manager pricing m.wolf@fairtrade.net</p>
<p><b>Project Team (Unit):</b></p> <ul style="list-style-type: none"> <li>- Max Havelaar Switzerland: Annet Röst/ Thomas Meyer</li> <li>- FTA: Arthur Dorian; Kouassi Konan</li> <li>- Fairtrade International Standards &amp; Pricing Unit</li> </ul>	<p><b>Project Environment (stakeholder groups not part of the project team):</b></p> <ul style="list-style-type: none"> <li>- FiBL</li> <li>- Halba</li> <li>- NAP</li> <li>- Flocert</li> </ul>