

**Title** Sustainable cocoa development in Jembrana regency  
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**Citation** Abstracts of 7<sup>th</sup> International Postharvest Symposium 2012 (IPS2012). 25-29 June, 2012. Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia. 238 pages.  
**Keywords** cocoa; industry

### **Abstract**

Cocoa is one of the important commodities in Indonesia. The area of cocoa in Indonesia is about 1.2 million ha, and the productivity average is below than 500 kglha/year. Indonesia is also the third largest cocoa producer country in the world. The number of cocoa Processing Industry in Indonesia is about 14, with total capacity 230.000 MT. However, a half of these processing industries were idle, since some of manufactures were lack of raw material because the cocoa bean as a row material is being exported to importing countries. A half of cocoa bean is still unfermented, and so its quality is still low. The owners of cocoa farm are almost 90 percent belong to small holders. An existence of the future cocoa industry in Indonesia is really under pressure with other commodity such as clove, coffee, and palm oil, where the people thing these commodities are more competitive than cocoa. For this reason the Government of Indonesia is being created a new effort on cocoa industry through National Cocoa Movement (NCM) in 2007. The movement through revitalization of cocoa farm such as a new planting with a new clone, replace old tree with a new nursery which is resistant to certain diseases, improving canopy, farm sanitation etc. Establishing a sustainable cocoa pilot project in the regency of Jembrana, West part of Bali. The areas covered about 1.450 ha, with total cocoa tree about 736.000. Those farms are managed by 18 Subaks (group of cocoa farmers) with 1588 farmers. The preparation of sustainable cocoa was started by workshop. The attendants were representatives from cocoa farmers, cooperatives, traders, processors, local government (Regent, Executives, Legislatives), CSR of the company, non government organization, donor agency. The workshop was conducted within 2 days and Training of Trainers for the head of farmer groups was conducted 4 days. The frameworks of the project are: create and enforce adequate law and norms amongst others on land tenure, labour laws, child labour, environmental legislation, and food safety. Facilities an inventory of existing sustainable initiatives, and evaluate their relevance to the mainstream cocoa sector; improve access to markets for cocoa and cocoa products, and facilitate trade; facilitate axes affordable financial services; provide training for farmers and education for all in the community through extension services; formulate and implement strategies to meet the changing expectations of consumers, increase consumption in mainstream market and develop consumption in emerging economies including in origin

among others, and support research into the environmental and social benefits of cocoa.