Integrating insurance to the farmer finance offering -- Barry Callebaut

Organizational Overview

Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products — from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs more than 9,000 people.

Activities Overview

The proposed project aims to complement Barry Callebaut's farmer finance offering (facilitation of saving, productivity lending) in Côte d'Ivoire with insurance solutions that address primary risk factors of the more than 100,000 farmers that Barry Callebaut works with. The objective is to make them more resilient to the occurrence of "single events" that overthrow planning (accidents with inability to manage the farm as a consequence, death, death of a family member, and health risks), thereby increasing their willingness to invest in typically long-term productivity interventions on their farms.

Learning Agenda

- What are the different farmer profiles that can be identified among BC's suppliers and what are the different financial services that suit their risk management and financing needs best?
- What are the insurance products that best serve the risk management needs of different segments of cacao farmers and what are the process needed to distribute them? If a health insurance product is identified, how can it fit into the national universal health coverage in Ivory Coast?
- What are the different determinants of loyalty for cacao farmers in terms of financial services?

Latest Updates

The project will start with an assessment of the financial services needs of cocoa farmers in comparison to the services already available (including the health insurance program launched by CIDR for cocoa producers delivering cocoa to Biopartenaire), analyze data availability, and streamlining of existing financial services with emerging insurance solutions.

Date of last update: September 2016