

Case Study: Improved Productivity – Farmer Newspaper

In July 2006 Cadbury was one of the partners who introduced a free newspaper for cocoa farmers. The aim is to convey the Cocoa Research Institute of Ghana recommended cocoa farming practices/technologies in a simple illustrative format and simple English to the cocoa farmers to increase cocoa productivity. 75,000 copies of each edition of the newspaper are printed and many are passed from farmer to farmer.

