

SWOT Analysis of South-South Alliance of Cocoa Producing Countries of the Southern Hemisphere: Policy Notes for BRIC Member Nations

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In 2009/2010 Cocoa season 3,140 metric tonnes representing 87.4% of the total world Cocoa production came from 7 countries from Southern Hemisphere - Cote d'Ivoire, Ghana, Indonesia, Nigeria, Cameroon, Brazil and Ecuador. (ICCO, Quarterly Bulletin of Cocoa Statistics, Vol. XXXVI, No. 3, 2010). Ironically, the marketing activities of the produce predominantly are in the Europe. This makes the buying and selling of cocoa products in buyers' market. The buyers largely control, direct and influence most of the decision relating to production, marketing and consumption of the product which they hardly produced. In most cases it puts local farmers in a bad economic condition. This paper examined the possibility of bringing the biggest of Cocoa producing nations of Southern Hemisphere together in one organisation in the spirit of South-South relationship for a sustainable economic development in Africa, South America and Southern part of Asia. The paper also sought out to discuss some policy issues that could be useful in BRIC's African Agenda discussion. Both primary and secondary data were used to evaluate the Strengths, Weakness, Opportunities and Threats involved in embarking on such project of conglomeration of cocoa producing countries. Specifically, the internal and external factors that are favourable and unfavourable for the achievement of the vision were critically examined.

It was finally recommended that the BRIC's agenda for Africa should take preponderant agrarian nature of the continent into consideration and let the development plans be on the terms of the people they are making agenda for and not a top-bottom approach to development.