What works to promote cacao as an intercrop? – Findings from segmentation study of coconut farmers in Davao Oriental, the Philippines.

Thao Pham¹, Minh-Phuong Nguyen¹, Thanh-Thuy Nguyen¹, Jane Girly Balanza¹, Leo Kris Palao¹, Tiffany Talsma¹

(1) Alliance of Bioversity International and the Tropical Center for Tropical Agriculture (CIAT)

Importance
➢ Targeting the right early adopters of cacao intercropping systems to reduce investment costs.
➢ Applicable to other cacao intercropping systems.

Background
➢ Cacao consumption demand; ➢ Land availability
➢ Climate-friendly & zero-deforestation international commitments
Past cacao intercropping initiatives in Davao Oriental were not successful

Need low-emission cacao expansion strategies, incorporated with lessons learned & study on farmer acceptance

Hypothesis
Certain factors will be positively related to the household's acceptance of new practices

Aim: identify key factors, classify farmers based on these conditions, analyse farmer perception

Methodology
• 425 medium and smallholder farmers participated in the study.
• Random Forest model informed 30 most important variables to classify cacao adopters and non-adopters.
• 3 clusters of farmers were identified from clustering analysis.

Results
Key factors driving coconut farmer’s decision to adopt cacao
➢ Farm already had other crops, esp. banana.
➢ Larger land proportions were given to other crops.
➢ Positive farmer perception towards cacao.

Enablers: cacao income; access to the market, post-harvesting services

Conclusion
• Start with coconut farms + banana.
• Land size > 2.5 ha with land title.
• Increased farmers’ access to post-harvesting facilities.
• Incentives for farmers improve labor resources, increase knowledge of cacao production and manage risks.