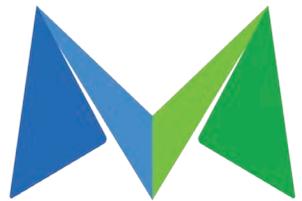


# Tracing The Source



**mergdata**  
by Farmerline



TOUTON

## Problem

Touton, a French trading company, purchases cocoa from over 18,000 farmers in rural Ghana. Touton aims to secure quality, sustainable cocoa for global markets while reinforcing the agency of farmers. However, cocoa is almost exclusively grown by smallholder farmers, making it expensive and time-intensive to ensure quality and sustainability across the supply chain.

# A Case Study

We at Farmerline worked with Touton to create custom mapping and data visualization software on top of our Mergdata platform. Touton can now display an outline of each farm on a map of Ghana which links to Mergdata's built-in surveying and data management services. Touton can now create farmer profiles and digitally manage their supply chain from start to finish. start to finish.

## Solution

## Results

Touton has improved the traceability and reliability of their supply chain. Mergdata's analytic tools provide a more accurate prediction of cocoa harvest, which Touton can use to secure deals with clients based on available cocoa. In addition to tracking harvest, Touton has also improved certification and sustainability monitoring, sourcing better quality cocoa in a socially responsible manner.



TOUTON has mapped

12,500  
FARMS

with



mergdata

that's

42,700  
hectares

# Cocoa Footprints

In Asiwa, a rural Ghanaian community, a church is packed with hundreds of cocoa farmers eagerly listening to a panel of Cocoa Board members, government extension officers, and chiefs. As the officials take turns addressing the farmers' concerns, excitement runs through the crowd and fills the air with murmurs and shouts. In an attempt to bring the attention back to the task at hand, a leader will cry "Ghana!" and the crowd responds with a resounding "Cocoa!" The church echoes with these two words. Cocoa is synonymous with their country; their livelihood is the heart of Ghana.

Cocoa makes up 57% of Ghana's export agricultural economy, supporting over 6 million Ghanaians. Touton acknowledges the importance of cocoa to Ghanaian society by focusing on farmer well being and sustainable production in their business model. By increasing farmers' access to global markets and their capacity within the supply chain, Touton supports 18,000 smallholder farmers as successful entrepreneurs. These farmers are spread across the six primary cocoa-producing regions, requiring a scalable monitoring platform. Touton needs to be able to profile, certify, and monitor their cocoa growers in order to honor the individuality of the farmers while tracing the cocoa back to the source.

Anaëlle Evano, Touton's Sustainable Sourcing Business and Innovations Manager in Ghana, wanted something more than GPS coordinates in an excel spreadsheet to represent the individuals who have built their lives around cocoa. She contracted Farmerline to create a mapping program within the Mergdata survey platform. The solution Farmerline produced outlines every farm Touton works with on a map of Ghana, a footprint of cocoa where Ms. Evano has the ability to access farm details. The polygon links to a farmer profile, part of Mergdata's survey tool, which includes the certification compliancy of the farmer. The combination of these tools has allowed Touton to collect more comprehensive data on individual farmers while decreasing the time needed for processing and analysis.

Implementing this survey system increases the company's ability to access a larger portion of the cocoa markets while also supporting their 6 pillar plan for climate smart cocoa: professionalization, access to inputs, cocoa rehabilitation, intensification and productivity, bancarisation, and additional livelihoods. Touton's cocoa farmers access global markets while benefiting from the health and education benefits of certification compliance. Touton, in partnership with Farmerline, is working to ensure the calls of "Ghana" and "cocoa" represent a sustainable livelihood.



TOUTON has registered

7,500  
FARMERS

with



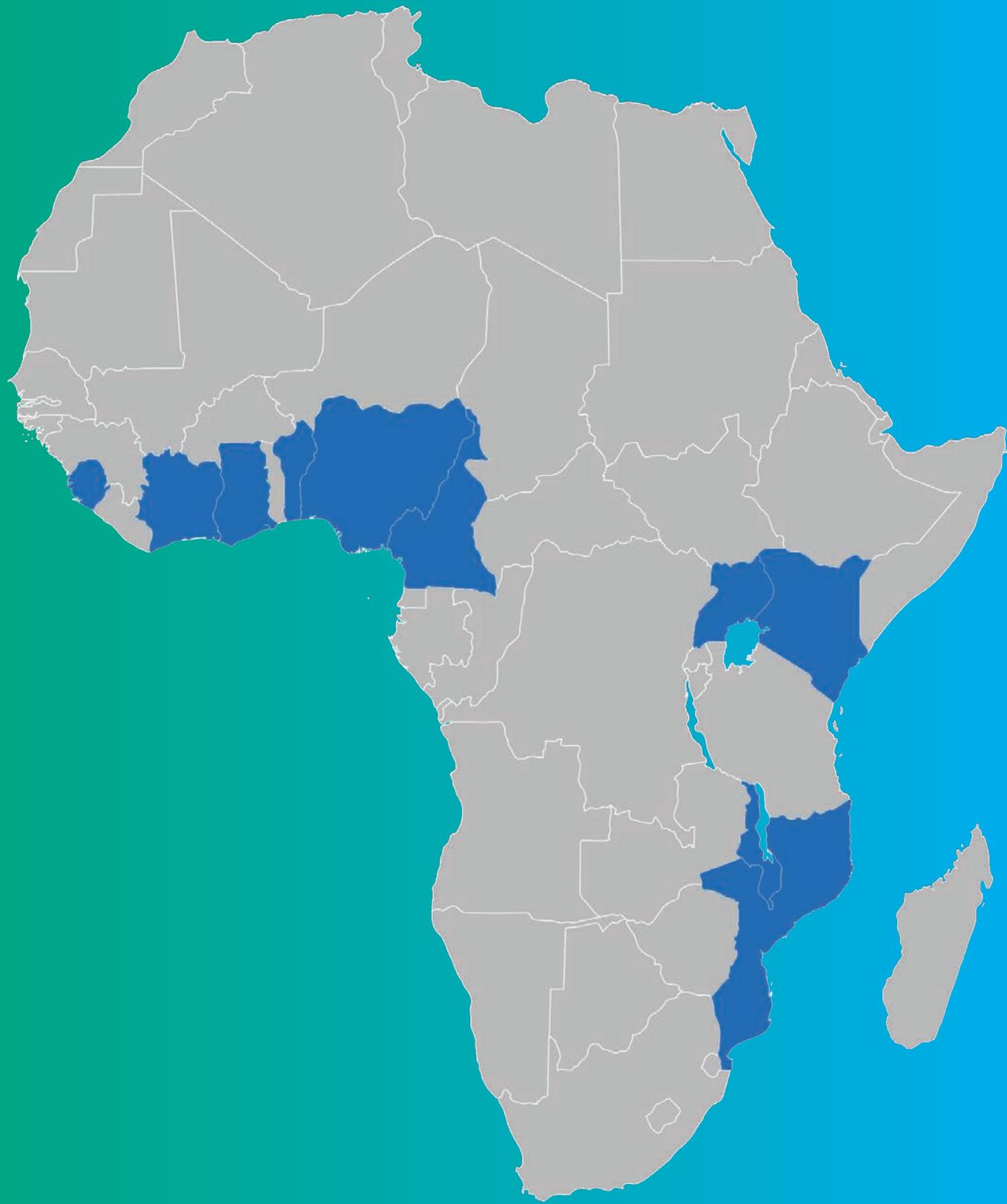
mergdata



**mergdata**

Developed by Farmerline, Mergdata is a cloud-based communication, surveying, and data management tool. The combination of Android application and web service provides instant analysis of data collected in the field and allows broadcasting of voice and text messages to thousands of phones at once.

**10**  
**countries**





Farmerline is transforming smallholder farmers into successful entrepreneurs by increasing their access to information, inputs, and resources to increase productivity. Using the innovative Mergdata platform, Farmerline offers subscription-based information services to rural farmers and licenses its software to agribusinesses to bridge the information gap between organizations and farmers.

For more information visit: [farmerline.co](http://farmerline.co)  
Follow us on Twitter: @farmerline  
Like us on Facebook: Farmerline



Touton is a French trading company that delivers responsibly-sourced cocoa, coffee, vanilla and natural ingredients. They are now increasing engagement in commodity-producing countries through processing operations in cocoa while focusing on maintaining shareholder engagement with sustainable practices.

For more information visit: <https://touton.fr/>



Miller Center for Social Entrepreneurship is the most successful university-based social enterprise accelerator in the world. Miller Center is one of three Centers of Distinction at Santa Clara University, located in the heart of Silicon Valley. Our mission is to accelerate entrepreneurship to end global poverty and protect the planet.

For more information visit: <https://www.scu-social-entrepreneurship.org/>

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