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Exportation of Cocoa beans from Cameroon to Finland
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Exportation of Cocoa beans from Cameroon to Finland

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The purpose of the Bachelor's thesis was to determine whether cocoa beans can be exported successfully from Cameroon to Finland. The idea arose since the researcher wishes to be the leading representative of a successful company in Cameroon.

The first chapter introduces the thesis process, the background of the project, the objectives, and the framework of the thesis study. The second chapter focuses on the history, composition of cocoa beans and cocoa standardization. The primary key of this thesis is to study the import and export process of cocoa beans from Cameroon to Finland. Times are fast changing, consumers' demand and the ethical background of the produce is on the rise.

The goal of the thesis was not just to make profit but also to change the lives of farmers therefore, the questionnaires is to find out every details about cocoa beans and background check in of respondents.

Ten large scale cocoa farmers from South West Cameroon(Foko region) were selected randomly to participated in the survey and the results were analysed with SPSS 23. Primary and Secondary data was used. The farmers do not benefit sufficiently from the rise in prices and remain in poverty as their incomes fail to keep up with the rising production costs and Household expenses. The first part of the thesis Questionnaire focuses on distribution of respondents by their Socio-economic characteristics. Knowing the background of the respondents is vital to avoid child labour or force labour. More education level is very important in applying the right mechanism in cocoa farming to boost output and improve income. Face to face interview was used with farmers growing cocoa. Farm size ranges from 2 ha to 25 ha of land and one ha of cocoa field produces 400 kg of beans.

Consumers are not just looking to buy the cheapest, most convenient products. Instead, they give careful ethical consideration to what is in their food, how it was produced and if it meets their definition of ecologically farmed and healthy ingredients. Only by understanding what people value can the producers in the supply chain better meet their needs.

Keywords: Cameroon Cocoa Beans, Finnish Chocolate, Import and Export Procedures.

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1 Introduction.

This Bachelor's thesis is about Finnish companies' entry into cocoa business with Cameroon market to boost the chocolate sales in Finland. Finnish companies have decided to go international with countries producing cocoa, which is the raw material, used for the manufacturing of chocolate. One of such countries is Cameroon. Two years ago, I went to Cameroon to complete part of my studies at the Laurea University of Applied Science. I went there to undergo practical training, but I was also looking for the best opportunities to establish a thriving business in Cameroon.

In my research, I thought that it could be a good idea to create a partnership with some Finnish companies in exporting to Finland Cocoa beans that are the ingredients used in the manufacture of chocolate and chocolate beverages. I discovered that cocoa beans are produced in Cameroon since 1886, which is the year cocoa beans was introduced in Mount Fako by the Germans. At that time, the whole production used to supply the local factories established by the German empire. After the defeat of Germany in the First World War, the French and the British continued the production of Cocoa in Cameroon. Colonial masters owned most lands, and the output was exported to France and England.

Finnish companies usually are very efficient but are scarcely present on the international scene; the challenge here is to produce an astounding report so that I can convince my targeted companies in Finland to join me in this business. As mentioned by Nokia Chairman Ollila (1999,21) "It is all about making technology work, to creates benefits which we all crave, At the end of the day people don't care about the technology. They want their lives to be richer, more pleasurable and more effective, We are the ones who want to make all this happen".

In this research, I am trying to identify the parameters, which must be satisfied to invest successfully in the cocoa business; for me, a successful investment means that the financial Income made is higher than the amount spent. Further, the venture is successful if it is sustainable and does not harm the environment. Background and objectives of the the study is to find possible ways to import Cocoa Beans from Cameroon to Finland. This thesis focus on the following.

- ❖ Importance of Cocoa Beans to Africa.
- ❖ International Marketing of Cocoa Beans to both Cameroon and Finland
- ❖ Import and Export Procedures of Cocoa Beans from Cameroon to Finland
- ❖ European Safety Requirement for Cocoa Importation
- ❖ Research Methodology, Questionnaire and Business Idea Plan

❖ PESTEL Analysis of Cocoa Beans.

The primary objective of this final thesis is to find possible importation process between Cameroon and Finland, how to improve it, a good structure roadmap for importation process. This thesis we focus on the above objectives. Also, farmer's livelihood, Local and International policies that are vital for Importation of Cocoa Beans. As a young executive, I would like to be the representative of a successful company in Africa. If I can identify a business, which has the potential of becoming a great success, and can present my data convincingly to influential groups, I think I can efficiently fulfil my dream. Therefore, I have decided to carry out some investigation on the cocoa market in Cameroon. Moreover, the research done was an opportunity for me to practice the research methodology, which I have learned at the Laurea University of Applied Science.

Statement of the perceived problems is that Finnish companies usually are very efficient but are scarcely present on the international scene. The challenge here is to produce an astounding report so that I can convince my targeted business in Finland to join me in this business.

The purpose of the study is to try to identify the parameters, which must be satisfied to invest successfully in the cocoa business. For me; a successful investment means that the financial profit made is far higher than the amount spent. Further, the venture is successful if it is sustainable and does not harm the environment.

Data was collected and are analysed to find out the best ways to enter the market in Cameroon. Based on the results, I can identify and propose a practical and efficient way to invest in the cocoa business. There were limitations in the research conduction skills and empiric data collection.

- ❖ A novice researcher did the research.
- ❖ The sample size is small.
- ❖ The context of the thesis is Cameroon; one should be careful not to generalize the results to other countries in Africa.

The issues and resolution on this project are to check the importation process, from Cameroon to Finland and focus on the element that might be an obstacle, for example, food hygienic Issues, transportation process and Pestel analysis of cocoa beans must be checked. Information sourced from books, journal, e-books and articles.

2 History of Cocoa Beans and Product Background

The world would be a more miserable place without Cocoa, it has been cultivated with exotic flavour, and sensational mouth feels. Today cocoa is consumed worldwide. The statistic from World Cocoa Federation (WCF 2016) show that annual cocoa beans yield has doubled in the past ten years; large cocoa plantation is operating in Ivory Coast, Ghana, Malaysia, Mexico, Indonesia, Nigeria, Cameroon, Ecuador, Columbia, Vietnam and Papua New Guinea. Currently, Germany, U.S, France, U.K. consumed most World chocolate. Russia is the most extensive in drinking of cocoa. Nowadays small cocoa plantation is found in almost every tropical location.

Figure 1 shows the raw beans, the key ingredients of chocolate and ready made chocolate bars.



Figure 1. Cocoa beans and dark chocolate on wooden background. (Shutterstock 2018)

Top cocoa producing countries in the world are in Africa and in South/America. Below the Table 1 illustrates the top countries ranking and the production amount in tons.

Rank	Country	Production (tons)
1	Ivory Coast	2,000,992
2	Ghana	835,466
3	Indonesia	777,500

4	Nigeria	367,900
5	Cameroon	275,000
6	Brazil	256,186
7	Ecuador	128,446

Table 1. Cocoa producing Countries. (FLO)

The Table 1 above is Top Seven Producing countries in the World according to UN an estimated 16 millions farmers depend on cocoa trade, Most in West Africaa. A recent study found that average Cocoa farmers incomes were between 50 and 200 euro. Low and unstable market prices received by cocoa farmers. Cocoa markets shows how the benefits of trade are not shared equally, consumer enjoys the taste of cheap chocolate while farmers in some countries end up paying the price. Fair Trade Labelling Organization (FLO), farmers who produce fair trade certified cocoa are well organized democratically and receive minimum price that covers the cost of sustainability.

There are three broad types of cocoa - Criollo, Forastero and Trinitaro, a hybrid of the two. Criollo produces mild or weak chocolate flavour, Variable in shading, produces softer red pods, Trees are not hardy and containing 20-30 white, ivory or very pale purple beans and only represented 5% of the worldwide production and considered as ancient of cocoas. Criollo plants are located in Mexico, Peru, Venezuela and West Africa. Forastero produces seeds that are vigorous and containing most robust flavour. It represents 78% of the total global production found in Ecuador, Peru and West-Africa. Trinitarian plants are not found in the wild, as they are developed half-and-halves of the other two types. They are mostly found in the Caribbean, Cameroon and Papua New Guinea. (Figure 2).



Figure 2. Types of Cocoa Beans. (Source Shutterstock 2018).

3 Importance of Cocoa to Africa

The Table 2 below shows the importance of cocoa to Africa. Creating employment for millions of people in Africa. (Wessel and Quist 2015).

Country data and cocoa	Cameroon	Nigeria	Ghana	Cote d'Ivoire
Ranking of cocoa as agricultural income earner and as the source of employment.	13,000,860	20,000,004	8,000,000	12,000,000
Production (2017, TONS)	220,000	260,000	890,000	1,749,000
People living in cocoa	1,900,000	2,000,210	3,000,000	9,000,000
Percentage of people living in cocoa	38%	22%	32%	47%
Foreign exchange earnings in millions of euro	270	290	480	490
Percentage of foreign exchange earnings derived from cocoa	27%	20%	44%	48%

Table 2. Importance of Cocoa to Africa. (Wessel and Quist 2015).

3.1 A Brief Introduction to Cameroon

The United Republic of Cameroon is a country in central Africa. The map below shows its neighbouring countries. French and English are its official languages, and it was once a German colony. After the German defeat of World War I, the nation divided into two parts. One was administered by the French and the other part by the British. In 1961, the French section became independent. (Ngo.Nkelle 2015).

The region controlled by the British joined the federation in 1961. The Republic of Cameroon was created in 1972, and the current population of Cameroon is (roughly 23.4 million). According to United Nation Conference on Trade and Development UNCTAD (2001) Cameroon, experience relatedly high political and social security, development. There are newly constructed agriculture roads, railway, petroleum and timber industries. The currency used in the Central African CFA franc (XFA) and 1000 XAF is equal to 1.5 euros. An estimated 70% of the population is involved in the farming of coffee, timber, sugar, palm oil and cocoa. According to Wikipedia, in the year 2009, a third of the population are living under 1.25 US dollar a day meaning part of the community is living under the threshold of poverty. Figure 3 shows the map of Cameroon.

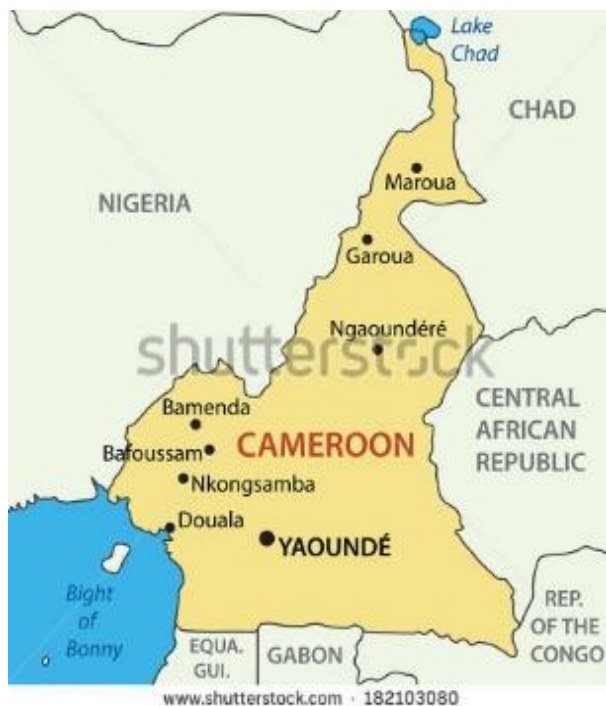


Figure 3. Republic of Cameroon - map. (Source Shutterstock 2018)

3.2 Cocoa Market in Cameroon

Cameroon is the fifth largest producer of World Cocoa. Most of the crop is unkept, lack of education a rapid ageing of farms additionally, inadequate sanitary and sanitation facilities, disease prevalence, hunger, and malnutrition. The plant produces seed in pods, which is transformed to powder, oil, and chocolate for human consumption. However Cameroonian cocoa beans tend to have a low degree of thickness as a result of high polyunsaturated content, farmers have to dry the beans artificially. It contains low butter thickness and the powder results in the blending Cameroonian beans with those from other origins. That's why Cameroonian beans are most prized in the cocoa powder rather than that of cocoa butter

Cameroon cocoa beans are most prized in the cocoa showcase (Göz 2016) and the production has doubled in the last decade to the current level of 220,000 tons. Average yields 300-400 kg per heacter. The European Union is Cameroon's primary trading partner with about 60 percent of the total share of trade. France is by far Cameroon's principal supplier of imported goods and services. US trade with Cameroon increased with the help of African Growth and Opportunity Act (AGOA), but many of the potential benefits of AGOA remain under-realized. In 2009, importation from Cameroon recorded a slight increase from (\$153.5 million) in 2009 to (\$113.4 million) in 2010, according to the U.S. Census Bureau.

According to committee commissioned by the Government of Cameroon in May 2007 ranked the U.S. as the significant single foreign investor in Cameroon. Making way for substantial America investment projects. Cocoa is produced in relatively poor tropical countries and most of the world chocolate are made and consumed in the developed countries. 2008 approximately \$93 billion expended worldwide an estimated retail value. Chocolate markets are changing very fast; many buyers in the developed world are choosing higher priced products and premium brand of chocolate. These socially and environmentally friendly chocolate lovers are demanding more than great taste, more focus is now on brands and companies that demonstrate strong eco-friendly practices and direct farmer support, more emphases on organic, fair trade even though the price for a bar may range from 2 euros to 8 euros. (INTRA-CEN 2001).

3.3 Finnish Chocolate Company Fazer and Their Products

Finnish are among most prominent chocolate purchaser thus per capita in Europe; Finns appreciate chocolates well as tend to give it as a present. In any case, they kept on treating themselves with chocolate dessert shop. Fazer confectionery industrial facility began to benefit in 1897, with the blend of Russian and French confectionery culture, it turned out with a fantastic bundle, and the taste was top of the line. Director of Confectionery communication (Eerola 2017).

Fazer Oy. is the top brand of the year 2017, yearly according to (Fazer 2017) brand assessment by the Markkinointi and Minolta magazine and some other statistical surveying organization like Taloustutkimus for some successive years. Fazer has additionally created chocolate called Fazer blue, making this blue wrapper chocolate notable. 2016 denoted a twin commemoration for Fazer and Finland 150 years from the introduction of Karl Fazer and 125 years from the foundation of his business. Today is a cutting-edge currently operating in eight nations and exporting to more than 40 countries around the world.

In 2016. It won various new contracts, securing top-line in principal divisions. Fazer Culinary Group, influenced the world. When it took Gold in 2016 Culinary Olympics held in Erfurt, Germany. Fazer Culinary Group Sweden, protecting their gold decoration from 2012, brought home their very own gold award, completing in second place behind the Finnish group in the last assessment.

Products from Fazer

A blue package with 200 g Karl Fazer milk chocolate

bar

Figure 5



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Figure 4. Photo of a Salmiakki liquorice filled milk chocolate

Source (Shutterstock

2018)

Source (Shutterstock 2018)



Figure 6. Candies and sweets in famous confectionery Fazer on Kluuvikatu Street in Helsinki. Source (Shutterstock 2018).

3.4 Spotlight on Beneficial Development

In June (2017), Fazer purchased the Keisari high-quality pastry kitchen in Finland and tripled the quantity of its high-quality pastry kitchen shops in the Helsinki zone. Fazer is a part of Finnish chocolate heritage and culture, and the organization puts resources into quality promoting, item improvement, and advertising. Vantaa factory produces 100,000 kilograms of chocolate every day.

Fazer blue comes in different shapes, sizes and packages. Recently there was a launch of Cloetta Crispy Blueberry and Cloetta Crispy Cranberry looks like a snack bar still under the family of chocolate confectionery. It contains berries, cereal and yoghurt and natural ingredients. Finns are more closely interested in their local brand. Nowadays we have other small chocolate companies in Finland. Fazer Group is one of the most significant representatives in the food industry in Finland and has a wide variety of the brand in their product line.

Fazer company website states that “Passion for customer”. Over the years, Fazer has always strived to exceed his customers’ expectations and the company mission into creating sensational taste both value and purpose seen in his products” (Clay 2014). Having knowledge of Finnish consumer taste, wishes and listening to feedback from the customer is the key for Fazer yers of continuous success.

3.5 Fazer’s Cocoa Comes from Africa

Seventh/five percent of the cocoa obtained by Fazer originates from West Africa, 20% of cocoa margarine created by Fazer originates from my country Nigeria. Right now, Fazer has nu-

merous projects going on in Africa. Fazer supports a town called "Bieby" 100 kilometers North-East of the port and business centre point of Abidjan Ivory Coast. The town is home to 17,000 inhabitants. (Guyton 2014).

The town is far from great street associations amid the down-pouring raining season, and the dirty street is helpless to disintegration. It has been in operation since 2007 with the assistance of "ECHOES". ECHOES is a pilot project set up by World Cocoa Federation its aim is to strengthen cocoa growing communities by expanding opportunities for youth and young adults through relevant education and serves as a scalable model for education in rural West Africa.

Fazer is an active member of World Cocoa Federation (WCF) since 2005. Cocoa is cultivated by youngsters in the cultivating community in conjunction with educational instructing. Right now, there are 560 youthful people in the town getting cocoa refining preparing, and now around 100,000 to 200,000 cocoa trees planted on 55 new cocoa ranches. Fazer has constructed an auxiliary primary school in Bieby in co-task with World Cocoa Establishment (WCF). Development began in September 2012, and the school opened its entryway in 2013. The school is the place where students are instructed how to plant cocoa seeds, develop seedlings and deal with the trees.

In addition to Fazer, there are other chocolate manufacturers in Finland.

Alfmix	Brundberg	Chymos	Cloetta Suomi	Dammenberg
Fairtrade	Fazer	Finnfoods Oy	Hellas	Huhtamäki Oy
Inex	Kultasuklaa	Lindfors	Nelituulia	Oriola
Panda	Paulig	Presenta	Reformi	Suklaatila
	Tuko	Tokmanni	Veljekset Keskinen	

FIGURE 7

The Figure 7 above shows chocolate companies in Finland, and mostly they brought their cocoa beans from Ecuador, Holland and Germany Only Fazer buys from Africa now. Two-thirds of Fazer Cocoa beans come from Africa.

4 International Marketing and Channels

Firms can sell their products in international markets, the company, its product, the outcome of its marketing environment analysis and its marketing plan. International marketing involves the firm in making one or more marketing mix decisions across national boundaries. Catera (2010) states that appropriate methods must be in place. In this chapter we talk about available options for international marketing.

❖ Licensing

This method is the less risky entry; in this case, apparently stated by Keegan & Green (2016) the successful ingredients that made them successful in their home market and then franchise these packages to overseas investors. In the book *Entry Strategies for International Marketing* by (Kumar 2012) states Franchise holder may help to provide training and marketing services or product. McDonald's is an excellent example of a franchising option for expanding into global markets.

❖ Contracting

It involves the exchange of ideas in overseas markets. Manufacturer of the product will contract out the production of the product to another organization to produce the product on their behalf. It saves the firm from exporting to the foreign market (Kumar 2012).

❖ Manufacturing Abroad

The administration of the host nation may give the association some expense focal points since they pulled into a private venture to help do work for their economy.

❖ Direct Export

The producer sells at once to an importer, agent distributor positioned in the foreign market. Exporters develop more confident to decide their exporting venture; this could contain building up overseas contracts. Direct export modes consist of export through overseas primarily based retailers and distributors (Hollensen 2014).

There are numerous documents involved in international trade, such as commercial documents, financial documents, transport documents, insurance and other international trade documents. When it comes to export consignment, documentation may be excluded in up to four contracts: export sales contract, contract of carriage, finance contract and cargo insurance contract.

❖ Indirect Export.

Indirect export happens while the exporting manufacturer uses independent business placed within the manufacturer's country. Nowadays companies typically start with indirect exporting, working through independent international marketing intermediaries. Making only a few mistakes.

❖ Franchising

Just like licensing. Organisation puts together a package of the ingredients that made them successful in their home country and overseas investors The Franchise holder helps out by providing quality training and services or product. An example of a Franchising option for exporting in International markets is McDonalds.

❖ Joint Venture

Two companies may share knowledge and expertise to assist them in the development of a company, Profit and market we be share by both parties.

4.1 Problems in International Marketing and Export Procedures

❖ Cultural Differences

There are different cultures around the world and the behaviour of people primarily influenced by their culture and history. Therefore, companies seeking to expand internationally must scrutinize the culture of the host country. In this case, the company must recognize there are vast differences between Finland and Cameroon. The awareness that customs vary creates the need for asking the critical questions and thus enable the companies not to make serious mistakes in their host countries (Kotler 1996).

❖ Political Instability

The political systems around the world are different. Some countries enjoy a democratic system while others like dictatorship. (Hollensen 2014) Explains that the existing political system may create instabilities that must be dealt with by international companies. Moreover, different governments may adopt a liberal or a restrictive approach towards foreign trades. To express this point.

❖ Administration Policies

The international marketing is getting harder because there is much bureaucratic and ministrative procedure in the host and guest countries. It was stated by (Hollensen 2012) variation in exchange rate. Countries have different currencies and regularly fluctuating, and each company should have a way to deal with these fluctuations.

❖ Global Marketing

At this point, Firm treat the world, including their home market as one market. Gives room for market segmentation, decisions no longer focused on national borders. Instead, it is concentrated on income levels, usage patterns or other factors that often span countries and region. Mc Kinsey (1993) states that one key goal of Global Marketing is more than half of the revenues comes from abroad, and organization takes on the global perspective.

❖ Economic Factors

Economic factors include unemployment rates, inflation rates, and labour costs per capital and market size.

4.2 The Creation of a Constructive Marketing Program

The program is needed since, on the international scene, each company will face many competitors. It, therefore, requires a contingency plan to adapt quickly to this uncertain business climate. The managers should put in place a proper structure Supply Chain. The company I seek to create in Cameroon needs a constant amount of the cocoa beans. The contingency plan should include a way to deal with the legal policies in Cameroon incase my company wishes to expand. According to Nouvo (2001,26) "Technologies are advancing rapidly like the ray of light have no value in themselves, it only attains value in the context of fulfilling human needs. Main challenges today is to take into account human needs and how to make it better with modern day technology competencies".

Moreover, the company must have enough capital to become a successful company and one, which can be trusted. The farmers must know they will get the best price for their beans and will be paid once the goods are delivered to the company. The contingency plan should also tell the company whether there are enough proficient managers to run the business in the host country. Skilled managers are people who in this case are globally aware of the differences in the culture of Finland and Cameroon. Moreover, they are tolerant and know how to work well within a multicultural setting.

4.3 Successful Marketing

To create a successful company, one needs to understand the needs of the customers. Many theories are written about marketing. The simplest one is known as the Marketing mix or the 4PS. The four combinations refer to four levels, which must be considered to market a product successfully. Controllable elements of marketing are (4ps) product, price, promotion and place. Drummond & Ensor (2005) explain that product is what one wants to sell.

The rate refers to the cost paid by the customers. Promotion is all the necessary tools and ways, which can be used to create a demand for the product. The place can be where one intends to sell the product. An extensive effort is made to target the customers, and through advertisements, a need created.

Over the years, direct marketing campaigns focus more on the audience or consumer profile, and it succeeded in stimulating directly to the product or service marketed. It also focuses on response to any directly sold real examples telemarketing, flyer distribution, coupon printing, and direct mail. Today is more focus on internet and mobile technology to engaging with customers online (jobber 2012). It provides numerous advantages to companies, such as the ability to target customers directly to enable cost-effective campaigns and facilitating the effectiveness of the campaign to be easily measured.

Indirect marketings aim is not to achieve highly specific consumer audience as direct marketing does. Example of indirect marketing advertising a product in storefront window display prominently within a retailers commercial space. The retailer space is what separates the product sold by the consumer.

5 European Requirements for Cocoa Importation

Finland is a part of Europe, and there are rules to be taken before importation can happen, there are particular lawful necessities on such issues as nourishment wellbeing and substance tainting levels. Health document is very vital by the competent country dealing with the agricultural food product to certify that they comply with the relevant legislation in the exporters country and wherein right conditions during the time of inspection, like in Finland we have Evira. (Evira 2018)

European law express that substance security, and nourishment cleanliness must be set up all through the store network, and it is exceptionally crucial to control substance (HACCP). An item considered not protected are denied access to Europe. Cocoa beans from Cameroon must abide by General Sustenance Law (Control EC178/2002) and the general guidelines on Nourishment Cleanliness (Direction EC852/2004).

5.1 Substance Contaminants

Substance sullyng occurs in various phases of the generation procedure of Cocoa beans due to environmental contamination, development practices and preparing techniques. According to (ISCR 2017) European law expresses that contaminants must be kept at levels that are as low as conceivable with the goal that does not harm human well-being.

European Nourishment Wellbeing Specialist (EFSA 2016). The likely contaminants found in cocoa beans are “Overwhelming Metals”(Cadmium) European Association has fortified its direction on cadmium in cocoa items. Cadmium are usually discovered in the dirt of Chocolate or cocoa powder sold to the last purchaser and are dangerous for human consumption.

Maximum permitted by European Union.

Specific cocoa and chocolate products	The maximum permitted cadmium levels (ppm)
Chocolate with milk 30% total dry cocoa solids	From 1 January 2019 (0.10)
50% overall for chocolate dry solid	From 1 January 2019 (0.30)
Chocolate with 50% total dry cocoa solids	From 1 January 2019 (0.80)
Ingredient in sweetened cocoa powder sold to a consumer must be checked	The effect from 1. January 2019 (0.60=

TABLE 4. Substance contaminant

When it comes to checking the amount of cadmium levels in chocolate or admitted in cocoa beans, maximum permitted levels of cadmium listed in the table above must be put in place. When translating the cadmium levels of chocolate into levels admitted in cocoa beans. European importers will consider <0.5 ppm good level. Chocolate makers will have to blend the cocoa with other cocoa with lower cadmium content.

5.2 Hazardous Content in Cocoa

Pesticides are permitted but carefully controlled. Especially relevant for cocoa farmers using pesticides to fight insect infestation such as mired bugs and the cocoa pod. Farmers should focus on reducing the number of pesticides in cocoa, and the right way to do that is by just applying Integrated Pest Management (IPM), an agricultural pest control approach that makes use of complementary crop management strategies and practices to help minimize the use of pesticides.

Mycotoxins: This can happen because of fungal infection of cocoa, and it leads to the economic loss in the cocoa sector. It is wise for farmers to focus on proper agricultural drying, processing and storage practices.

Polycyclic-aromatic hydrocarbons (PAHs): This takes place when cocoa beans dried with fire or beside the road, a cocoa bean can be contaminated during post-harvest or primary processing stages. Smoke is one of the primary sources of polycyclic-aromatic hydrocarbons. According to European Union farmers should avoid drying cocoa beans with smoke and instead focus on natural sunlight, which is the feasible and efficient method.

Salmonella/Microbiological: Well known that cocoa considered a low-risk commodity; occasionally subjected to microbiological contamination. As a result, improper harvesting and dy-

ing techniques. No microbial contamination criteria for cocoa have been set in the current European legislation.

5.3 Fairtrade in Cocoa

The primary key in the cocoa industry. Fairtrade premium is decided democratically in the producer organisations, requirement of labour rights (Freedom of association, Collective bargaining, Freedom from discrimination, Increase in workers awareness of their rights,). No force labour in accordance with the principles of International Labour Organisation (ILO) Convention, decent working conditions. According to (Jobber 2010) Customers nowadays are more interested in traded goods. Many customers will investigate if the fair trade took place and it improves the conditions of farmers on cocoa plants. Cameroon is a member of OK business; chocolate producer will invest in fair trade and double the amount of cocoa originating from fair trade in the upcoming years.

5.4 Characteristics of cocoa beans surveyed by the accompanying criteria underneath

Great attributes:

- ❖ Firmly weight dried grains of uniform size not under 1g.
- ❖ Light to flat ruddy dark coloured shading.
- ❖ Delicate piece. Well matured beans and accurately aged.
- ❖ Promptly disintegrated, profoundly.

Terrible characteristics:

- ❖ Strong violet shading because of under fermentation; make a purple shading when over fermented.
- ❖ Mouldy cocoa beans and creepy crawly invaded cocoa bean

6 Transportation Documents, Packing and Storage

Documents contain details of the cargo, and the shipping requirements are the essential texts such as the bill of lading and air waybill.

- ❖ Bill of Lading

Evidence of the contract between the shipper of the goods and the carrier. The customer usually needs the original as a proof of ownership to take possession of goods. There are two types: Straight bill of lading is non-negotiable and a negotiable or shippers Order bill of lading

(a title documents) which can be bought, sold or traded while goods are in transit and used for many types of financing transactions. (Appendix 2)

❖ House Bill of Lading

House bill of lading in groupage should clarify with the bank whether it is acceptable for the letter of credit purpose before the credit opened. Advantages include less packing, lower insurance premiums quicker transit, less risk of damage and lower rates than cargo as an individual parcel/consignment.

❖ Shipping Guarantee

Without producing the original bill of lading, it is used with full margin or trust receipt to protect the bank's control of the goods.

❖ Packing List

Packing list of useful information needed for transportation purpose, such as details of invoice, buyer, consigned country of origin, vessel/flight date. Port/airport loading, port/airport of discharge, place of delivery, shipping marks/container number, weight/volume of goods and the fullest details of the products, including packing information.



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Figure 8. Ventilated container (Source Shutterstock 2018)



Figure 9. Ventilated container: internal view (Source Shutterstock 2018)

Cocoa beans should be free from dampness substance ought not to surpass 7.0%. Cocoa beans ought to be sensibly free of outside issue, pressed inside new jute, sisal, and burlap or spun weave polypropylene packs of a weave sufficiently tight to withstand the long travel to Europe. The packages ought to be a mark in English with the substance “cocoa beans”, net and gross weight in kilograms (Cocoa Barometer 2015).

Cocoa originating from different countries are sold in the physical market includes the kind of business that the clear majority regularly ponder exchanging wares. The structure and length of the cocoa showcasing channels vary from area to district inside an indistinguishable creating nation from well as crosswise over delivering countries.





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sack bag with coffee arabica on textile background

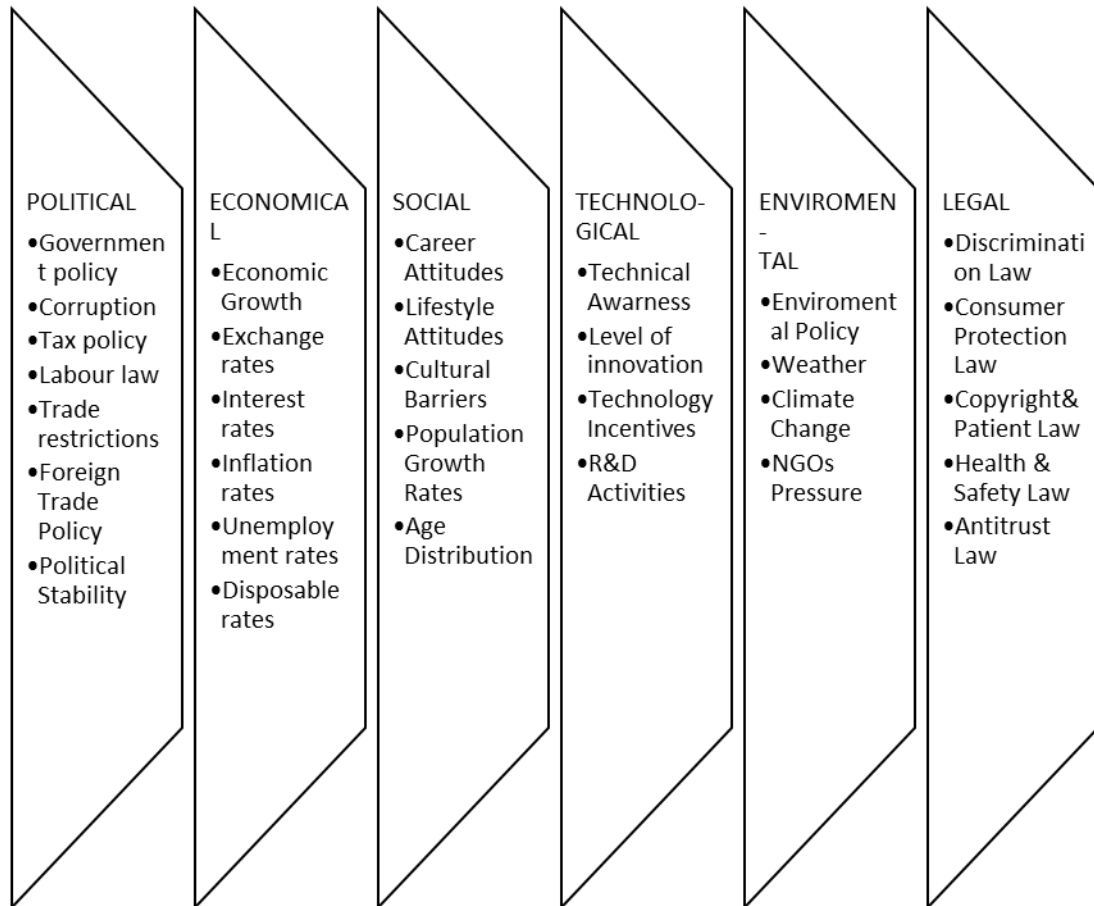
Figure 10. coffee beans in burlap sack

Source (Shutterstock 2018)

The shed used to store full cocoa sacks ought to be round in shape depleted dry areas. Packs ought to be put away on beds under a waterproof rooftop. The shed must be secure against burglary, rats, and different creatures. Try not to store cocoa with copra or fuel; ironically, their odour will pollute the cocoa beans. In Finland there are four free warehouse areas (Helsinki, Naantali, Kemi and Oulu).

Cocoa beans are regularly put away in the type of whole grains in jute packs for the moderately brief period. They can be set away for five to a half year securely. Matters experienced are beans measure variety, high shell content, value vacillation and debasement. Both weight and quality contrasts will have a direction on exchanging esteem. To defeat these issues and to draft out the timeframe of practical usability of cocoa beans, an investigation was directed to store cocoa nibs in plastic lined jute packs.

PESTEL analysis of cocoa beans is an outline of a tool used by markets to monitor and analyse external factors, also known as Environment factors that are likely to influence an organization business. It helps identify threats and weakness, which are later used in SWOT analysis.



Ta

ble 5.

Cocoa Beans PESTEL analysis is as follows:

- ❖ **Political:** The political scenario around the world mostly influences policies associated with Cocoa Beans. For instance, political unrest in Cameroon because of inflation, causing poor harvest as farmers cannot afford to buy necessary farm equipment.
- ❖ **Economic:** Economic conditions play the most vital role in influencing a business. For instance, the economic downturn in 2007 affect prices of cocoa beans, and currency exchange and environment changes - Job creation in both countries.

- ❖ **Social:** Communication is vital because it creates a global image that people can associate together. Social implications must be put into account while coming up with marketing campaigns across different countries.
- ❖ **Technological:** Technology has done numerous of things for both producer, consumers and brands together. Fazer has been staying ahead of technology trends to increase brand engagement.
- ❖ **Environmental:** Environmental factors are the primary key to successful cocoa beans grade, and quality. 2017 was a lousy year for Cameroonian cocoa farmers.
- ❖ **Legal:** Cocoa farmers association are focusing more on working without child labour as many Beverages companies can be fall victim to legal allegations. Factors include product testing, and quality assurance should be kept in mind to prevent legal matters.

8 Research Methods and Condcution

Given a problem a researcher must find ways to solve the problem. To solve a problem, a researcher must work extensively by considering all the possible aspects of the problem. During the research, the researcher must also work systematically. This step is required if the researcher wishes to obtain reliable and reliable conclusions. There are different ways to conduct research. For instance, one can use a qualitative approach or a quantitative approach. Let me also add the fact that one can use a mixed method approach. Whatever the method is chosen, the researcher should identify the problem to be solved. The identification of the problem to be dealt with is very vital since, without it, the researcher will inevitably fail to ask himself or herself the right questions and can start the research by moving into the wrong direction. (Industrial Research Institute, 2010) Because of this failure, the researcher shall not be able to have hypotheses which should be tested or verified. In the following lines, I shall consider the three types of research procedures.

8.1 Qualitative Research Approach

A qualitative data is not a number. For instance, in a survey, the favourite food of many movie stars is a qualitative data. The qualitative research process is usually used when one is dealing with subjective matters such as love, fear, emotions and so forth. To express this point, Kothari (2004) wrote "Attitude or opinion research, i.e., research designed to find out how people feel or what they think about a particular subject or institution is also called

qualitative research. Qualitative research is especially important in the behavioural sciences where the aim is to discover the underlying motives of human behavior”.

Reality is always construed through some binoculars and some veils. This means that we may be dealing with the same situation, but we still understand it differently because of many factors. Factors can include religion, beliefs, educational level, personal experiences, up-bringsings, and the conditioning of the society where one is born.

Even though the researcher is dealing with emotional and psychological issues, the researcher still needs some lenses through which to understand these subjective issues. These lenses in a way are the springs of the research process. It allows the researcher to start the research in a specific direction. The researcher freely interacts with the participants and can thus quickly enlarge his sphere of exploration.

Since the human psyche is very complicated, the researcher here is a bit different from a researcher who studies an objective matter. Therefore, freedom to express oneself is a critical note in this process. Participants can freely express themselves, and the researcher takes the opportunity to conduct an in-depth interview with the participants. Techniques such as word association tests, sentence completion tests are also used in qualitative research. This process is time-consuming since the human mind is very complicated and delicate. Therefore, the participants in this research process are not usually numerous as those involved in quantitative research. It is also important to emphasize the fact that in qualitative research is not to generalize. Instead, the qualitative approach to the study gives a possible answer to a given question. In other words, there might be other possibilities, and plausible explanations and the researcher is just touching one of them.

8.2 Quantitative Research Approach.

A quantitative data is based on numbers and their values in the research context. For example, the percentage of women given birth to children in Finland is quantitative data. When the researcher wants to use the quantitative research procedure, the first step is to collect data by using a questionnaire. The questionnaire is carefully designed and considers all the possible aspects of the problem being studied. The survey is then given to respondents, and the role of the researcher is to turn these answers into numerical values which can be easily understood.

The powerful statistical software is available to analyze this data and derive conclusions. The SPSS 23 software is one of them. Many questions can be answered through statistical analysis. For example, the researcher may decide to study the correlation between two statistics. There are two possible cases which may occur here.

The researcher can also be interested in the study of causation. Here a common pitfall is that many novice researchers assume that when two variables are correlated this means that one causes another. This is not necessarily true. Consider the following simple example. It has been noticed that sale of ice cream and the number of people drown in the sea during summer is positively correlated. One cannot, therefore, say that the sale of ice cream causes death. Instead, there is a third factor which is relating the variable together which here is the high temperature.

One of the difficulty to be circumvented by the researcher is how to choose a sample which is representative of the population being studied. There are different ways of sampling. One can distinguish random sampling from systematic sampling. Systematic sampling allows the researcher to select members of the population who satisfy some specific conditions. While doing quantitative research, some basic principles are used. The researcher must explain to the participants of the survey that they are free to participate and withdraw at any time from the research. The respondents understand that the questionnaire is solely for research purposes. The researcher should take care not to influence at any time the collection of the data. This is called being objective, and therefore biases are avoided at the outset of the research process.

In some cases, the researcher should do his or her utmost best to control external factors which may distort the collection of data.

8.3 Role of the Researcher

The researcher defined the problem to be analyzed and there are 10 male respondents selected randomly that took part in the questionnaire. Each respondent was free to participate and withdraw at any time, and data was collected. The researcher then analyzed the data with SPSS 23.

Primary and Secondary data was used, Farmers are not benefiting sufficiently from the rise in prices, remain in poverty as their income fail to keep up with rising production costs and household expenses. Face to face method was adopted to interview the farmers growing cocoa in large scale. The questionnaire was designed in two parts, First part focuses on characteristics of respondents by their Socio economic factors. Is important to know every details that went on from the farm to storage. To avoid child labour or force labour, Knowing the Educational background and Age plays a key role when applying the right mechanism in cocoa farming to boost input and improve income.

The questionnaire used is attached in the appendix. It was developed to address all the possible questions about the export of cocoa beans from Cameroon to Finland. At this stage, I

stressed the fact that this study has some limitations. The limitations of the study are that a novice researcher did the research, the sample size is small and that the context of the survey is Cameroon. Therefore, one should be careful not to generalize the results to other countries in Africa.

8.4 Characteristics of respondents by Socio-economic Characteristic

The Table below shows the Distribution of respondents by their Socio-economic characteristic.

Respondents	Location of Farms	Gender M/F	Farm Size (Ha)	Farm Experience (YRS)	Education- al levels	Age	Plant P- ulation/ HA (Kg/Ha)	Cocoa Yield (Kg/Ha)
1	Buea	Male	10	15	University	53	4000	4,000kg
2	Buea	Male	10	17	High School	52	4000	4,000
3	Buea	Male	12	17	University	47	4800	4800
4	Mefou	Male	15	15	University	46	6000	6000
5	Nkambe	Male	20	20	Primary	47	8000	8000
6	Kumba	Male	10	20	University	48	4,000	4,000
7	Buea	Male	12	25	University	52	4800	4800
8	Buea	Male	10	30	University	55	4000	4,000
9	Buea	Male	10	20	University	52	4000	4,000
10	Kumba	Male	10	25	University	55	4000	4,000

Table 6

8.5 Results For Qustionnaire Part One

- ❖ Gender -clearly shows that Cocoa farmng is dominated by Male, usually head of the family, output would be higher than female counterpart. In turn, deprive women access to loan and credit, technical assistances and modern agricultural inputs.
- ❖ Location and Farm size -Majority of the respondents are from Buea and Foko region- South west of the Country mainly English speaking. Farm size ranges from 10 Ha to 20 Ha of land.

- ❖ Farm Experience -All the respondents have acquired enough experience in the management of Cocoa production with local equipments.
- ❖ Educational Status - All the respondents are University degree holder and is assumed to Influence Cocoa production technologies positively because they are in position to technically and economically access the new crop and knowledge of Cocoa production.
- ❖ Age -All the respondents are Active, Strong and engage in Cocoa farming, This trend needs urgent attention as youths have to be encouraged to take up Cocoa farming as profession .
- ❖ Plant Population- All the respondent have minimum of 10 hectare of lands, One hectare contain 400 Cocoa trees. Mutiplying by 400 gives us the current total of Plant population.
- ❖ Cocoa Yield—Cocoa is harvested twice a year, Main crop is harvested from Sep/Feb and Mid harvest from May/Aug. A ripe Cocoa pod contain 40 to 50 beans, One cocoa tree produces 1000 beans and One hectare of Cocoa farm produces 400kg of dried cocoa beans. Multiplying by 400kg gives us the current total of Yield per year.

Measuring the Respondents competitiveness based on Socio-economic characteristic it clearly shows that the respondents are operating on Fairtrade, No force labour in accordance with the principles of the International Labour Organisation (ILO) conventions, decent working conditions

8.6 Results For Questionnaire Part Two

Question 1

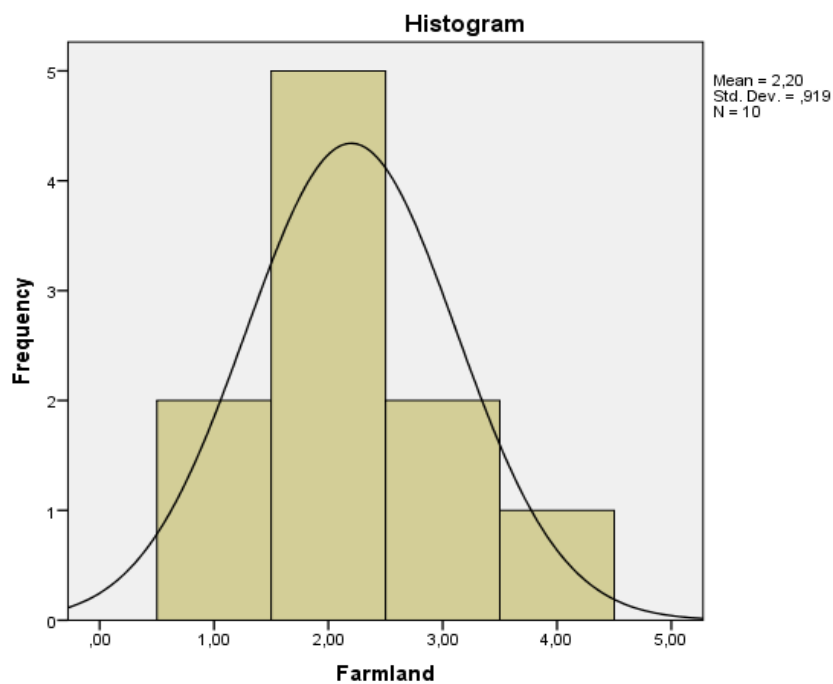
Cocoa Farmland

An inherited farm occurs among family members usually by heredity where the land is transfer to the next of kin. 70% of the respondent got their land through Heritance.

A lease land is when the land has a fixed duration of usage by the farmer while a rented land is land that has a specific down payment or payment for certain given time.

Government sometimes provide the farmers with cheap lands for cultivation, by doing so the Government encourage farmers to get more involve with agriculture and Purchased land is the one that's bought with full paymnt (personal assets).

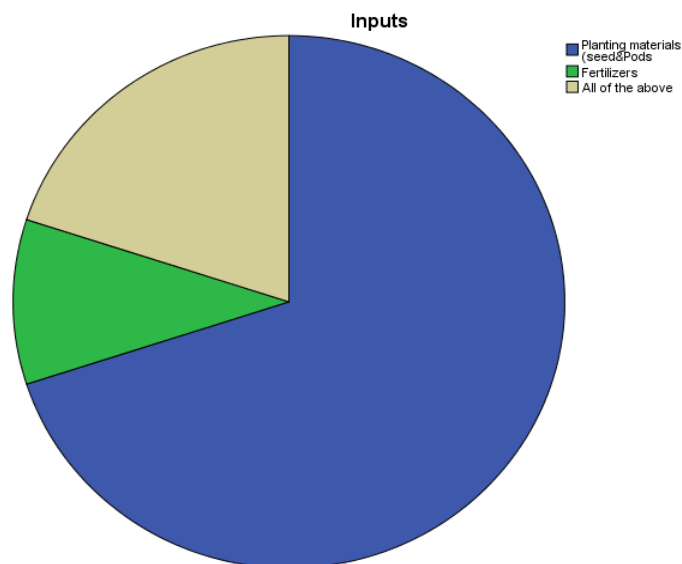
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lease	2	20,0	20,0	20,0
	Inherited	5	50,0	50,0	70,0
	Rented	2	20,0	20,0	90,0
	Purchased	1	10,0	10,0	100,0
	Total	10	100,0	100,0	



Question 2

Majority of the Respondent put more focus on growing strong Seedlings and pods, It saves money by focusing on Seedling, Only one Respondent use Fertilizers and two Respondent uses all the available options. Below is the pie chart illustration

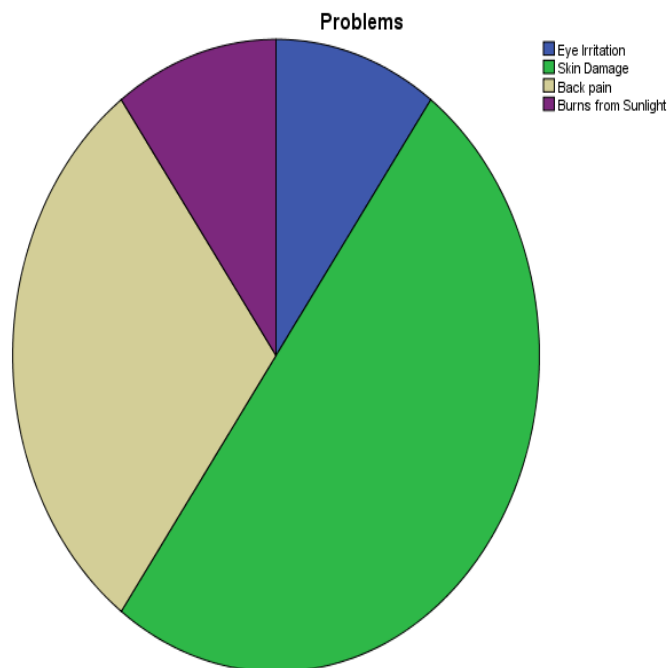
Inputs				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Planting materials (seed&Pods)	7	70,0	70,0	70,0
Fertilizers	1	10,0	10,0	80,0
All of the above	2	20,0	20,0	100,0
Total	10	100,0	100,0	



Question 3

Due to high Sun temperature Majority of the Respondent have Skin damage, When skin is damaged the body can not produce free radicals and it affects the cells in the skin. High Temperature can cause Eye Irritation while some Respondent have Back pain from working in the Cocoa farm. Is always advisable to wear the right protective equipment. Below is a Pie chart.

		Problems			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eye Irritation	1	10,0	10,0	10,0
	Skin Damage	5	50,0	50,0	60,0
	Back pain	3	30,0	30,0	90,0
	Burns from Sunlight	1	10,0	10,0	100,0
	Total	10	100,0	100,0	

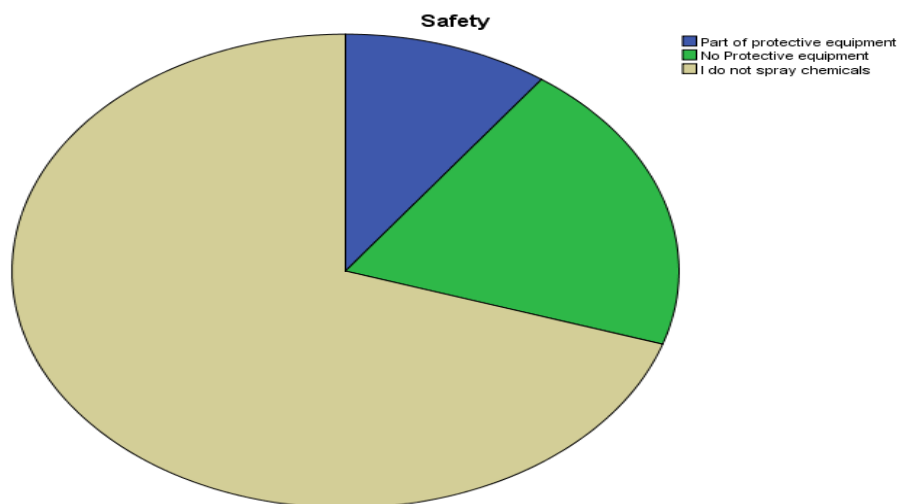


Question 4

Safety Precautions

Majority of the Respondent do not apply Chemicals simple truth Cocoa trees always litters and shed lots of leaves and these leaves add nutrient to the soil only few Respondent do not have protective equipment while One Respondent uses some part of Protective equipment. Below is a Pie chart.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Part of protective equipment	1	10,0	10,0	10,0
	No Protective equipment	2	20,0	20,0	30,0
	I do not spray chemicals	7	70,0	70,0	100,0
	Total	10	100,0	100,0	

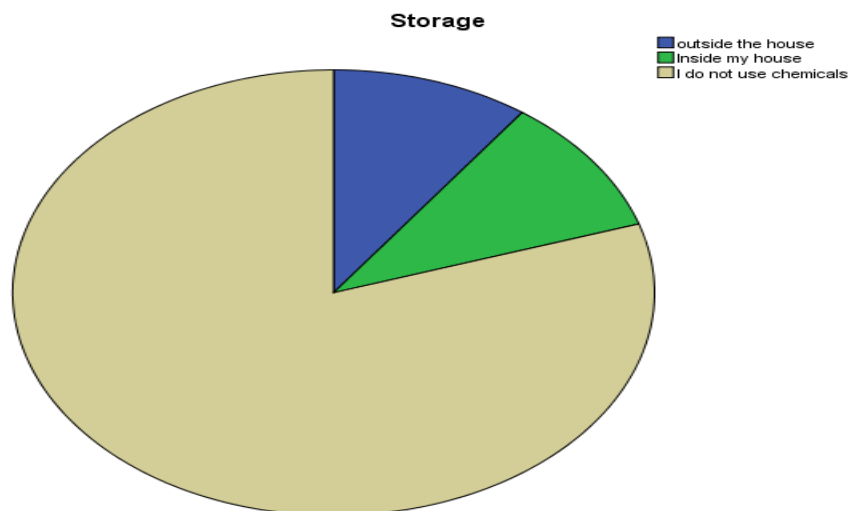


Question 5

Majority of the respondent dont used Chemicals and involves in more research on ways to avoid chemicals. Farmers often lack access to crop protection Products, Fertilizer and other resources in Agriculture. Somehow, they lack the skills required to use them effectively. Farmers need more support through Innovation, Technology and Sustainability to address these challenges in other to improve productivity. Below is the pie chart

Storage

	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid outside the house	1	10,0	10,0	10,0
Inside my house	1	10,0	10,0	20,0
I do not use chemicals	8	80,0	80,0	100,0
Total	10	100,0	100,0	



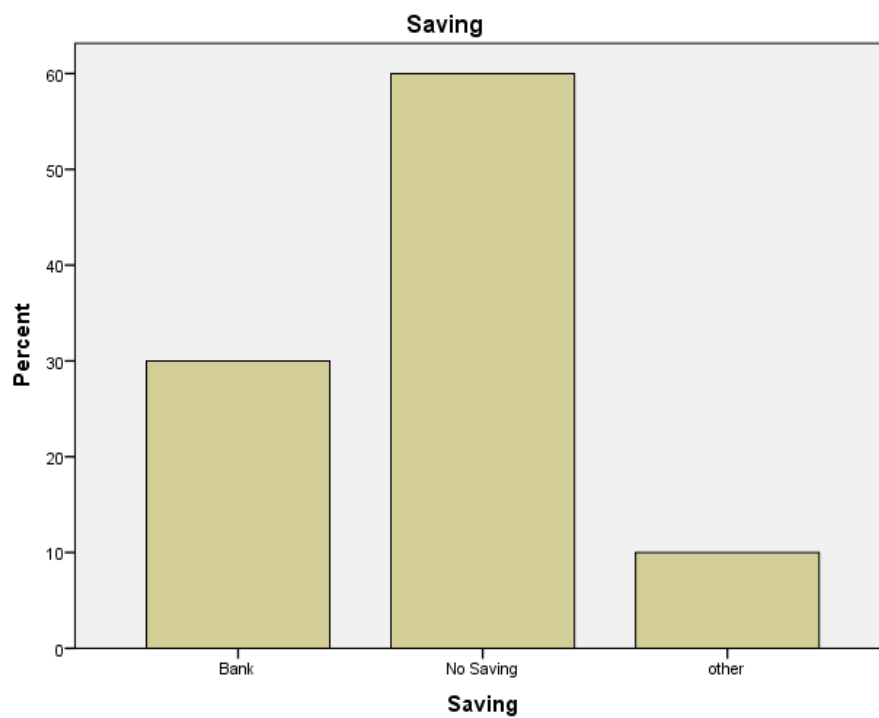
Question 6

The majority of the rresponent interviewed dont have any saving, while some farmers have 30% saving in the banks. Most Repondents do not have any saving and live well below 2 Euro a

day Globally defined poverty level. This lead to bad labour conditions, Human rights violations, and other problem including child labour. Below is the Pie chart.

Saving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bank	3	30,0	30,0	30,0
	No Saving	6	60,0	60,0	90,0
	other	1	10,0	10,0	100,0
	Total	10	100,0	100,0	



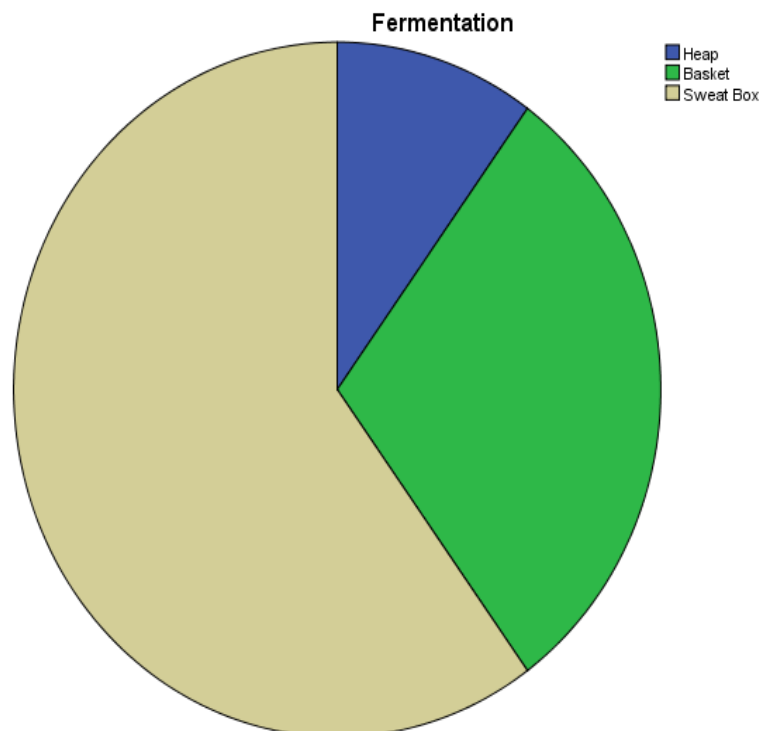
Question 7

Fermentation

There are many methods involved with Fermentation depend on removing the beans from the pods and heaping them together to allow micro organisms to develop and inittate the fermentation .

Fermentation takes about five days and the beans can be mix on the third day. It is done with large wooden boxes that can hold tonnes of beans and boxes must have provision for the liquidfied pulp to drain away . The beans can be covered with banana leaves or sacking to conserve the heat generat-edduring fermentation.

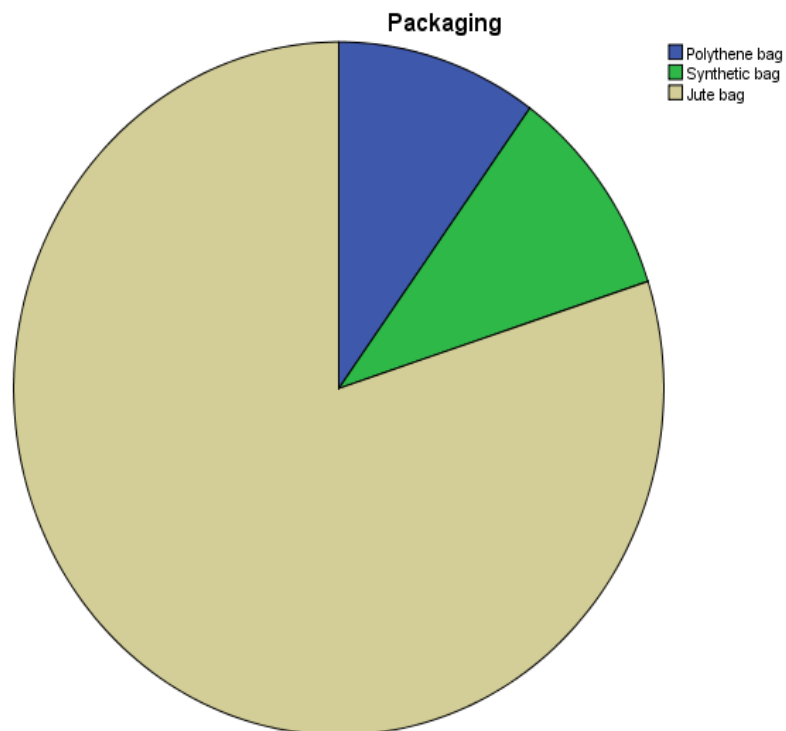
	Frequency	Percent	Valid Percent	Cumulative Per- cent
Valid Heap	1	10,0	10,0	10,0
Basket	3	30,0	30,0	40,0
Sweat Box	6	60,0	60,0	100,0
Total	10	100,0	100,0	



Question 8**Packaging****Packaging**

Jute bag is most reliable bag for cocoa beans, is highly demanded in the market for their best quality and cost effectiveness. They are carefully developed, processed and tested by highly trained knowledgeable and experience professional at advanced units. Other bags are good for cocoa also.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Polythene bag	1	10,0	10,0	10,0
	Synthetic bag	1	10,0	10,0	20,0
	Jute bag	8	80,0	80,0	100,0
	Total	10	100,0	100,0	

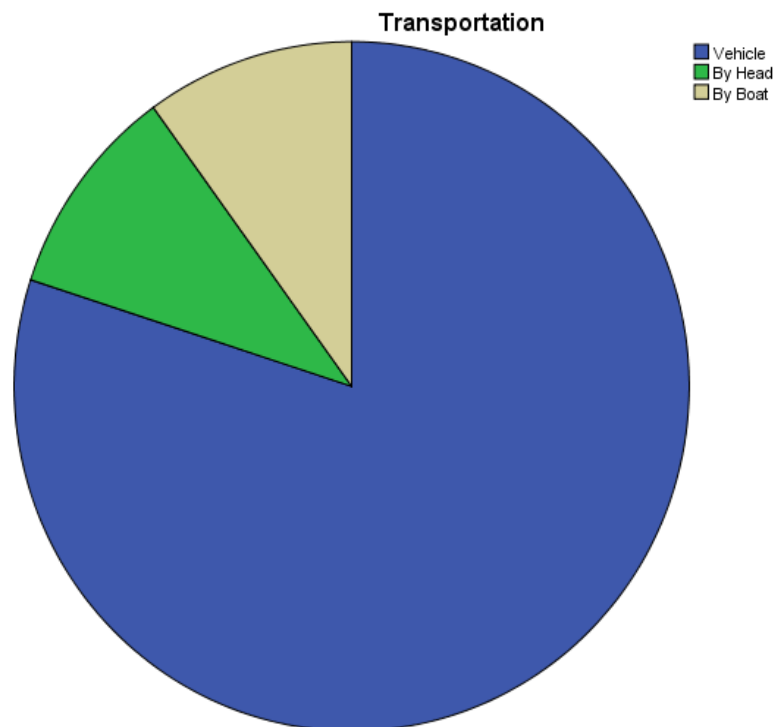


Question 9

Transportation

Most of the Respondent used Vehicle, because they are large scale farmers and it makes movement from one field to another.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vehicle	8	80,0	80,0	80,0
	By Head	1	10,0	10,0	90,0
	By Boat	1	10,0	10,0	100,0
	Total	10	100,0	100,0	

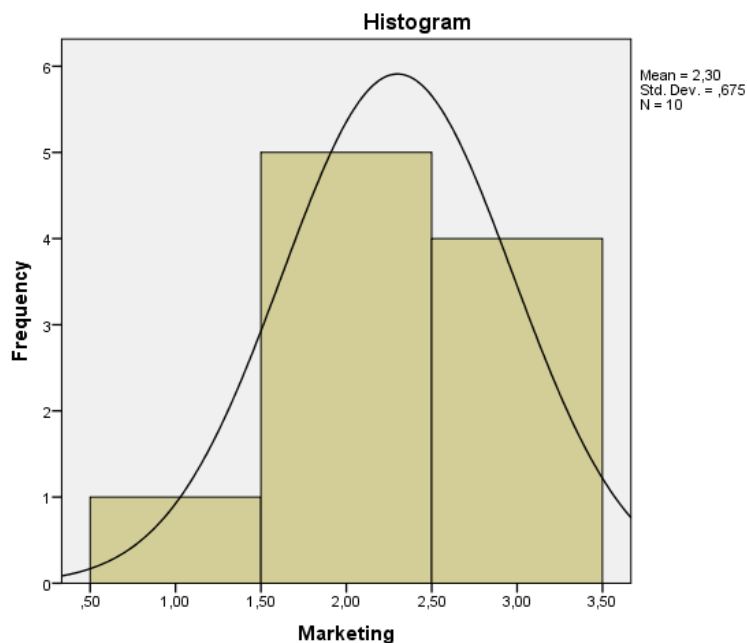


Question 10

Marketing

After beans are dried and packed into sacks, Farmers sells to co-operative, Private Firms and Licensed Buying Agent . The buyer then transports the bag to an exporting company. Exporting company inspects the cocoa and places it into truck to the exporters warehouse near a port. Additional drying is sometimes necessary at this point.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Licensed Buying Agent	1	10,0	10,0	10,0
	Co-Operative	5	50,0	50,0	60,0
	Private Firms	4	40,0	40,0	100,0
	Total	10	100,0	100,0	



9 Conclusion and Idea Business Plan

Since chocolate is produced in Finland and the beans are not cultivated here, I think that the tariff barriers cannot be that huge, Cameroon is a member of WTO since December 1995 and a member of GATT since May 1963. Finland is also a member of WTO and GATT; There is Mutual respect, Lower trade barriers with each other which include tariffs, Import quotas and regulations.

Our Respondent who participated on the survey are all large -scale farmers with more entrepreneurial skills, and higher selling prices than small-scale farmers. Large scale farmers practice group selling and are active members of co-operative organization. Lower trade barriers with each other create the broader market for goods and services which leads to more significant sales, more jobs and fast economic growth. According to Minister Mykkänen(2017) clearly states that Finland enjoys and support Multilateral, rule-based trading system. Over the years Finland has financially contributed to numerous of Project in Africa and undeveloped countries.

A successful organization depends on the leaders able to listen and respond to the World around them (Bolman, Deal 2013,p14) Quoted that Flexibility plays a big part in being a strong leader. It is about adapting to situations rather than blindly continuing to avoid them. Learning should be a constant state, regardless of your position, Continues learning put the Organization in advantages. Every Organization is responsible for defining policies, creating a culture and deploying infrastructure that will make them resilient in the face of change.

Internalization plays the vital role which needs to study carefully, It helps to create new markets for product and enables Increase in Income. Special consideration on "PESTEL" analysis before taking the decision. Information and data collected from various sources Including Books, Internet, Online Journal, websites as well as Interviews and research on Farmer's behaviour in Cameroon are a very Important aspect of this thesis.

Cameroonian government has done great by Liberalization of the Cocoa sector, making way for the increase in private sector. Apart from trade, Companies are Involved in service provision and Government also provide services to Cocoa farmers, such as training. It is estimated that around 20%of farmers are reached by these services, while around 30% of farmers are reached by services from Private sector (Like Credits, Inputs and training).Primary economic

9.1 Business Idea Proposal

I would like to set up an export company which is mindful of the well-being of the Cameroonians. I think this can quickly be done since it is possible to trade with farmers who do not use child labour. Cameroonians do not like child labour, and as a marketing strategy, potential workers will advertise, that this is one of the benefits the farmers will get by trading with us.

Cameroonians are all aspiring to live a good life, and the company is taking an important step to show the locals that it is not another big fish who wants to eat all the small fish. In other

words, the company is not only interested in the cocoa beans but also about raising the standard of living of its producers.

The results of the analysis suggest that Cocoa can be exported successfully from Cameroon to Finland. In fact, the challenges faced by companies on the international scene can easily be overcome in Cameroon. First, the free industrial zone in Cameroon means a tax relief is offered to foreign companies which create jobs in Cameroon. I propose to register an international company in Cameroon which is run by local managers and which exports the cocoa beans to Finland. Also, the result shows that one can hire managers who will do extensive research on the free zone. In fact, it was found that 70% of the potential candidates have agreed to carry this investigation. This research will be done before the company starts investing in the exportation of the cocoa beans to Finland.

Organizing the illiterate farmers into agricultural cooperatives and teaching them about proper farming and post-harvest supply is beneficial for the company. These practices contribute to raising their standards of living.

"Ironically" Increase in trade gives room for World peace by opening the door for small Countries to learn English World largest Consumer market language. Finland has an excellent environment for business, Regulation regarding Cocoa beans is the same as any other business. If all the necessary documents are submitted as well as all the required checking regarding the product are conducted, then it is possible to have the authorization to enter the Finnish market.

Free Shipping zones in Finland are Hangon Vapaasatama (Hanko Freeport), Haminan Vapaa-alue (Hamina free zone), Lapperannan Vapaa-alue (Free zones of Lappeenranta) and Turun vapaa-alue (Turku freezone)

The Coordinated Irrigation Administration idea (IPM) is a reliable promotion apparatus for manageable farming, aware of the open nations and given the advantages that this approach speaks to as far as ecological insurance and human security. Determinations and utilization of control strategies, examining or checking methods, and monetary damage levels are the strategic segments of the IPM procedure. The necessary parts of an Incorporated Bug Administration framework can abridge as takes. Information about the life cycle and environment of the nuisance, and of its characteristic foes, is required.

Internalization plays the vital role which needs to be studied carefully, It helps to create new markets for product and enables Increase in Income. Special consideration on "PESTEL" analysis before taking the decision. Information and data collected from various sources including

Books, Internet, Online Journal, websites as well as Interviews and research on Farmer's behaviour in Cameroon are a very Important aspect of this thesis.

9.2 Recommendations For Further Studies

- ❖ Famers should Increase soil PH and OM content of soil.
- ❖ Farmers should avoid the use of phosphate fertilizers.
- ❖ Avoid practicing Irrigation with contaminated water.
- ❖ Nutrient deficiencies test for macro and micro content
- ❖ Farmers should avoid post harvesting contamination.

9.3 Abbreviations

CBQ:

Cocoa bean quality

FFS:

Farmer field school

GFPHP:

Good farming and postharvest practices

IRAD:

Institute of Agricultural Research for Development

LBC:

Licensed Buying Companies

MINADER:

Ministry of Agriculture and Rural Development

NPMB:

National Produce Marketing Board

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Minister Kai Mykkänen Honourable Minister for foreign trade and development.

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Table of figures.

Figure 1. Cocoa beans and chocolate on wooden background.

<https://elements.envato.com/cocoa-beans-and-chocolate-on-wooden-background-PQ4W2T3>

Figure 2.. Cacao tree (Theobroma cacao) with fruits. Yellow and green cacao pods grow on the tree.

<https://www.shutterstock.com/image-photo/cacao-tree-theobroma-fruits-yellow-green-1024790611>

Figure 3. Types of Cocoa Beans.

<https://www.shutterstock.com/image-photo/cocoa-beans-three-types-1072375397>

Figure 4. Map of Cameroon.

<https://www.shutterstock.com/image-illustration/republic-cameroon-map-182103080?src>

Figure 5, 6 and 7 Fazer products

https://www.shutterstock.com/search?search_source=base_landing_page&language=fi&searchterm=Fazer&image_type=all

Figure 8 &9 Shipping containers.

<https://www.shutterstock.com/fi/image-illustration/red-cargo-shipping-container-without->

Figure 10 Coffee beans in a burlap bag

<https://www.shutterstock.com/fi/image-photo/jute-bag-full-cocoa-beans>.

11 Appendix

Exportation of Cocoa beans from Cameroon to Finland

Questionnaire

This questionnaire is part of an educational research paper at the Laurea University of Applied Science, and its purpose is to determine whether cocoa can be exported successfully

from Cameroon to Finland. The data collected are anonymous and confidential. By answering the questionnaire, you will help the researcher to answer this question. Your experiences, ideas and even critical remarks will be of crucial importance for the researcher. Therefore, every response counts.

It will take about 15 minutes to complete the form.

Questionnaire **No.**

Date.2.5.2018.....

Part One

- (1) Location of Farm:
- (2) Gender: Male () Female ()
- (3) Age (YRS):
- (4) Farm Size (Ha):
- (5) Farming Experience: ...
- (6) Educational Levels (YRS): ...
- (7) Plant Population/HA (kg/Ha):
- (8) Yield (kg/Ha): ...

Part Two

In this survey, the researcher wants to know what you think about exporting the cocoa beans to Finland. The data collected are anonymous and confidential.

Instructions: Please select a response or responses to each of the questions below.

1. How do you get your Cocoa Farmland?
 - (a) Lease (b) Inherited (c) Rented (d) Purchased (e) Government.
2. What kind of Inputs you use on your Farm? (Material & Labor)
 - (a) Planting materials (Seedlings/pods) (b) Fertilizers (c) Fungicides (d) Pesticides (e) all of the above.
3. Did you face the following problems as a result from working on the Cocoa farm?
 - (a) Eye Irritation (b) Skin damage (c) Back pain (d) Burns from Sunlight (e) all of the above
4. When you apply Chemicals, do you wear protective equipment?
 - (a) A part of protective equipment (b) Full protective equipment (gloves, boots, overall and goggles) (C) No protective equipment (d) I do not spray chemicals.
5. Where do you store your Chemicals?

- (a) I store them in my house in closed room (b) outside the house (c) Inside my house (d) I do not use Chemicals.
6. Do you have any other source of Income other than Cocoa Beans and where you able to save any money in the past 2 years of Farming?
(a) Saving at home (b) Bank (c) No saving (d) otherSpecify....
7. What kind of Fermentation method you use?
(a) Heap (b) Basket (c) Tray (d) Sweat box (e) Other---Specify---
8. How do you pack your Cocoa Beans?
(a) Polythene bag (b) Synthetic bag (c) Jute bag (d) other--Specify---
9. How do you transport your Cocoa Beans?
(a) Vehicle (b) By Head (c) By Boat (d) Other -Specify----
10. How do you Market your Cocoa Beans?
(a) Licensed Buying Agent (b) Co-Operative (c) Private Firm (e) Self-export -...

Comments.

Feel free to let us know anything you feel and think about the exportation of the cocoa beans.

Packing List

July 29, 2015

<<_CompanyName>
 _AddressLine1
 _AddressLine2
 _City, *_State* *_ZipCode*
 _PhoneOffice *_PhoneFax*
 _EmailAddress *_Website*

Customer P.O. No.	Date Shipped	Shipped Via	Our Order No.	Salesperson
	July 29, 2015			

Ship to:

[Customer Name]
 [Customer Address Line 1]
 [Customer Address Line 2]
 [Customer City, State ZIP Code]

Sold to (if different):

[Customer Name]
 [Customer Address Line 1]
 [Customer Address Line 2]
 [Customer City, State ZIP Code]

✓	Qty.	Description
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

# Cartons	Total Weight	Order Complete?	Balance To Follow	Packed By	Checked By

PLEASE NOTIFY US IMMEDIATELY IF SHIPMENT CONTAINS ERRORS!
 Contact: [Type name here], [Type phone number here]

Dairy Farmers of Canada - Canadian Quality Milk Program

SAMPLE LETTER OF GUARANTEE / SHIPPING RECORD

Seller's Name (person or company): _____

Buyer / Recipient's Name (person or company): _____

Date Shipped: _____

Animal Identification Number(s): _____

Do any of the animals listed above have pending milk or meat withdrawal times or broken needles? No Yes If yes, please fill in the following table:

Animal ID	Date of Treatment	Product	Dose (✓)		Completed Withdrawal Date		Broken Needle? If Yes, describe site
			According to label	Extra label	Milk	Meat	

I, the seller, have:

- Owned the animal(s) being sold for at least the last two months; OR,
- A letter of guarantee from the previous owner(s); OR,
- Tested the milk from the animal(s) for antibiotics using _____ test or I sent the sample(s) to _____ (plant/ laboratory), and have proof of a negative antibiotic test result(s).

Test results for Neospora _____

Leucosis _____

SCC _____

Signature of Seller: _____

Signature of Buyer / Recipient: _____