

Organic Cocoa Initiative Yayra Glover in Ghana



How it all began

In 2007, after spending several years in Switzerland studying, working, and starting a family, Yayra Glover returned to his homeland, Ghana. His plan was to launch a sustainable project that would open up new economic and social perspectives for the local people. Convinced that Africa needed opportunities rather than charity, he found the ideal field of activity in the cultivation of organic cocoa.

The development of the Yayra Glover Company

In 2010, the State Secretariat for Economic Affairs (SECO) became the main sponsor of the project "Organic Cocoa from Ghana". The aim of the project was to train cocoa farmers and enable them to have their farms certified organic. The company Max Felchlin AG from Schwyz (Switzerland) as buyer and processor of the cocoa, as well as a cocoa expert from Helvetas, became important partners. The foundation was now laid, but a long and difficult road lay ahead.

Inspired by Angela Spörri's film "Zartbitter" ["Bittersweet"], which revealed the challenges and the initial difficulties faced by the young entrepreneur, the "Yayra Glover Association" was founded in Rheinfelden in 2011. The Association took over the management of the SECO project in 2012, offering a generous bridging loan which led to the successful completion of the project in 2017.

Since then, the company has continued to grow, at the same time adhering to its environment-friendly and ethical principles. At the company's premises in Suhum, near the capital city of Accra, land has been purchased, which will enable worthwhile expansion projects in the future. A large warehouse and offices have already been built.

"Fairafric", a local producer of organic chocolate, has set up an ultramodern production plant at this site. "Claro" distributes the chocolate in Switzerland.

In 2020, all loans from members of the Association were paid back.

Today, much has already been achieved:

Over 1000 tonnes of top-quality cocoa beans are processed locally or in Switzerland. 5800 farmers have been trained and their farms are now certified organic every year. They receive an additional premium that is significantly higher than the price of conventional cocoa beans. This enables them to offer their children a better education, which, ultimately, is the most effective way of preventing child labour.

In the company itself, new jobs have been created for well-educated young people who work as trainers or in management.

What does the future hold in store?

Yayra Glover still has plenty of other ideas for the promotion of organic farming (a factory for baby food, the cultivation of medicinal plants, or the extraction of essential oils). He would also like to help the cocoa community surrounding the company (for example, by setting up a training workshop for young people or creating a model garden).

All this requires external support, especially in the form of investment capital and the transfer of know-how. The Association is engaged in networking on behalf of the company and supporting charitable projects that will make life a little easier for the farming families and help them to escape the poverty spiral.

We, who in many ways live "privileged lives", can help to ensure that the workers who supply us with raw materials also get a fair deal.

You, too, can help by becoming a member of the Yayra Glover Association.

www.yayraglover.ch
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I am going to support the
and like to become a member



Company

First name

Last name

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e-mail

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The membership fee is CHF 100.—

Date: Signature:

Alternatively you can make a donation to
Verein Yayra Glover
IBAN: CH57 0076 1502 8811 1200 1

Thank you for your support!

Please hand it in at Café Riche (Baslerstrasse 36, 4310 Rheinfelden), mail to
praesidium@yayraglover.ch or send it by regular mail to:
Verein Yayra Glover, Eveline Rätz-Rey, Baslerstrasse 32, 4310 Rheinfelden