CASE STUDY SBC 2023 - ROUND 1

JAMCOP - COCOA POD HUSK JAM

DATE: 01/05/2023

PART A: SOCIAL SOLUTION IDEA

A1. SOCIAL MANTRA ONE-LINER

A1.1. Slogan

JAMCOP - For you, for farmer and for environment

A2. CONTRIBUTION TO UN GOALS

A2.1. The long-term change we see as the goals of your enterprise

JAMCOP aims to be a leading company contributing to the green and sustainable development of the cocoa industry.

A3. TARGET SOCIAL ISSUE

A3.1. Target social issues

There are 2 target social issues:

- Land environment is polluted because many cocoa pod husks are left on the cocoa farm

According to the Cocoa Asia Association, since 2019, the grinding data in Asia has been more than 800 thousand metric tons of dried beans, equivalent to more than 6 millions metric tons of cocoa pod husks left on the land. In Vietnam, a report from Vietnam Oil and Oilseed Research Institute in 2021 shows that around 27,000 - 40,500 tons of cocoa pod husks discharged into the environment per year. The Government is concerned by this issue. All production cocoa areas like Dong Nai, Ba Ria - Vung Tau, Ben Tre, Dak Lak and Lam Dong encounter this issue.

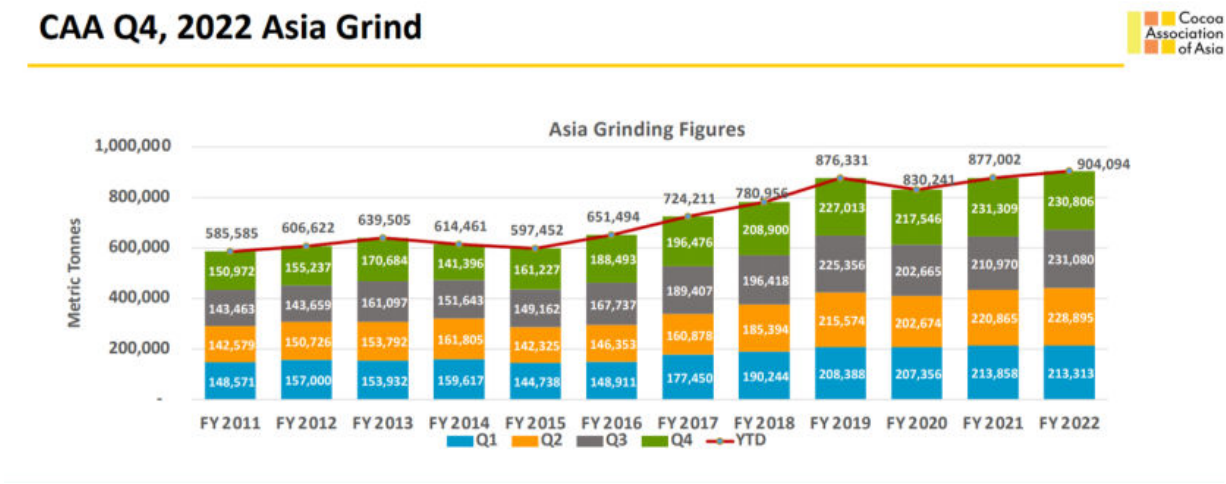

Figure 1. Asia cocoa grinding data (Source: Cocoa Asia Association)

- Cocoa farmers' income is low

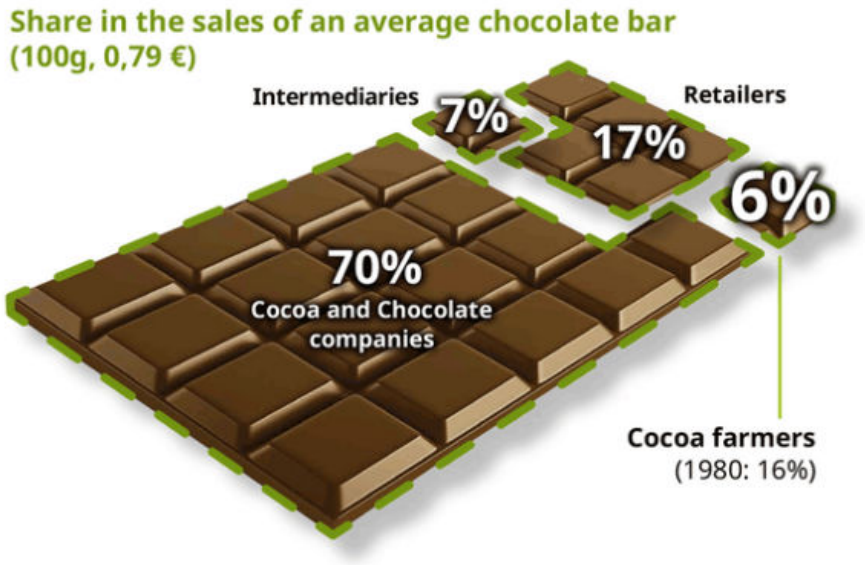

Figure 2. Sale share of a chocolate bar (Source: Confectionerynews, 2014)

Farmers only collect cocoa beans to get income and they can not sell their cocoa directly to chocolate producers, therefore, their income is low. In Vietnam, farmers will cut down any agricultural crop to grow another agricultural crop if that crop's price is going down. Farmers are concerned by this issue the most then the government because cocoa is not sustainable in Vietnam.

Root cause of JAMCOP's target social issues

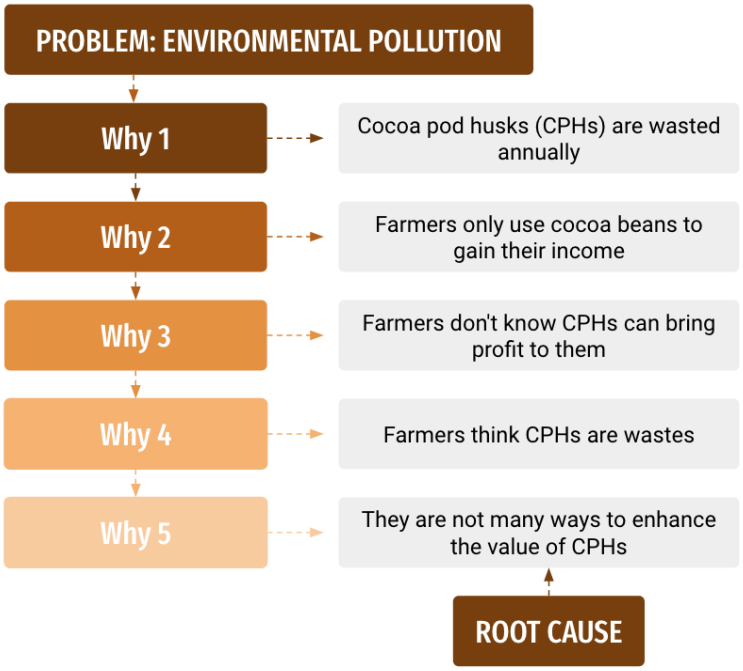

Figure 3. The 5 whys model for environmental pollution problem

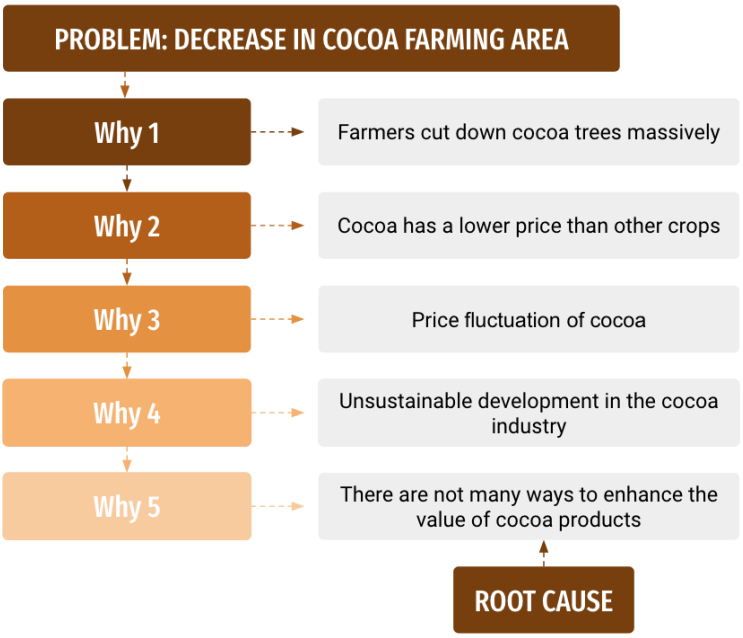

Figure 4. The 5 whys model for the decrease in cocoa farming area problem

A3.3. Current solutions offered by other organizations to the social issues that JAMCOP target

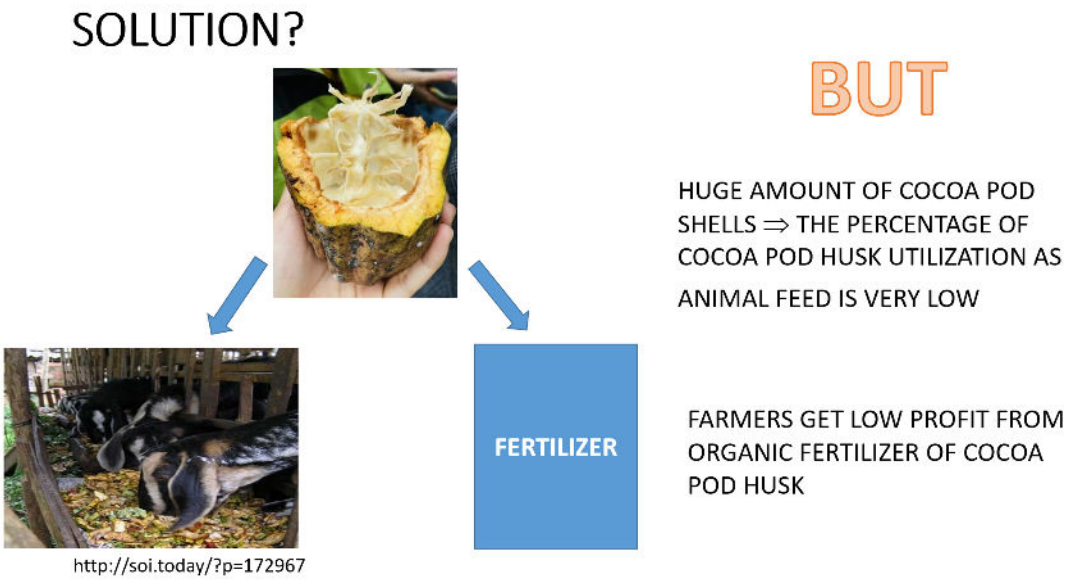

Figure 5. Current solutions

Our response to these social issues is considered crisis-oriented because we are based on requests from the market/community to solve a social problem.

A3.4. What JAMCOP have learned from our exploration of the social issues and specify what we still need to learn to better understand the target social issues

In 2019, JAMCOP participated in a field trip in Dong Nai, Vietnam. JAMCOP discovered that many cocoa pod husks were discarded and piled up in large quantities during processing. After research, JAMCOP found that cocoa pods contain many substances beneficial to human health such as antioxidants, minerals, dietary fiber, proteins, and polyphenols. Cocoa pod husks especially contain a high amount of pectin, a main ingredient in making jam. JAMCOP has taken these advantages to research and develop them into food for consumers. To promote the project, JAMCOP participated in several startup competitions, and food exhibitions and cooperated with farmers and food companies such as Trong Duc, Thuan Huong, Puratos, and Thanh Dat.

A4. SOCIAL MISSION

A4.1. Mission

We provide customers with healthy and potential food products for their daily meals by **upcycling cocoa by-products** into quick and simple food solutions with low calories, high content of fiber and antioxidants while no added additives or preservatives. Together, we:

- Improve life and income for farmers in the cocoa industry
- Increase the value of cocoa trees and sustainable development of the cocoa industry (circular economic development)
- Contribute to environmental protection (following green growth strategy)

A4.2. How JAMCOP align business to the UN goal(s) to which JAMCOP business intends to contribute.

Tabel 1. JAMCOP align business to the UN goals

JAMCOP goals	Actions	UN goals
Increase life and income for farmers	Buy cocoa pod husks	
Environmental protection	Utilize the CPHs immediately	
Cocoa sustainable development	Increase the value of cocoa trees	
Provide healthy meals	Provide low calories products with high content of fiber, antioxidants and no added additives/preservatives	

A4.3. The thought process that leads JAMOCOP to better define our mission

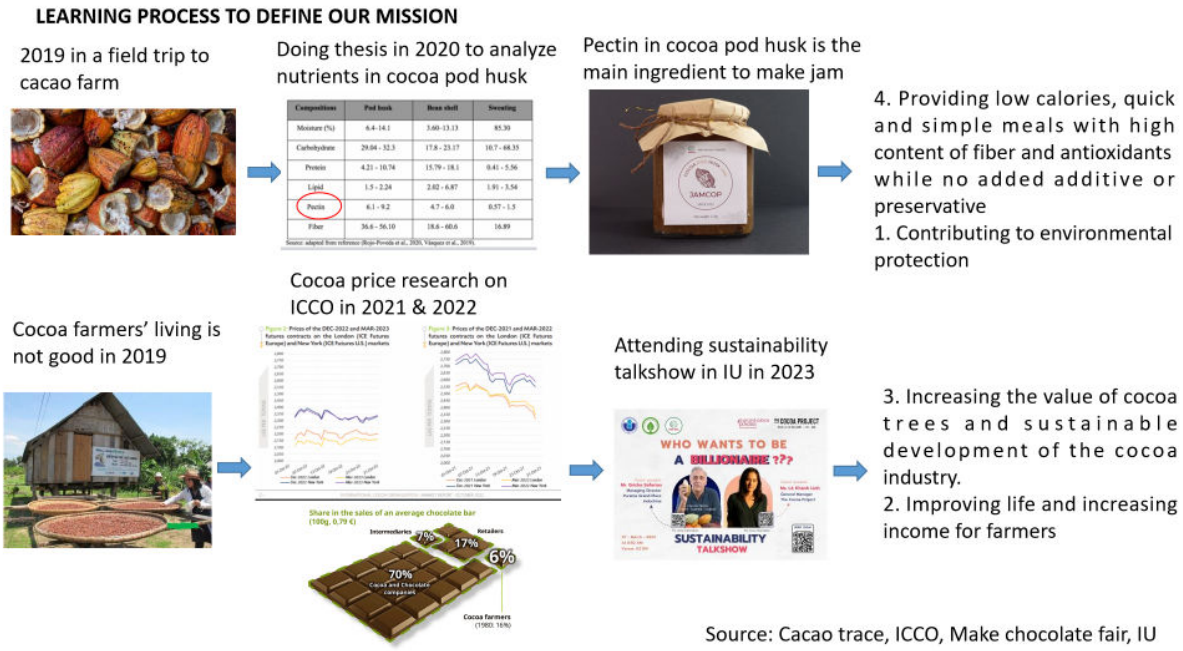

Figure 6. Learning process

A5. SOCIAL SOLUTION

A5.1 JAMCOP social solution design and how it will create the intended impact in the long run

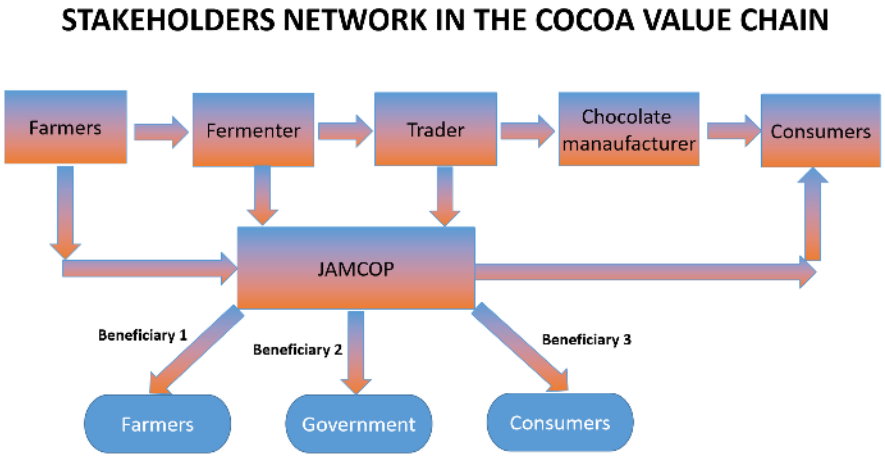

Figure 7. Stakeholder network in the cocoa value chain

- Beneficiary 1 is farmers. Their income will increase. JAMCOP can connect them to other stakeholders so that they can sell their cocoa at a good price. And they do not need to throw their unused cocoa pod husk to the farm.
- Beneficiary 2 is the government. The government can reduce their budget to solve the environmental problem. There are more organizations like us to protect the environment.
- Beneficiary 3 is consumers. We provide them with nutritious and convenient meals.

Our social work is social construction.

There will be no negative impact from our business.

A5.2 Level of newness

JAMCOP is a jam product which is made from Cocoa Pod Husk. Jam is usually made from fruits like berries, citrus, pome fruit and stone fruit. JAMCOP is unique in the world. Cocoa pod husk is used as animal feed or fertilizer but it is not used as a food product like jam. JAMCOP can provide many minerals, antioxidants and fiber to consumers, especially kids who do not eat vegetables to get fiber for digestion. JAMCOP may contribute to the sustainable development of the cocoa industry. Cocoa farmers' income may be increased from cocoa pod husk besides cocoa beans.

A5.3 Level of feasibility

We have worked with farmers, fermenters, and cocoa traders in cocoa regions in Vietnam like Dong Nai, Dak Lak and Ben Tre to collect cocoa pod husk as raw material of our jam product. Those stakeholders believe that our business will ensure sustainable development of cocoa because farmers' income may increase if our business is successful. That is the reason why they are ready to provide the cocoa pod husk free for us. We have got support (recommendations, sharing our business to their employees, introducing distributors for us) from companies like Puratos, Tim Corp, Cacao Trong Duc.

Figure 8. JAMCOP working with stakeholders

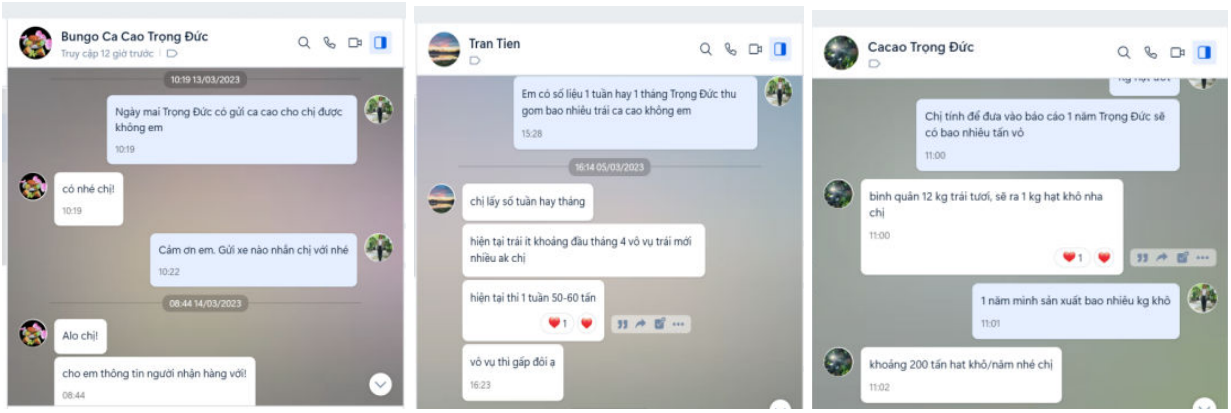

Figure 9. JAMCOP working with stakeholders

We will not build up our own factory but we will work with a third party to produce our products. We worked with a fruit company in Dong Nai, Thuan Huong company and got approval to do the jam production for us. We will sign a contract with them after company formation registration.

Figure 10. JAMCOP working with Thuan Huong company

We have introduced our jam products to farmers, students, tourists, employees, lecturers with good feedback and good suggestions to improve the product quality. We have participated in some local and global competitions to introduce our products and our social work. We are in the progress of patent and trademark registration.

We need to work more with farmers to control pesticide use. We need to include the government to instruct farmers to do green agriculture so that we can utilize cocoa pod husk as a food product. Our target consumers will be kids (who don't like to eat vegetables but like to eat natural sweet food), generation Z, office employees (who are busy preparing meals).

Figure 11. Kid consumer

We may encounter difficulty in reaching middle - aged consumers who don't want to change their eating habits but we can train them to change their habits through promotion campaign, free-tasting programs.

A5.4 Quality of reflection

Our first cocoa pod jam' s sweetness was from added sugar. Since we got recommendations from consumers to reduce added sugar, we have researched to develop a new product of cocoa pod jam with natural sugar from cocoa. At the beginning we did not focus on pesticide in cocoa pod husks now we only choose organic cocoa pod. In the future, we will work with farmers clubs, cooperatives, and the government (Province agricultural development department, agriculture center, etc.) to control farmers to produce green agricultural crops so that we can collect pesticide-free cocoa pod husk as the raw material of JAMCOP.

PART B: STAKEHOLDER SUPPORT

B1. STAKEHOLDER ANALYSIS

B1.1. JAMCOP stakeholders in the order of their importance

Table 2. Stakeholders' concerns and their support to JAMCOP

Stakeholders	Their interests/concerns	Reasons to support JAMCOP	Reasons to reject JAMCOP
1. Farmers	● The income from cocoa ● The status of cocoa farm area	● Increase the income and the profit ● Increase value for the cocoa industry	No
2. Fermenter/ Cocoa company	● Ways to utilize efficiently large amount of waste ● Sustainable development of cocoa	● Increase the profit ● Increase value for the cocoa industry	No
3. Trader	● The profit in cocoa industry	● Increase the profit	No

	● Sustainable development of cocoa	● Increase value for the cocoa industry	
4. Government	● The development of people's life or income	Improve income and life of community	No
5. Consumers	Healthy, safe and nutritious food products	Vietnamese product with low calories, safe and nutritious	● They are similar to other well-known brand products ● JAMCOP doesn't fit their taste

B1.2. JAMCOP strategy to gain support from most important stakeholders

JAMCOP is always in need of stakeholder's support. With the aim of providing clean, safe, nutritious, and healthy products, safety rules for customers and the environment must always be ensured from input to output (green growth). This is the "trend" that every company strives to attract their consumers, and with the meaningful story behind JAMCOP, we can make a profit while also achieving the purpose set earlier. It all benefits everyone as long as everyone can adjust to JAMCOP.

Table 3. The supports from the stakeholders

Stakeholders	Kind of support	Strategies to gain support
Farmers and Cocoa company	● Build a green agriculture for the cocoa ● Utilize cocoa pod husks	● Have a need of buying cocoa pod husks ● If raw materials follow the green agriculture, the price will be higher → Enhance the value of cocoa and cocoa pod husks → The price of cocoa increases → Increase the income of farmers
Government	● Provide strategy to encourage farmer to build a safe and green agriculture ● Support JAMCOP	● Introduce the cities or provinces to everyone ● Hold a field trip or workshop to visit cocoa farm ● Deduct percentage from product sales to develop cocoa farms, schools, etc. → Improve life and income in that place with the government
Fermenter and Trader	● Ensure cocoa pod husk supply ● Equip good storage condition for cocoa pod husks	● Let them be the exclusive manufacturer and distributor for JAMCOP → Attract more potential customers → Increase their revenues

B2. SOCIAL SUPPORT CAMPAIGN PERFORMANCE

B2.1. The support we received and provide proof

About farmers:

We visited cocoa plantations and interviewed farmers to learn more deeply and directly about the current state of the Vietnamese cocoa industry. For instance, cocoa production, harvest season, cocoa purchasing situation, farmer income from cocoa trees, utilization of cocoa pod shells,…

Figure 12. JAMCOP visiting cocoa farm

About government:

JAMCOP participates in exhibitions of the Ministry of Agriculture as well as competitions for students of the Ministry of Education to promote products as well as survey and learn about the market.

Figure 13. JAMCOP at the Ho Chi Minh City Innovation and Digital Transformation exhibition 2022

Figure 14. JAMCOP participating in the SV.STARTUP contest organized by the Ministry of Education

About customers:

JAMCOP participates in webinars and organizes trial booths to promote products.

Figure 15. Customers tasting JAMCOP

Effectiveness of the campaign

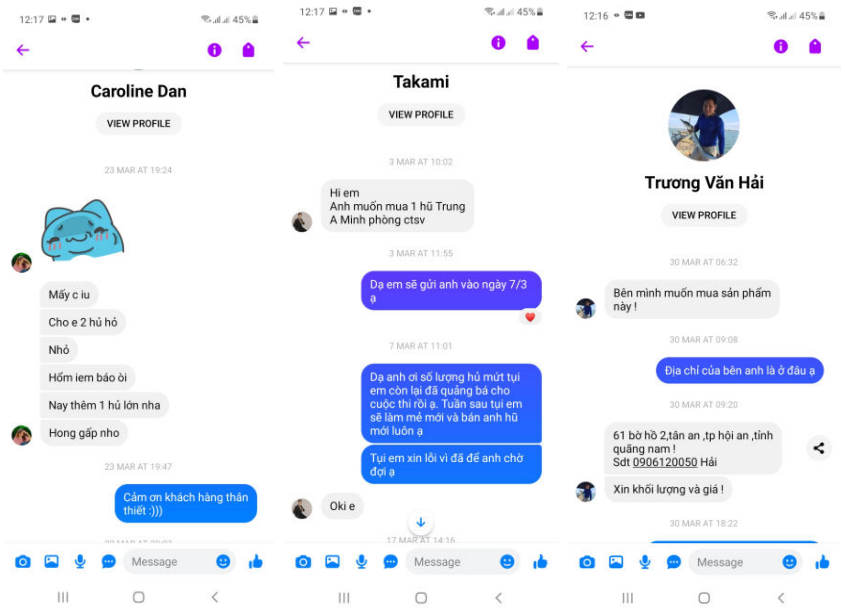

Figure 16. First orders of JAMCOP

B2.2. The lessons learned from the campaign

Through the aforementioned activities, JAMCOP has gained a better understanding of the cocoa industry's situation, as well as its problems and difficulties. As a result, JAMCOP is more committed to our mission and goal of reducing agricultural by-products and developing green and sustainable agriculture. JAMCOP has also identified the target customer segment and shaped the future development direction through data collection and analysis. JAMCOP intends to continue spreading this project to stakeholders in Vietnam as well as companies and cocoa plantations around the world.

PART C: REFERENCES

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