



The Role of Multi National Cooperation (MNC) in Developing Countries Case Study : “Ferrero Group's Influence on Enhancement Cocoa Farms in Côte d'Ivoire”

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Abstract

This article will discuss Ferrero Group's influence on the enhancement of agricultural cocoa in Côte d'Ivoire. Using the objective qualitative method to know how far that influence has been awarded the Ferrero Group to the Côte d'Ivoire country in agriculture cocoa. Côte d'Ivoire is a developing country that can say it still lacks knowledge in agriculture even though 40% of world cocoa comes from Côte d'Ivoire. Respond matter this is the Ferrero Group initiative to empower farmers' existing chocolate with three main pillars, namely: 1). Increase the level of life for farmers and communities 2). Protect the right of children 3). Protect natural capital. Through the Cocoa Horizons program, Ferrero Farming Values return the right child, agroforestry, and against deforestation. Through its programs, the Ferrero Group is capable of pushing agriculture Côte d'Ivoire cocoa by providing knowledge transfer and technology transfer to optimize agriculture cocoa. Ferrero also delivers education for the public will haka children for learning and play through the Ferrero Hazelnut Company Child Labor Monitoring & Remediation System. As well as building sustainable agriculture without damage natural through agroforestry and against deforestation.

Keywords: *Cocoa Agroforestry, Cocoa Horizons, Deforestation, Ferrero Farming Values.*

INTRODUCTION

The Ferrero Group is one factory industry, the biggest cacao, and confectionery that has stood since 1946 in Alba (Italy). With office center global, which is in Luxembourg, and owns branches in 55 countries and territories around the world, which b from 25 factories produced on five continents, eight factories produced by Ferrero Hazelnut Company, six companies

agriculture and Projects Entrepreneur Michele Ferrero based in Cameroon, South Africa, and India. Furthermore, Ferrero Group products are sold in more than 170 countries.

For more than 70 years, the Ferrero Group has had Many take-out brands famous and on-guard of quality products. One of the most crucial ingredients in the product of the Ferrero Group is Cocoa beans, where Côte d'Ivoire (Ivory Coast) is one of the supplying countries' seed cocoa for Ferrero (Group 2023). Côte d'Ivoire is one of the producing countries with seed largest cocoa in the world; in 2020, this country can produce 2.03 million tonnes of brown seeds the year, or about 40% of the world's cocoa in this country. This background is back when cocoa replaced coffee as a commodity main, so the government pushed the people to switch to commodity seed cocoa. However, in implementation by farmers, they face complex problems, economic, social, and environmental, such as lack of access to source power, limited knowledge Of the practice of good agriculture, and changing climate. This causes a lack of effectiveness and efficiency in agriculture.

Besides that issue taken workers from children under age has become a warm conversation and become a severe matter to be resolved (Radars, 2021). See to existing problems and needs seed very high cacao Ferrero Group initiative for empower farmers existing chocolate with three main pillars namely 1). Increase the level of life for farmers and communities 2). Protect the right children 3). Protect natural capital. By the way, provide programs, understanding, and training directly to the farmers (Production 2020). this expected can increase the production of seed cocoa and return the rights of minor children age; that is right to learn and play, No suitable to work. Selian, That enhancement of agriculture cocoa, becomes a commodity main Côte d'Ivoire, will positively impact an increase in GDP (Gross et al.) and GHP (Gross et al.), Where can increase the level of life in society.

This article will discuss The Ferrero Group's Influence on Enhancement of Cocoa Farms in Côte d'Ivoire with tha Modernization Theory perspectives. Modernization theory is a theory of social presentation that developing countries can progress in social, economic, and politics by following patterns of development in developed. Countries. In theory, this is progress considered as a result of the process of modernization, namely the change in social and economic happenings when developing countries adopt existing values and practices in the culture and systems of socially developed countries. According to the modernization theory, developing countries need to adopt modern values, rationality, individualism, and freedom, as well as adopt a system of market economy and political democracy. These developing countries

can progress in the same economics and politics as developed countries (Drs. Welson Y. Rompas 2009).

Walt Whitman Rostow, One developing US economist theory of modernization, in his book entitled "The Stages of Economic Growth: A Non-Communist Manifesto," sees the modernization theory through a corner view economy. He believes that in the theory of modernization development economics, there are five critical stages, 1). traditional Period, Life at this time was characterized as primitive and conventional. So that gave birth to inclined life ancient. This stage is marked with exists barter system on sale buy. 2). preparation period free takes off, at this time happen, specialization production and trading goods. This cause exists the development of infrastructure and transportation to support the progressing economy, so stage This will push raise investment in the environment and society. 3). period of stay takes off; length of stay takes off gives influence big Enough to shift economics that starts in the field of agriculture become manufacturing. Because of that, this time was characterized by development creativity man for developing something product.

Period of stay takes off give influence big Enough to shift economics that starts in agriculture become manufacturing. Because of that, this time was characterized by development creativity man for developing something product. 4). time to go maturity, this time offers a chance to diversify the region's economy new, so that happens A significant development. During this time, modernization also happened, leading to dependency on imports. 5). Period of consumption, at stage This modernization brings excellent influence. Because Economics to consumption and services bulk dominate life socialize (Rostow, 1991).

This article also use the Win-Win Solution perspectives. A win-win solution is one derivative draft liberalism which refers to a solution or profitable decision for all involved parties. The draft win-win solution has no aggrieved party or lost something. Otherwise, all parties feel that they benefit or profit from the solution. In his book, "The 7 Habits of Highly Effective People," Stephen Covey emphasized the importance of building mutual relationships, profitable and caring principles, and win-win interactions with others (Covey, 1989).

METHODS

In this study, researchers used library research, better known as library research, which collects data by examining several literature related to the problem to be studied. This paper explains

the impact of Ferrero Groups to enhance the economy of developing countries. In order to obtain an in-depth and systematic answer, the systematics of this paper consists of, first, an explanation of the implementation of the business to improve the living standards of farmers and communities. Second, explain the Ferrero values abundant programs. Third, explain the role of this corporation to protect the social and environmental aspects.

RESULTS AND DISCUSSION

FERRERO GROUP PROGRAM FOR IMPROVING THE LIVING STANDARDS OF FARMERS AND COMMUNITIES IN IVORY COAST

As one Multi-National Corporation, Ferrero Group owns dependent will raw materials in the production process. Chocolate is one material principle of the Ferrero Group. Ferrero Group has a program called the aiming "Cocoa Horizons." To increase the production and quality of cocoa and promote the practice of agriculture sustainability worldwide, including in countries in West Africa, including Ivory Coast (Ferrero Group 2021). Several initiatives in the Cocoa Horizons program to increase agriculture cocoa in Ivory Coast are:

1. Training and assistance Technica, this program gives technical training to cocoa farmers, like technique planting, maintenance plant, and processing, resulting in a good harvest. This can help increase the productivity and quality of plant cocoa.
2. Certification, Ferrero Group helps cocoa farmers in the Ivory Coast obtain Required, Rainforest Alliance, and UTZ Certified. Certification This help farmer enter the global market and improve accessibility to the market.
3. Development community, the Ferrero Group also helps build community in the area rural, including in Ivory Coast, by building infrastructure and socially adequate services, such as schools and health facilities.
4. Replanting The Cocoa Horizons Program also includes a replanting program back in the areas place production of degraded cocoa in the Ivory Coast. This help repairs quality land and increases the productivity of plant cocoa (Horizons, 2019).

With the Cocoa Horizons program, the Ferrero Group is trying to increase productivity and quality cocoa in the Ivory Coast and promote an agriculture-friendly, sustainable environment. This can help strengthen the local economy and upgrade the well-being of social and economic farmers and rural local communities.

FERRERO FARMING VALUES PROGRAM

The Ferrero Farming Values Program is a program carried out by the Ferrero Group to ensure that the production material raw cocoa they sustainable and fulfilling standard high quality.

This program covers several aspects, including:

1. Conservation environment, Ferrero Group confirmed that cocoa production has No damage environment and does not threaten the continuity environment. Ferrero Group promotes the practice of agriculture-sustainable maintenance balanced ecosystem in the area place material raw cocoa generated.
2. Development economy local, Ferrero Group works the same with farmers locally To repair productivity and quality plant cocoa, as well as the help they For obtain required Certification To enter the global market. The Ferrero Group is also helping increase the accessibility of farmers to the market and make it easy to distribute the harvest results to them.
3. Well-being social and economical, the Ferrero Group ensures that farmers and families get socially and economically viable well-being, incl access to adequate education and health. The Ferrero Group is also helping build infrastructure in the area rural, like roads, bridges, and irrigation.
4. Quality product, the Ferrero Group confirmed that the raw material their cocoa use fulfills standard high quality. This is done through training and assistance technical to farmers To increase the quality and productivity of plant cocoa (Always et al., nd).

In the range from 2020 to 2021, a total of 168,000 farmers will participate in the Ferrero Cocoa Program. Ferrero also delivers individual and specialized training and support to a part of big farmers to help them farmers professionalize and diversify operations. About 50,000 farmers have accepted training stare advance about farming and planning businesses, and 27,000 farmers have been supported in the Plan Development Agriculture period long individual. In addition, 134,000 farmers participate in training groups about practicing good farming (Ferrero Group 2020). Through the Ferrero Farming Values program, the Ferrero Group is making efforts to ensure that the production materials of raw cocoa are sustainable and fulfilling standard high quality, as well as benefit farmers and local communities. As Ferrero's results have been helping increase the level of life of farmers and communities' cocoa in the Ivory Coast. Besides that, Ferrero also delivers more personalized support for farmers through the design development of plantation individuals to add change positively.

FERRERO PROGRAM: PROTECT CHILDREN'S RIGHTS

Caseworker child, of course, done. No strange thing sounds ears us; hiring a child underage instead For get expenditure paying meager wages becomes something violation of ethics business. The Ferrero Group takes it very seriously to protect rights son in Ivory Coast, a producing country cocoa the biggest in the world. They have a program called "Ferrero Hazelnut Company Child Labor Monitoring & Remediation System" (CLMRS) 1, which aims To monitor and manage worker child in chains supply cocoa (Moschini, 2020). 1 A program owned by the Ferrero Group for monitoring and managing risk. Work children in chains supply cocoa, especially in producing countries.

The CLMRS program covers several steps, among others:

1. Monitoring and evaluation, Ferrero Group conducts monitoring and evaluation in a manner regular to detect potency risk. Work child in chains supply the. Monitoring This is done by visiting farmer cocoa and partners' businesses and involving organization rights focused on local and international children.
2. Education and awareness, the CLMRS Program also includes education and awareness to farmer cocoa and local society about the importance of protecting the rights child. The Ferrero Group is working with organization local Forgeive purposeful training and development programs to help the public understand the impact of work on children and the importance of education.
3. Prevention and remediation; if found case work child, the Ferrero Group will take action for prevention and remediation, e.g., help finance or protect the child from risk Work dangerous and giving education and training for them to return to school.
4. Collaboration and partnership, Ferrero Group collaborate with partners, business, and organization of public civil for an increased need to answer social and protective rights sector child cocoa. This CLMRS program, the Ferrero Group, aims to ensure that the rights child protected and prevent the practice of working children in chains supplying cocoa to them. This help strengthens not enough answer social them and promotes sustainable and ethical business throughout the chain supply (Group, n.d.).

In 2016 the Ferrero Group also worked with one NGO, Save The Children, with 20 communities in Ivory Coast. Project This aims to protect children from work worst, exploitation, and violence, promote the development of society, and create a supportive environment protecting children, education, eyes, livelihood, and resilient food. Purpose of the project This is to become machine development sustainable for the public. It involves authority local, institutions' and stakeholders interest related protection child others, give enhancement capacity For cooperative cocoa about Children's Rights and Principles business and support identification worker child through mechanism-based society and promote remediation worker child through system parenting formal child (Ferrero, 2020).

FERRERO SECOND PROGRAM: PROTECTING NATURAL CAPITAL

In protecting natural capital, the Ferrero Group applies silverware agriculture agroforestry. Agroforestry is practicing combined farming activity agriculture with activity forestry on the same land. Agroforestry creates system integrated agroecology plant food, plants forestry, and/or cattle in One system integrated. In agroforestry systems, plants food, plants forestry and livestock planted in a manner together in One land and each other complete One each other. Plant food can grow between plant forestry, and plants forestry can give profit like provision buffer, settings microclimate, and protection land from erosion. Agroforestry is one form agriculture sustainable as possible help reduce pressure to forest nature, reduce erosion ground, repair quality land, and increase continuity production agriculture.

Besides that, agroforestry can also increase income farmer Because they can produce various product in a manner together in One land. Ferrero Group encourages farmers cocoa for diversify plantation they with mix tree chocolate with fruit, vegetables and trees wood For give shade for trees chocolate young, as food For consumption House stairs, or sold in the local market. System the give contribution big to protection environment and diversity live. Between September 2018 and August 2019, Ferrero contributed to development more of 15,000 ha of agroforestry chocolate, and by 2022, we aim planted 2.9 million trees as part from project agroforestry that we support. echoed that too chain supply free global cocoa Ferrero admits deforestation that deforestation and degradation forest is issue important in chain supply global cocoa.

Deforestation threatens resilience sector cocoa That myself and my eyes too livelihood millions farmer dependent little to him. There is a farm cocoa that occurs in High Conservation Value (HCV) Areas in West Africa, where farmers have plant cocoa during many years. Ferrero

Vol 08, No 2, July 2023

is committed for overcome challenge for end deforestation in the sector cocoa, as well apply underlying principles and strategies production sustainable cocoa in a manner social and environmental. Ferrero signed Declaration New York Forest by the Guild Nations and supports The HCS Approach (HCSA), a possible methodology company for understand area forest to be protected Because mark carbon and diversity high life. Additionally, Ferrero signed letter agreement Cocoa and Forests Initiative in March 2017.

Framework Work This involve member industry main and organized by the Sustainability Unit International, World Cocoa Foundation, and Initiatives Trading Dutch Sustainable. The goal aim for develop Suite action that can followed up For end deforestation and degradation forest, like investment in form management more landscape sustainable and more partnerships active For protect and restore forest in the landscape cocoa. Ferrero expects Cocoa and Forest Initiative For commit to a clear timeline in which the industry will apply possible source tracked to level farmer. In 2018 Ferrero charted 100% of the chain supply the cocoa to level farmer. this allows Ferrero to identify areas of intervention like reforestation and distribution tree shadow local. In addition, Ferrero works the same with Airbus Defense and Space inside A project, which has succeed launched in chain supply oil palm, which uses map satellite for monitor change use land from time to time. Protecting natural capital, in particular remaining forests in producing countries cocoa, is priority for Ferrero and Ferrero will be support financing effort collective and individual through partnerships and programs (Corporate 2018).

CONCLUSION

Ferrero Group is one Multi-National Cooperation (MNC) with a high raw consumption material, one of which is cocoa, making Côte d'Ivoire the primary supply country of raw cocoa. Cocoa contributes positively to the progress of agricultural cocoa in Côte d'Ivoire by giving access to knowledge, training, and marketing. This makes the people of Côte d'Ivoire can afford more effectively and possibly contribute to the global market. Empowerment will haka children who become laborers is highly cared for by Ferrero where Ferrero provides understanding and returns matter where the kids are. No For Work but for learning and play. Ferrero also continues to conserve nature by participating and sharing in preservation Good.

That level is international as well as regional. The Ferrero Group has become a good partner for progress technology, methods, and a network of farmers kako in Côte d'Ivoire, where Ferrero provides transfer of knowledge and technology so that capable increase level life community and provide innovation through programs agriculture cocoa capable increase

effective and efficiency. On another, Ferrero's side gain profit from his empowerment. More than that, Côte d'Ivoire gets profit with existing programs given, and Ferrero gets profit with the fulfillment of the cocoa supply chain for the industry. The Ferrero Group is capable of increasing the agriculture of cocoa in Côte d'Ivoire to increase the level of life in society and take a role in global trade.

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