

# Making Quality Strides in Liberia: Marketing Enhancements in the Liberian Cocoa Sector

Ms. Musu Flomo

Friday  
November 20, 2009

1:00 p.m.

212B Morgan Hall



## About Ms. Flomo

Ms Demanie Musu Flomo, native of Liberia, is the first recipient of the Norman E. Borlaug International Agricultural Science and Technology Fellowship to be hosted by UTIA. Ms. Flomo is currently researching options for a Liberian agricultural marketing information system and implementation of a cocoa quality protocol necessary for Liberian cocoa to meet international standards. This seminar will highlight her Borlaug Fellowship experience and develop a framework for her 2010 follow-on activities. In addition, this seminar will provide background information about the past and current situation in Liberia and strides being made towards the advancement of the Liberian cocoa industry.

Ms Flomo received her Bachelor's degree in General Agriculture (major) and Rural Development (minor) from the Cuttington University in Liberia in 2009. Prior to her entry in the Borlaug Fellows Program, Ms. Flomo interned with the Sustainable Tree Crops Program to better understand the problems and challenges facing Liberian cocoa farmers when marketing at the farmgate, effects of post harvest practices on quality and Liberia's position in international cocoa markets. Ms. Flomo has also served as an intern at ACDI/VOCA-Liberia working with the Agriculture for Children development project (ACE). ACE strives to empower farmers and schools in the rural areas through agricultural activities.

The Borlaug Fellowship program aims to promote food security and economic growth by increasing scientific knowledge and collaborative research to improve agricultural productivity, by training international agricultural research scientists, faculty, and policymakers. The Borlaug Fellowship Program's Global Cocoa Initiative is administered by the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) in cooperation with the World Cocoa Foundation.



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