Elucid

Accra, Ghana - March, 30th, 2026

Hershey, ECOM, and Elucid Launch Health Program for Cocoa Farmers in Ghana

Initiative expands Cocoa For Good children and family wellbeing programs in Ghana through health initiatives and aligns with the country's universal health coverage priorities.



Launch event of the Hershey–ECOM–Elucid Health Program for Cocoa Farmers in Ghana, attended by government health officials, farmers, and cocoa-sector partners.

The Hershey Company (HSY), together with ECOM Agroindustrial Corp. Ltd. (ECOM) and Elucid, announced a new collaborative health program for cocoa farmers in Ghana. The initiative, which aims to improve healthcare access and resilience for Ghanaian cocoa farming households, represents a major expansion of Cocoa For Good children and family wellbeing programs in Ghana and aligns with the country's universal health coverage priorities. The National Health Insurance Authority (NHIA) delivered remarks during the launch event in Assin Andoe.

The program will support up to 1,500 cocoa farming households by enrolling them in Ghana's National Health Insurance Scheme (NHIS), while also providing additional coverage for essential and emergency services not included in the national system. The initiative will also strengthen local health systems through facility upgrades, healthcare provider training, and health literacy campaigns through collaborations with government health authorities and farmer cooperatives.

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"The health and wellbeing of cocoa families is essential to the resilience of our value chain and to improving livelihoods across cocoa growing communities," said Timothy S. McCoy, Director, Cocoa Partnerships, Hershey Trading GmbH. “Our new partnership with Elucid, ECOM, and the Ghana Health Service builds on our Cocoa For Good Program and reflects our commitment to supporting farming households and helping children reach their full potential. We're proud to support our producer communities, as their success is integral to ours."

ECOM's strong network of farmer cooperatives will play a central role in effectively reaching households. “Our farmers face daily challenges that affect both their productivity and their well-being,” said Emmanuel Baffoe Bonnie, General Manager at ECOM. “Together with Hershey and Elucid, we are helping address one of their most important needs: access to healthcare.”

Elucid will implement, monitor, and provide data-driven insights through its digital platform. “Affordable healthcare remains one of the biggest barriers for farming households,” said Richard Kuffour, Country Director, Ghana at Elucid. “By combining Hershey’s commitment, ECOM’s farmer relationships, and our technology, this program sets a new model for long-term resilience and sustainable impact.”

The program aligns with Ghana’s universal health coverage objectives and supports the government’s broader goals to expand equitable healthcare access in rural areas. It will run through 2028, with regular updates shared with cooperatives, health authorities, and industry partners through Elucid’s platform and Hershey’s annual ESG disclosures.

About The Hershey Company

The Hershey Company, headquartered in Hershey, Pa., is an industry-leading snacks company known for bringing goodness to the world through its iconic brands, remarkable people, and enduring commitment to help children succeed. Hershey has nearly 20,000 employees around the world who work every day to deliver delicious, quality products. The company has more than 100 brand names in approximately 80 countries. For more than 125 years, Hershey has been committed to operating fairly, ethically, and sustainably.

About ECOM

ECOM Agroindustrial Corp. Ltd. is a leading global commodity merchant and sustainable supply chain management company, working closely with farmers and cooperatives to build resilient agricultural systems.

About Elucid

Elucid GmbH is a social enterprise providing affordable healthcare for farming communities through programs co-funded by cooperatives and sourcing companies. Its four-pillar model combines national insurance enrollment, direct coverage for essential and emergency care, quality of care improvements, and mobile health services. A digital platform manages payments, tracks treatments, and collects anonymized data, enabling transparency, impact measurement, and support for national health systems.

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