Ministerio de Agricultura, Ganadería, Acuacultura y Pesca
Proyecto de Reactivación de Café y Cacao Nacional Fino de Aroma
“Arriba” Cocoa’s Reactivation Project
We are the 1st Fine Cocoa Producer of the World, with a 62% share of the market.

Factors that have influenced the dynamics of the sector:
- The expansion of the global middle class in emerging markets helped boost the sector’s growth.
- Consumers have favored quality over price.
- In large markets (China and India), chocolates are no longer casual consumer products.

Source: AT Kearney (2010)

Production in Ecuador:
- 2002: 73,924 hectares planted
- 2012: 198,956 hectares planted
- 2002: 123,035,006 Divisas Generadas
- 2012: 402,943,445 Divisas Generadas

The 5th most important product in non-oil exports.

Cocoa in Ecuador

491,221 hectares planted

100,000 small producers

Source: AT Kearney (2010)
MAIN EXPORT DESTINATIONS ECUADORIAN COCOA

USA: 47.05%
México: 11.31%
Alemania: 12.87%
Italia: 2.20%
España: 2.20%
Holanda: 12.49%
Bélgica: 5.39%
China: 1.16%
Japón: 2.22%
Colombia: 2.24%
GOALS (IMPACTS) OF PROJECT

- Increasing export supply from 200,000 MT to 400,000 MT / year and thereby increase foreign exchange earnings for the country from 400'000.000 to 800'000.000 dollars.
- Rehabilitating 284,000 has of cocoa through the formation of pruning and fertilization brigades and 70,000 ha with new planting material to replace less profitable crops, old pasture or fallow land. Total: 354 000 has intervened.
- Institutionalizing cocoa value chain of Ecuador and develop sustainable services for all chain actors.

### Services
- Technical advice and training
- Aged orchards pruning
- Supply and access to certified plant material
- Promotion of credit for rehabilitation through BNF bank

<table>
<thead>
<tr>
<th>Indicador</th>
<th>2013</th>
<th>2012 - 2021</th>
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<tbody>
<tr>
<td>Hectáreas rehabilitadas (podas)</td>
<td>52.000</td>
<td>284.000</td>
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<tr>
<td>Hectáreas renovadas</td>
<td>5.000</td>
<td>70.000</td>
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<tr>
<td>Productores capacitados</td>
<td>22.000</td>
<td>60.000</td>
</tr>
<tr>
<td>Jardines clonales establecidos</td>
<td>150 has</td>
<td>150 has</td>
</tr>
<tr>
<td>Viveros establecidos</td>
<td>6</td>
<td>14</td>
</tr>
</tbody>
</table>
COCOA GREAT “MI NGA”
Results to date

Rehabilitated area: 48,000 hectares
2014 Area: 52,000 hectares
Number of brigades: 245
Number of brigadiers: 2,620
Producers served: 21,194
Provinces served: 15
RESULTS OF PRUNING
1. Nurseries with Large Capacity Implemented (450,000 plants)

2. 150 ha Clonal Gardens
   - Material Certificado
   - Clones del INIAP
   - Características Productivas y Organolépticas

3. Private Sector Linked:
   - Hacienda La Victoria provides plants
   - Production of 4.5 million certified plants
4. Plant Production Circuit 2014

• 50% of plant price is subsidized
• Total plant production: 12'000 .000
• Over 30 private nurseries certified
CHANGE OF PRODUCTI ON MATRIX

1. Production
   - Renovation and “Gran Minga del Cacao Nacional Fino de Aroma”

2. Post-Harvest and quality
   - Post Harvest Processing of Cocoa Beans

3. Industrialization

4. Marketing
   - Market study and worldwide promotion recovering of Cacao “Arriba”

Credit & Associativity

Traceability
GRAN MI NGA POST-HARVEST 2014

- Standardization of process (Traceability)
- Provision of modular infrastructure for collection centres in "production map"
- Improving Management Capacity of collection centres

STRENGTHENING MAIN COLLECTION CENTRES IN THE COUNTRY (45)