Sustainable cocoa: a matter of taste?

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Anna Laven, KIT Sustainable Economic Development
KIT Sustainable Economic Development

• KIT is a knowledge institute working on the interface between research, policy making and practice
• KIT facilitates knowledge generation on sustainable cocoa through research, advice and knowledge management.

Fine flavour cocoa/chocolate

• Knowledge partner of Dutch Chocoa Festival and Origin Chocolate event
• Cutting edge research
  ✓ Learning from practice - case studies
  ✓ Contribute to mainstreaming sustainable cocoa?
  ✓ Look at the role of women in fine flavour cocoa production
• Share learnings in the public domain (via conferences and Cocoa CONNECT) & bilateral learning
Fine flavour: higher quality, higher prices and higher rewards for farmers

**Fine flavour cocoa**
A specific origin and grade of cocoa beans of a unique flavour or colour, sought after by makers of high quality, specialty chocolate.

**Fine flavour chocolate (products)**
A high quality of cocoa beans and chocolate, with a specific taste for which a higher price is paid. It is often combined with terms such as ‘high quality’, ‘single origin’ and/or ‘bean to bar’ chocolate. The combination of cocoa genetics, cultivation methods, environmental conditions, post-harvest practices and processing techniques are all contributing factors.
Quality

Where is quality being added?

- On-farm practices: variety, environmental conditions, GAP
- Post-harvest handling: drying, fermentation, transport
- Processing chocolate: blending, roasting, molding, etc

Quality control at each step in the chain!

Value chain integration: guarantee quality by moving closer to the farmer and taking over farmers’ tasks: like fermentation and drying.
Market shares & characteristics

- **Certified Cocoa (12%)**
  - High quality standards
  - High price
  - High reward

- **Uncertified cocoa (82-85%)**
  - Bulk cocoa
  - No standards
  - Producer price
  - 3% of real costs of chocolate bar go to farmer

- **FF cocoa (5-7%)**
  - High sustainability standards
  - Producer-price + share premium
    - average 10% on top of the conventional price
Taste as catalyst for sustainability?

- Fine flavour brings taste and quality back in the sustainability debate
- High rewards!
- Tight relations between farmers and fine flavour business
- Value chain integration to control quality
- Longer-term perspective
- A more integrated way of production and diversified market
- Market differentiation for farmers
So...

- Farmers produce for different markets
- Important that farmers are well-informed, and makes a choice for the arrangement that works for him/her
- Recognition that fine flavour often meets sustainability criteria (not always)
- Awareness raising of consumers
- Pay more, eat less!