Market Access –
Promoting Quality / Origin-Identified Cocoas

It isn’t your grandmother’s chocolate anymore!

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Cocoa & Chocolate Advisors
May 25, 2016, Punta Cana, Dominican Republic
Question
—Challenge the Paradigm
—Agents of Change

• Where are we today?
• Where might we want to be?
Genetics

Old maxim—Criollo / Forastero / Trinitario
Genetics
What’s in a name?

Criollo
Trinitario
Forastero

=≠
Flavor
Genetics

The new paradigm—but this is INCOMPLETE!!

Genetics

Criollo—what’s in a name?
Genetic vs “local”

Criollo—420+ million base pairs

Forastero / Trinitario—445+ million base pairs
Genetics

Criollo—what’s in a name?

• We over use the name
• We use the name when it is Trinitario
• And we don’t know if there are groupings within the Criollo structure group
• Just not studies in terms of traits
Genetics

Structure groups

• Phenotypic traits not well studied
• Are there group flavor differences?
• Are the differences between clones within a group greater than the differences between groups?
Supply Chain

Old days direct buying was far more common

World Cocoa Production Exports 1519 - Present

<table>
<thead>
<tr>
<th>Year</th>
<th>1519</th>
<th>1600</th>
<th>1765</th>
<th>1800</th>
<th>1870</th>
<th>1900</th>
<th>1914</th>
<th>1945</th>
<th>1970</th>
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<tr>
<td>World Total, tonnes</td>
<td>500</td>
<td>100</td>
<td>6,162</td>
<td>11,022</td>
<td>24,019</td>
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<td>279,867</td>
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<td>Mexico - Central America</td>
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<td>100%</td>
<td>4%</td>
<td>2%</td>
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<td>7%</td>
<td>2%</td>
<td>1%</td>
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<td>67%</td>
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<td>31%</td>
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<td>25%</td>
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Supply Chain
Coyotes
Consolidators
Exporters
Brokers
Buyers
Distributors / parts of lots

How do you know where the beans are from??????
Supply Chain
Broken Communication

- Not just no means of backwards quality feedback
- We can’t talk to one another
- The story of 10 samples—the producer’s dilemma
Chocolate maker

What do you call them?

- Artisan
- Bean-to-bar maker
- Craft
- Small batch

- What is the definition of each?
- Who says that they know what they are doing?
Quality

Craft at producer level
Tree selection
Agronomy
Tree and soil health
Harvest
Fermentation and drying
Storage and transport

Cocoa of Excellence celebrates these
Quality

Craft chocolate making
Bean selection
Roasting
Winnowing (shell removal)
Refining
Single origin or blend

Several competitions celebrate these
Chocolate makers

What are they seeking?

• Uniqueness / Novelty
• History and romance
• Story— the far away becomes local
• Consistency?

A means of distinguishing themselves from the rest of the crowd
Will it be sustainable?

Farmers still need an economic *revolution*

Can we do it whilst maintaining flavor excellence and diversity?
Will it be sustainable?
Can we preserve flavor while we breed for productivity, preciosity, and disease resistance?

Are we investing enough in CacaoNet to preserve our diversity and genetic base for the future?
Will it be sustainable?
Will we have enough cocoa (mantra—"1mmt shortage in 10 years"

Vs

"The best cure for high prices, is high prices."
Will it be sustainable?

How much fine and flavour cocoa can we market at premium prices?
Whither goest thou?

No answers—only questions to discuss and debate

But at the end of our day, let us pay tribute to--
Title

Content