World Cocoa Conference 2016 – Panel 19

Puratos

“Adding cocoa quality in the sustainability formula for a mutually-beneficial long term supply chain”

Gricha Safarian - Managing Director – Puratos Grand-Place Indochina
Marie-Amélie Ormières – Senior Cocoa Sourcing & Sustainability Manager - Puratos Group
Next Generation Cacao “ecosystem”

Next Generation Farmers

Next Generation Consumers

Next Generation Retailers

Next Generation Industrials

Next Generation Artisans

Next Generation Puratos People

Next Generation Puratos Products
Cacao-Trace answers directly to the need for a more sustainable and transparent cocoa supply chain.

Its uniquely holistic combination of environmental, financial and human-centered initiatives is designed to improve the livelihoods and farming practices of cocoa farmers.
Where we are active

2 continents: Africa / Asia

Ivory Coast, 1st cocoa producing country in the world – Forastero Beans

Vietnam, young and promising cocoa producing country – Trinitario beans

Working directly with farmers
Our innovative way to approach cocoa sustainability

- Securing supply through vertical integration and productivity
- Environment protection
- Superior Taste & consistent Quality
- Sustainable living Income

- Fermentation mastering
- 100% back to farmers

- Farmer training
- Farmers’ best practices and agroforestry
- Post harvest centres and quality premium
- Chocolate Bonus

*Typical industry practice*  
*Feasible due to our size*
Cacao-Trace is a mark of quality

In our exclusive post-harvest centers, our teams carefully control the fermentation and drying process to ensure consistent quality cocoa beans and superior tasting chocolate.

We buy pods and wet beans, with their specifications (sugar content, water content, cut test)
Because great chocolate does not just happen!

Our approach is different!
Quality criteria are part of Cacao-Trace standard and a guarantee for us and our customers.
We implement a set of practical field best practices – from pod breaking to bagging – and also investigate on the best protocols for Vietnam and Ivory Coast cocoa -
Also a highly attractive program for the farmers

**Post-Harvest Centres service**
- Not need to take care of fermentation and drying
- More time to take care of their plantations
- Controlled ratio from wet to dry beans
- No quality problem during rainy season
- Transparent pricing and quality premium

**Training & Education service**
- Technical support and coaching on both yield and quality
- Productivity package and planting material

To target the highest possible income and to manage their plantations with greater autonomy.
The better the beans, the better the chocolate
The case of Vietnam

2013
International Cocoa Award
Puratos Grand Place Vietnam
for Asia Pacific region

2016
Vietnam Fine flavor countries
(40% production)
Seriously delicious chocolate made with African cocoa

Fermenting forastero cocoa beans in wooden boxes enable flavour development and give us a very balanced and fruity chocolate – Label Ivoire!

Key Success factor is that the planting material is of quality and flavour is included in breeding projects!
Some recommendations

✓ Having farmers on board and sharing the value of great tasting chocolate for a mutual benefit
✓ Including consumers in the perspective
✓ Bringing a good understanding of what quality cocoa is about (Caobisco/ECA/FCC Industry quality requirement”)
✓ Ensuring extensive controls at each step to make sure quality is preserved and flavours enhanced
✓ And of course ... Never give up!
Thank you for your attention