THE COCOA IN THE DR.
NATIONAL CONFEDERATION OF DOMINICAN COCOA FARMERS (CONACADO, Inc.)
CONACADO`S HISTORY

- Founded in 1988
- Consolidation of the project “Cocoa quality improvement” (GTZ - Dominican Government)
- Initially it consisted of 4 branches or federations
- Currently it consists of 7 branches with a membership of approximately 8,667 cocoa farmers of which 11% are women
MISION

Increase incomes and quality of life for the cocoa farming family through:

• Support of sustainable farm management,

• Quality improvement of products,

• Efficient exportation of harvested cocoa,

• Capacity-building for the association and business organization, and

• Community Development
VISION

Achieve a technically developed cocoa sector with:

• A superior-quality product that is recognized and positioned internationally, and

• Cocoa farmers who have attained an improved quality of life
CORPORATE STRUCTURE

CONACADO HAS AN A-B-C STRUCTURE

A = Associations
CORPORATE STRUCTURE

CONACADO HAS AN A-B-C STRUCTURE

B = Branches or Federations
CORPORATE STRUCTURE

CONACADO HAS AN A-B-C STRUCTURE

C = CONACADO
REASONS TO CREATE CONACADO

- Local market was controlled by four large families
- Only non-fermented cocoa beans was exported
- Cocoa was exported exclusivity to the USA.
- Low prices - $240/mt at NYBOT.
- Total absence of services, trainings, incentives for farmers.
- Very little governmental support for cocoa sector
Development Process for Certifications at CONACADO

- CONACADO initiated its certification process to encourage organic production.
- In 1990 the first group was submitted for certification. (FVO) Farm Verified Organization
- In 1995 we obtained organic certification for the first time. (BCS ÖKO GARANTIE)
- In 1997 CONACADO was certified as a Fair Trade Exporter.
- Today we have 8,667 certified farmers and
- 31,971.36 certified hectares.
Development Process for Certifications at CONACADO

✓ In 2008 CONACADO received the Sustainable Agriculture Certification: Rainforest Alliance (1,752 farmers and 7,450.94 Hectares).

✓ In 2012 CONACADO received the UTZ Certification (5,740 farmers and 20,493.30 Hectares).

✓ In 2012, the processing plant received ISO 22000 Certification.
CONACADO`s CERTIFICATIOS

- UTZ Certified
- FAIRTRADE INTERNATIONAL
- HAND IN HAND ÖKOLOGIE & FAIRER HANDEL
- AGRICULTURA ECOLOGICA
- BIOSUISSE
- RAINFOREST ALLIANCE CERTIFIED
- USDA ORGANIC
Benefits of Certifications

- Improves access to special markets which offer higher prices
- Improves the organization of production
- Guarantees sustainable environmental management
- Ensures fulfillment of institutional philosophy
- Supports capacity-building for the organization’s members
- Mechanism for CONACADO to build consumer confidence in the origin of the product
Current Challenges to CONACADO’s Certifications

✓ High financial costs to achieve certification
✓ Duplication of the compliance criteria
✓ Internal tracing systems, within certified organizations, to maintain certifications
✓ Internal controls and distinct requirements to ensure certifications
✓ The costs of internal controls, tracing, and food safety are completely transferred to the farmer.
✓ The commercial advantages previously enjoyed no longer exist (differential)
What We Have Achieved

- Formed and maintained the strongest organization that organizes cocoa farmers
- Defended the small farmers’ interests
- Inserted Dominican cocoa in special niche markets (European)
- Developed the **Organic Biodynamic cocoa market** (Differentials that reached US$ 1,500)
- Developed the Fair Trade Market for cocoa
- Became exporting leaders in Dominican cocoa
- Positioned the DR to become recognized as a producer of fine and aromatic cocoa
- Guaranteed the reforestation of land and with this the protection of water sources
- Improved incomes and quality of life for cocoa farmers
Impact of Certifications
Education

Renovated school in Yamasá
We invested in infrastructure to guarantee cocoa quality.
Rural Investment

Aqueduct project in Castillo
Support for Rural Microenterprises

Women’s Association from Tour of chocolate in Los Botados
THANK YOU!

CONACADO