Ministerio de Agricultura, Ganadería, Acuacultura y Pesca

Proyecto de Reactivación de Café y Cacao Nacional Fino de Aroma
COCOA REACTIVATION PROGRAM
**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.

Fuente: ATKEARNEY (2010)
## 2013 RESULTS

<table>
<thead>
<tr>
<th>Activities</th>
<th>PLANNED</th>
<th>RESULT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rehabilitated Hectares</td>
<td>48.000</td>
<td>48.000</td>
<td>100 %</td>
</tr>
<tr>
<td>Under Renovation Hectares</td>
<td>5.000</td>
<td>5.462</td>
<td>109 %</td>
</tr>
<tr>
<td>Trainee Producers</td>
<td>22.000</td>
<td>19.901</td>
<td>90 %</td>
</tr>
<tr>
<td>Clonal Gardens Hectares</td>
<td>154</td>
<td>94</td>
<td>61 %</td>
</tr>
<tr>
<td>Implemented Nurseries</td>
<td>4</td>
<td>4</td>
<td>100 %</td>
</tr>
</tbody>
</table>
“MINGA del Cacao Nacional”

48.000 Rehabilitated Hectares

La Gran Minga del Cacao Nacional

Pruning Groups: 246 (9 persons x team)
Pruning Technicians: 2,250
Attended Producers: 17,003
Attended Provinces: 15

Hectáreas rehabilitadas por provincia
“POST-HARVEST MINGA”

TRACEABILITY SYSTEM

Buying Centers Equipment (under production map)

Management Capacity Improving

Strengthening Main Buying Centers in the country (50)
Gran Minga del Cacao Nacional Fino de Aroma

1. Production

POSTHARVEST MINGA

2. Quality & Post-Harvest

Industrialization

3. Industrialization

World Wide Market Study Repositioning Global Campaign

4. Marketing

FINANCE & ASSOCIATIVITY

TRACEABILITY