

Haïtian Cocoa

« *Kakawo Ayiti* »

An outstanding speciality cocoa already on the market... being the next origin to be recognised as « fine and flavour » ?



Where? Who? What?

- Other side of Hispaniola island
- 10 millions inhabitants, size of Belgium
- French speaking country
- First black republic to become independant (1804)
- Strong cultural link to USA, Canada, France through its diaspora (2 millions people >> 1/5 of its people)



An historical origin of agricultural commodities

- Haiti considered as the « Pearl of the Antilles» by the french colons
- Producing 50% of world coffee in 1800
- First in quantity and finest origin for vetiver oil (key ingredient in perfumery)
- One the first country producing cocoa in the 1900's....20 000 tons produced in 1960's





Great potential: next booming « fine & flavour » origin?

- 4 500 tons exported (300 tons fermented certified Fair trade & organic)
- Presently 92% of cocoa non fermented (100% 6 yers ago)
- Territory free of main cocoa diseases
- Pool of varieties cultivated similar to Dominican Republic (Trinataro/Forastero > Native/Peyi > Criollo) present on all plots
- Cocoa 100% organic by default all over the country



A mean of sustainable development for an historical impoverished country

- Developing export is crucial to the weak economy of the country
- 2nd largest agricultural commodity exported (in value): 9 millions USD
- 20 000 family farming producers involved at production level
- Cacao cultivated in diversified agroforestral systems highly resilient to climate change

« Cocoa offers a lot of hope for Haitian farmers because there is much room for growth on the market »

Guigo Gilot, Managing Director Feccano



Birth of Haitian quality cocoa

- Knowledge about fermentation and capacities are steadily expanding:
 - FECCANO (North) started in 2009
 - CAUD (South) in 2012
 - PISA (North) in 2014
 - CACOMA (South) in 2015





All key actors present

- Producers organisations: 1 federation (FECCANO, 7 cooperatives) and 6 operating coops (5 in South: CAUD, COPCOD, COAH, CAPI, CACOMA, 1 in North: COCANO)
- Chocolate makers: Chocomax, Askanya
- Collectors/Exporters: PISA, Geo-Wiener, Novella, Kaleos, SOGEPA, JL Industries
- Service provider/technical assistance: Ayitika



They have tasted...its fruity flavour

- **Chocolat Bonnat** (France)
- **Ethiquable** (France)
- **Cocoanect** (Netherlands)
- **Barry Callebaut**
- **Taza** (USA)
- **Carré Suisse** (Switzerland)



Profil aromatique

Haïti 72%

Grand Cru Cap Haïtien

sucré -  +

amer -  +

fondant -  +



1. réglisse



2. chocolaté



3. fruits rouges



4. cuir

ETHIQUABLE

CE QUE JE CROQUE

HAÏTI

GRAND CRU CAP HAÏTIEN

72%

CACAOTÉ
ET FRUITÉ



CE QUE JE DÉFENDS

PLUS DE VALEUR

AJOUTÉE POUR

LES PRODUCTEURS

Les producteurs agricoles haïtiens ont produit le cacao en 2014. Ils ont obtenu le plus de valeur de leur produit. Leur cacao est de qualité supérieure. Ils ont obtenu le plus de valeur de leur produit. Leur cacao est de qualité supérieure.



TASTE PROFILE

PISA beans are like a walk in the park in early springtime overjoyed by early flower blossoming whilst sipping your lemon drink. Floral notes lead the taste experience finished with a good presence of lemon at the end. The good amount of chocolate taste and wide range of fruity and floral notes makes it one of the richest beans out there!

CHOCOLATE:



ACIDITY:



BITTERNESS:

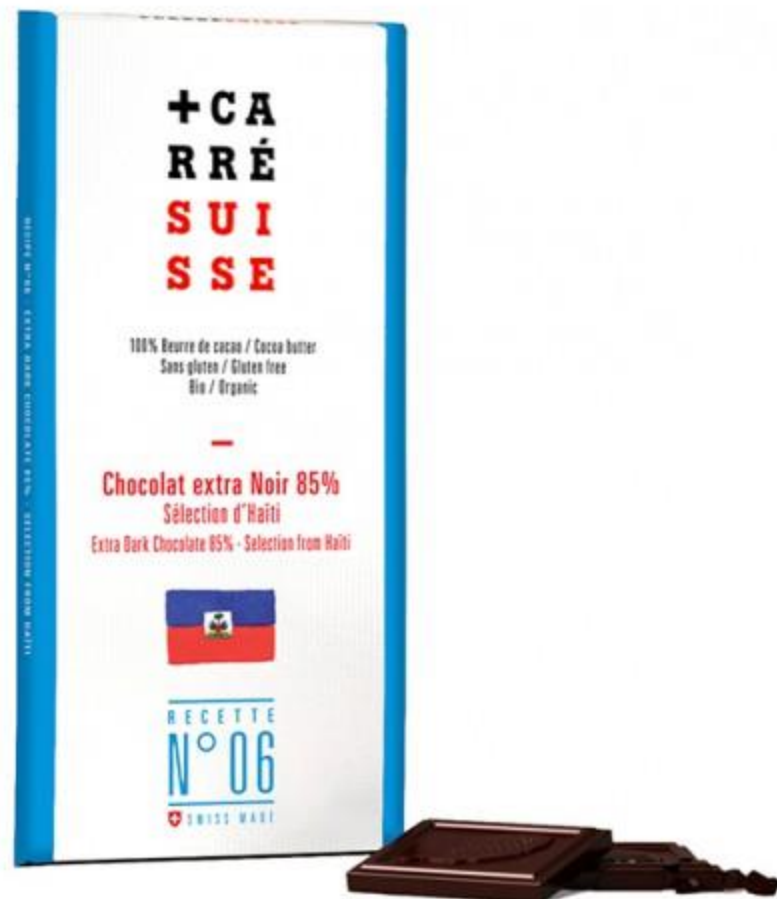


Taste profile



BARRY CALLEBAUT







They spoke about it...

- « *Haitian cocoa reprises on high-end chocolate scene* »
ConfectionaryNews.com (Feb. 2015)
- « *Haiti: cacao équitable, bio...et bon!* »
Chocolat et Confiserie Magazine (Nov. 2013)





They awarded it...

- **Gold Award** as Best Unflavoured Drinking Chocolate (London, April 2015)
- **Cocoa Awards 2015** (among 50 best cocoa in the world) (Paris, October 2015)





Haitian cocoa...



- **Is unique and novel...** surprising origin for cocoa, outstanding country in the Caribbean (people, language)
- **Has an romance around it...** « Pearl of the Antilles » with strong cultural and artistic identity, on the way to (re)become a touristical destination in the Caribbean
- **With a particular story....** strong connexion of American and European people with Haïtian people (due to historical and humanitarian facts)
- **...is working hard to become consistent** in term of quality and quantity in the long term



Thanks for your attention!



Interprofession Cacao Haïti
GENKAKAO

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