



*Market Access –
Promoting Quality /
Origin-Identified Cocos*

*It isn't your grandmother's
chocolate anymore!*



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Question

—Challenge the Paradigm

—Agents of Change

- Where are we today?
- Where might we want to be?

Genetics

Old maxim—Criollo / Forastero / Trinitario





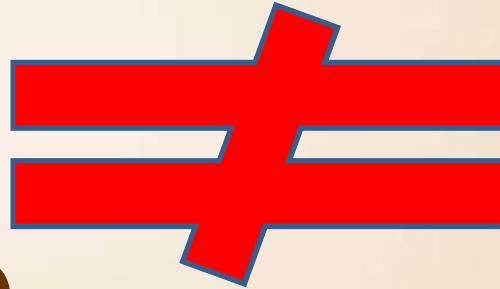
Genetics

What's in a name?

Criollo

Trinitario

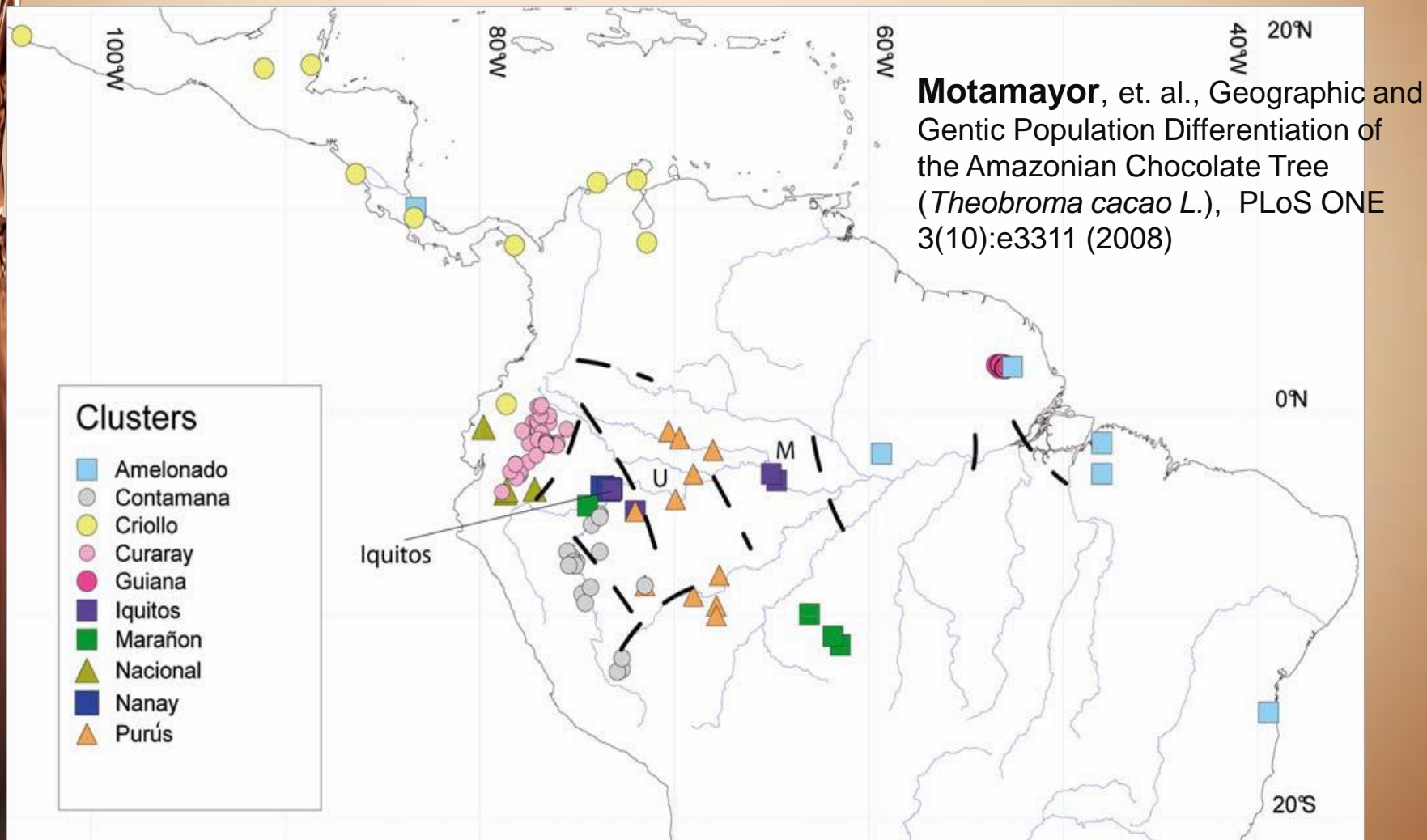
Forastero



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

Year	1519	1600	1765	1800	1870	1900	1914	1945	1970	2011/12
World Total, tonnes	500	100	6,162	11,022	24,019	94,672	279,867	662,432	1,504,700	4,052,000
Mexico - Central America	100%	100%	4%	2%	0%	0%	0%	7%	2%	1%
Venezuela+Caribbean	0%	0%	67%	52%	34%	42%	31%	3%	4%	2%
Ecuador + Col + Peru)	0%	0%	21%	25%	45%	21%	17%	5%	6%	7%
Brazil	0%	0%	8%	21%	19%	18%	15%	21%	12%	5%
Africa	0%	0%	0%	0%	2%	16%	36%	63%	73%	71%
Asia & Oceania	0%	0%	0%	0%	1%	3%	2%	1%	3%	13%



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, precocity, 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?

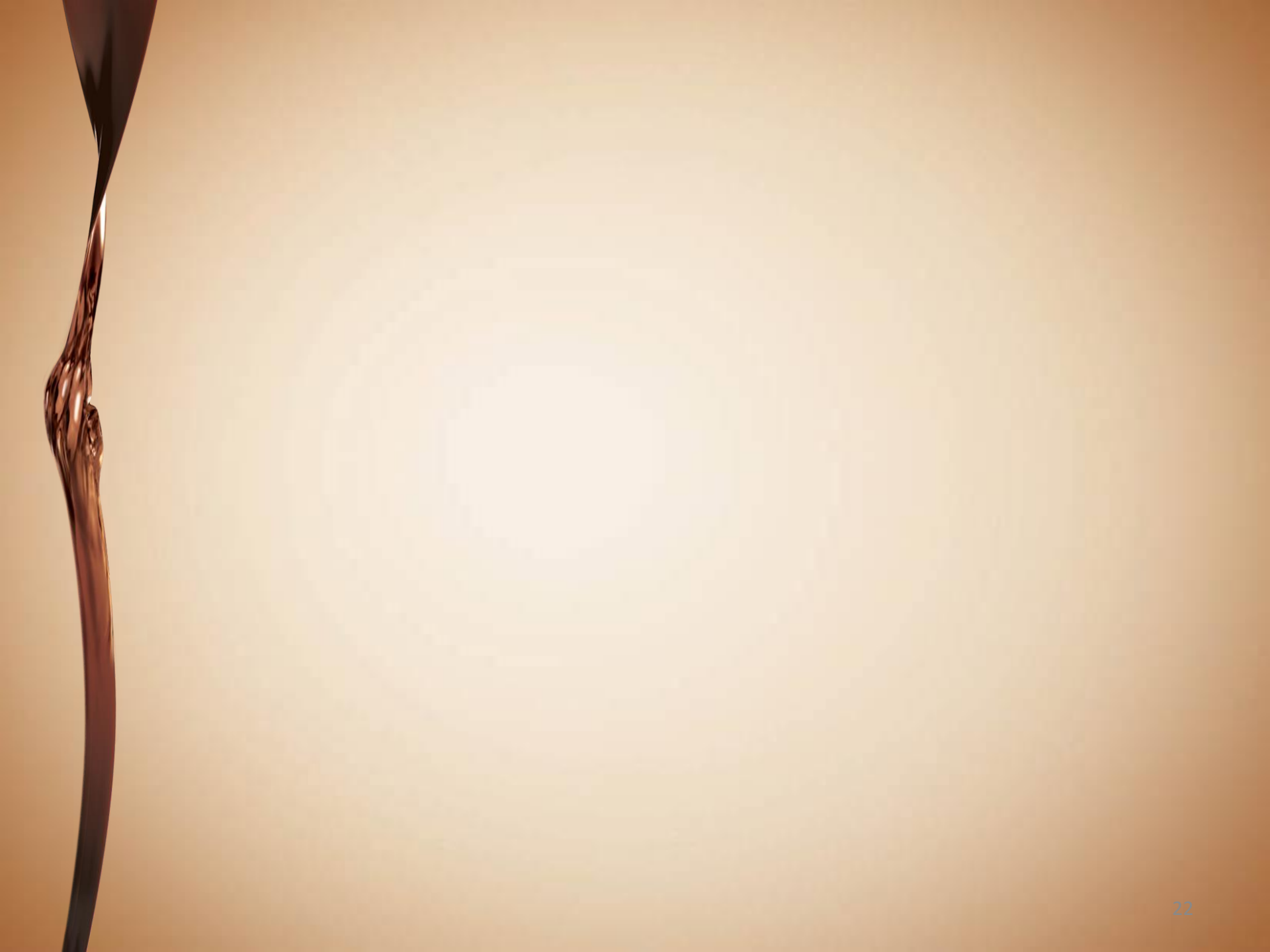


Whither goest thou?

No answers—only questions
to discuss and debate

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







Title

Content