

World Cocoa Conference 2016 – Panel 19

Puratos

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

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Next Generation Cacao “ecosystem”



Next Generation **Farmers**



Next Generation **Consumers**



Next Generation **Puratos People**



Next Generation **Retailers**



Next Generation **Puratos Products**



Next Generation **Industrials**



Next Generation **Artisans**





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**



**Farmer
training**

**Farmers' best
practices and
agroforestry**

**Post harvest
centres and
quality premium**

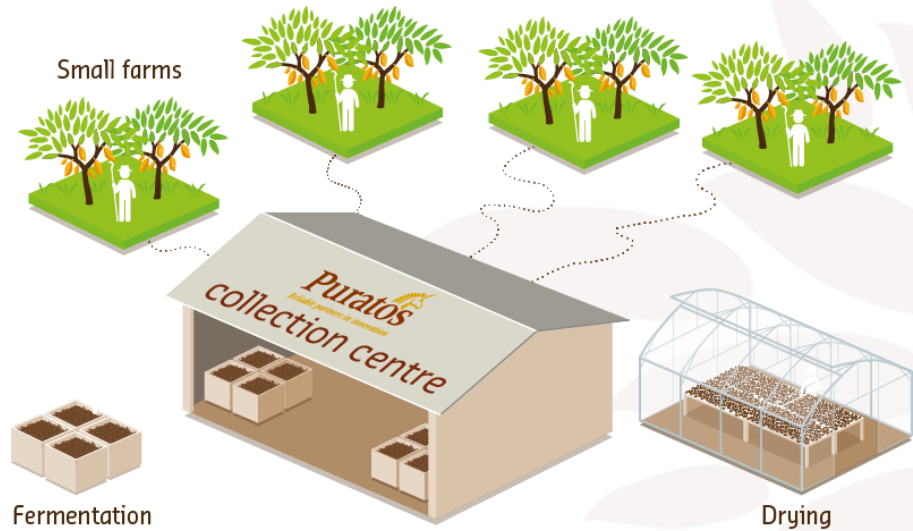
**Chocolate
Bonus**



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 -

Not fermented



slaty

partially
fermented



violet

Well
fermented



brown

Criollo
beans



white/pale



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

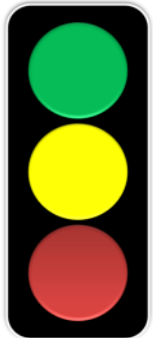


2016
Vietnam Fine flavor countries
(40% production)

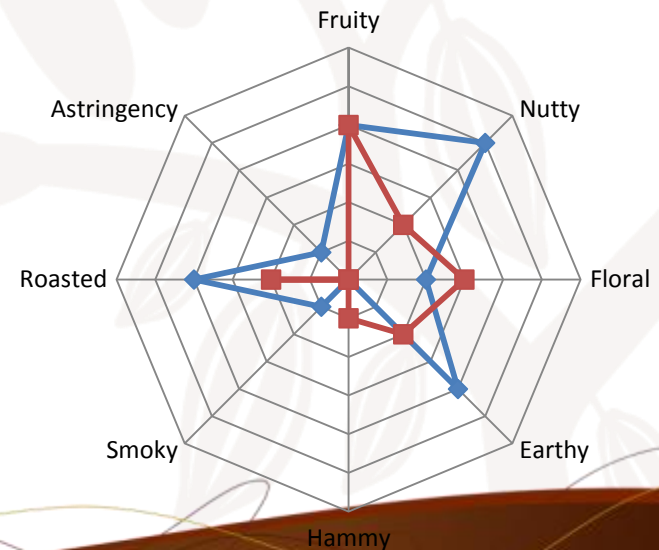
Seriously delicious chocolate made with African cocoa



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!



Farming



Fermentation



Sun drying



Roasting



Chocolate making



Chocolate

Thank you for your attention

