



Ministerio
de **Agricultura, Ganadería,
Acuacultura y Pesca**

**Proyecto de Reactivación de Café y Cacao
Nacional Fino de Aroma**

“Arriba” Cocoa’s Reactivation Project





We are the 1st Fine Cocoa Producer of the World, with a 62 % share of the market

Factors that have influenced the dynamics of the sector

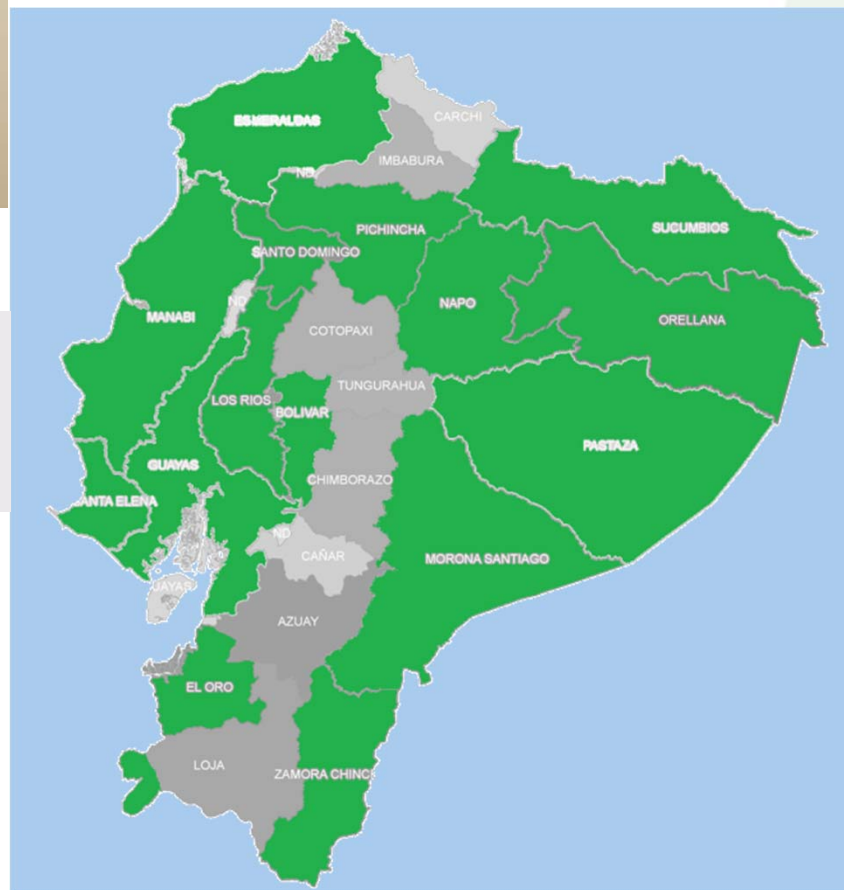
The expansion of the global middle class in emerging markets helped boost the sector's growth
 Consumers have favored quality over price
 In large markets (China and India) chocolates are no longer casual consumer products

Source: AT Kearney (2010)



The 5th most important product in non-oil exports

Cocoa in Ecuador



491 221 hectares planted



Producción 2002	73.924
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Producción 2012	198.956
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Productividad 2002	5,59
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Productividad 2012	8,91
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Divisas Generadas 2002	123.035.006
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Divisas Generadas 2012	402.943.445
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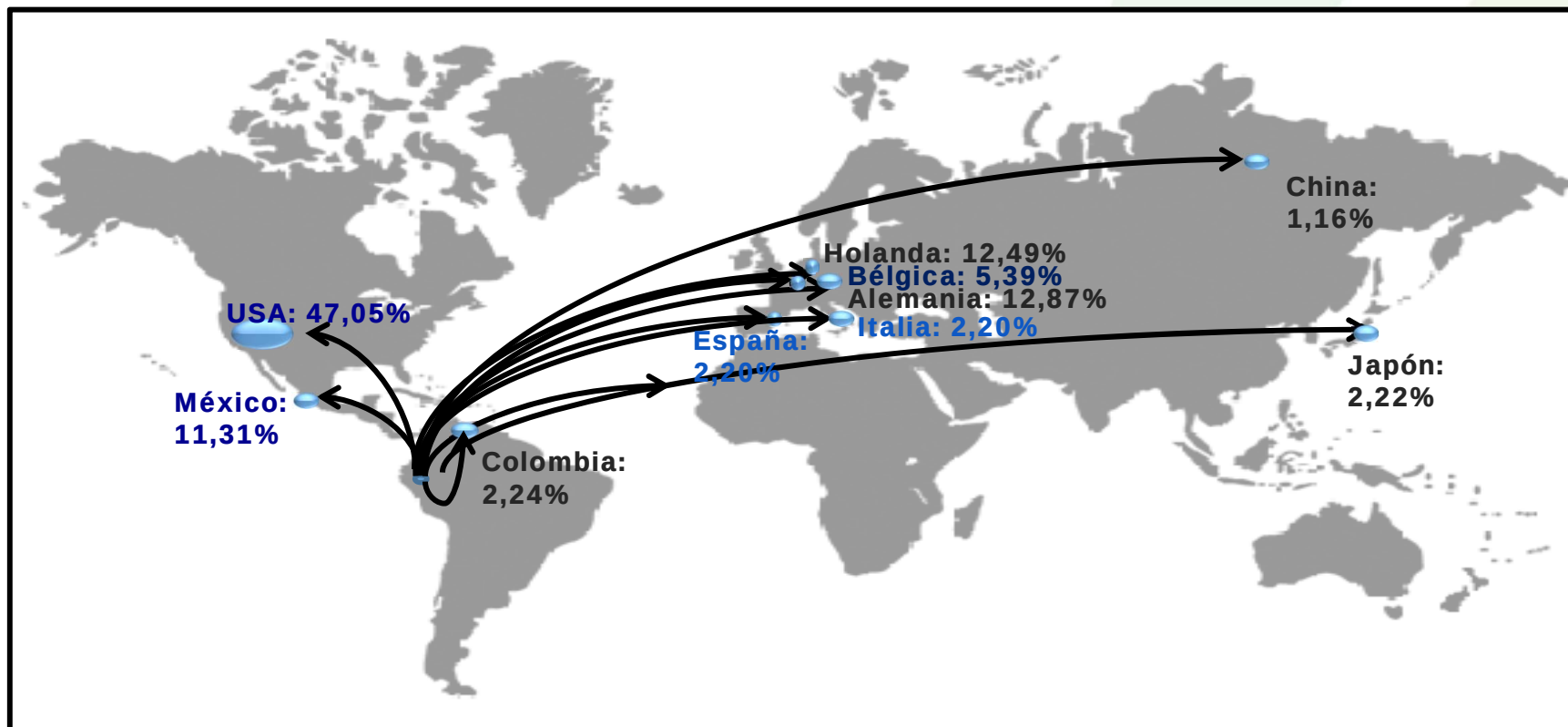
100,000 small producers



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MAIN EXPORT DESTINATIONS ECUADORIAN COCOA



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GOALS (IMPACTS) OF PROJECT

- Increasing export supply from 200,000 MT to 400,000 MT / year and thereby increase foreign exchange earnings for the country from 400'000 .000 to 800'000.000 dollars.
- Rehabilitating 284,000 has of cocoa through the formation of pruning and fertilization brigades and 70,000 ha with new planting material to replace less profitable crops, old pasture or fallow land. Total: 354 000 has intervened.
- Institutionalizing cocoa value chain of Ecuador and develop sustainable services for all chain actors.

Services

Technical advice and training
Aged orchards pruning
Supply and access to certified plant material
Promotion of credit for rehabilitation through BNF bank

Indicador	2013	2012 - 2021
Hectáreas rehabilitadas (podas)	52.000	284.000
Hectáreas renovadas	5.000	70.000
Productores capacitados	22.000	60.000
Jardines clonales establecidos	150 has	150 has
Viveros establecidos	6	14

COCOA GREAT “MINGA”

Results to date

Rehabilitated area: 48,000 hectares
2014 Area: 52,000 hectares
Number of brigades: 245
Number of brigadiers: 2,620
Producers served: 21,194
Provinces served: 15



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RESULTS OF PRUNING



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PLANTS PROPAGATION

Results to date

1. Nurseries with Large

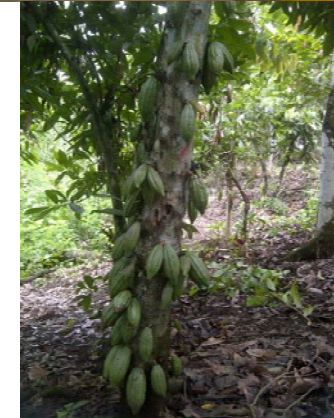
- Capacity Implemented (450,000 plants)

2. 150 ha Clonal Gardens

- Material Certificado
- Clones del INIAP
- Características Productivas y Organolépticas

3. Private Sector Linked:

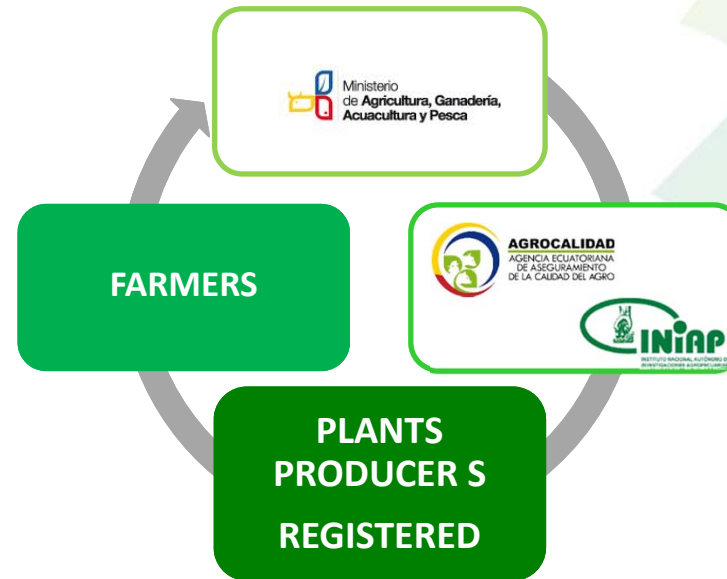
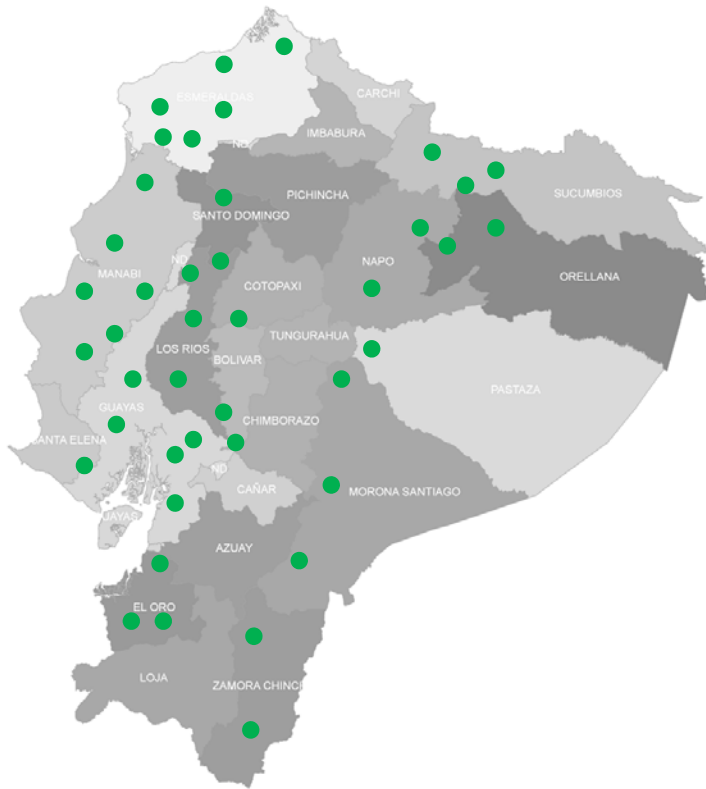
- Hacienda La Victoria provides plants
- Production of 4.5 million certified plants



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4. Plant Production Circuit 2014



- 50% of plant price is subsidized
- Total plant production: 12'000 .000
- Over 30 private nurseries certified

CHANGE OF PRODUCTION MATRIX



1. Production

Renovation and “Gran Minga del Cacao Nacional Fino de Aroma”



2. Post-Harvest and quality

Post Harvest Processing of Cocoa Beans



3. Industrialization

Industrialization



4. Marketing

Market study and worldwide promotion recovering of Cacao “Arriba”



Credit & Associativity

Traceability

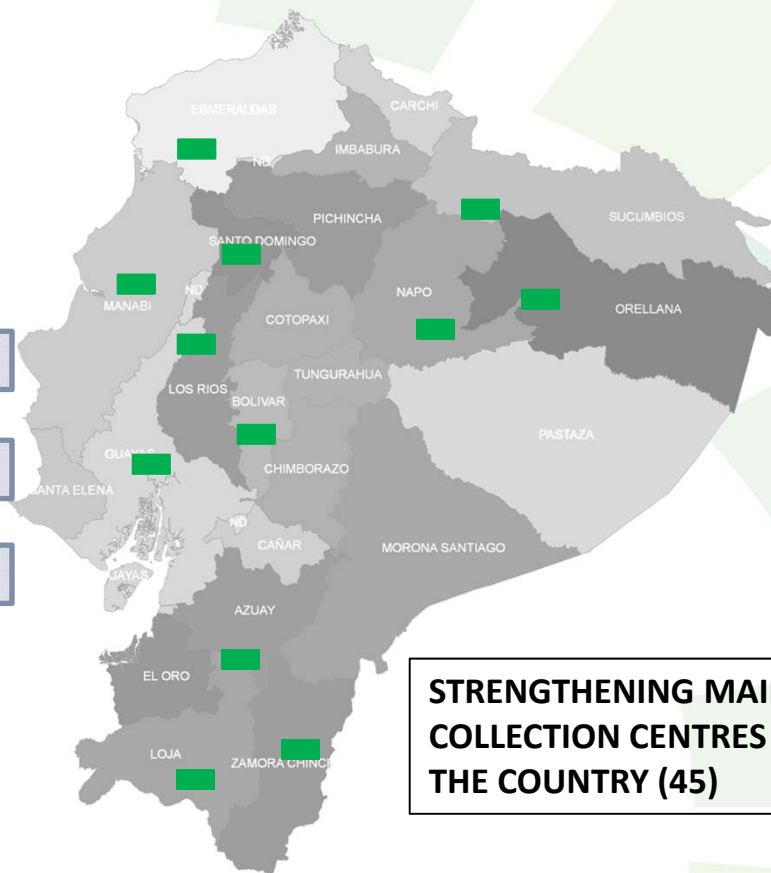
GRAN MINGA POST-HARVEST 2014



Standardization of process (Traceability)

Provision of modular infrastructure for collection centres in
“production map”

Improving Management Capacity of collection centres



**STRENGTHENING MAIN
COLLECTION CENTRES IN
THE COUNTRY (45)**



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