



Cocoa of Excellence Programme:

Celebrating high quality cocoa production and diversity of flavours around the world

key lessons learnt from 6 Editions
since its creation in 2009

2017 INTERNATIONAL SYMPOSIUM ON COCOA RESEARCH (ISCR)
INES DROUAULT, BIOVERSITY INTERNATIONAL, ROME, ITALY
LIMA, PERU, 13-17 NOVEMBER 2017



RESEARCH
PROGRAM ON
Forests, Trees and
Agroforestry



Background

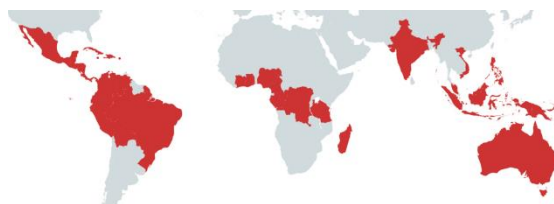


- Entry point for cocoa-producing countries to participate in the International Cocoa Awards (ICA) - global competition recognizing the work of cocoa farmers & celebrating diversity of cocoa flavours.
- **Vision:** Achieve producers' professionalization & long-term sustainability of the cocoa supply chain
- **Purpose:** Recognize, value & preserve cocoa by providing global recognition of high quality cocoa
- **Objective:**cocoa.
- **2009-2011:** CFC/ICCO fu
 - Increase **awareness** and promote **education** along the cocoa supply chain on the opportunity to produce **high quality cocoa** and preserve flavours resulting from **genetic diversity, "terroir" and know-how** of the farmers who prepare cocoa.
 - Facilitate **communication** and linkages between cocoa **producers** and **operators** in the supply chains
 - Stimulate and **increase capacity** of producing countries to **recognize, seek out and preserve quality and diversity** in nded project, Bioversity International (Executing agency), CIRAD, Event International, ICCO, COPAL, WCF, Mars, Barry Callebaut, Belcolade, Cocoa Research Centre, ICAM. **Since 2011: Coordinated by Bioversity, jointly organized with Event**
- **Partners/Sponsors:** Guittard Chocolate, Seguire Cacao, Cocoa and Chocolate, Barry Callebaut, CRC/UWI, Puratos, ECA/Caobisco/FCC, Nestlé, ICCO, LWR, Mars UK, Valrhona, CocoaTown

Process and Results



National Organization Committees
in cocoa producing countries



Detailed Feedback Report
for each bean producer



Sensory Evaluation
By broader panel
Professionals



ICAs Celebrated at the
Salon du Chocolat, Paris



5Kg of well fermented
dried beans &
information

Reception
& blind
code



Bean Physical
Quality Evaluation



Liquor &
untempered
chocolate

Sensory Evaluation
By CoEx
Technical Committee (TC)



Tempered &
moulded
chocolate

Numbers of	2009	2010	2011	2013	2015	2017	Total
Samples Received	152	147	119	121	146	166	851
Countries	20	19	22	24	35	40	50
Samples Processed in Liquor	152	147	119	114	138	162	832
Samples Processed in Chocolate	40	50	50	50	50	50	290
Number of ICAs	40	12	12	15	17	18	114



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CoEx Programme Evaluation



- **Objective:**
 - Assess progress and get feedback from participants
 - Guide future improvements
- **Target group : National Organisation Committees (NOCs) – responsible to:**
 - Oversee implementation of the Programme at national level.
 - Ensure rules are applied, confidentiality respected and anonymity ensured.
 - Announce the Programme and encourage cocoa producers to participate.
 - Collect samples, evaluate and select for international level.
 - Shipping 5 Kg of each sample to CoEx and obtain all phytosanitary certificates.

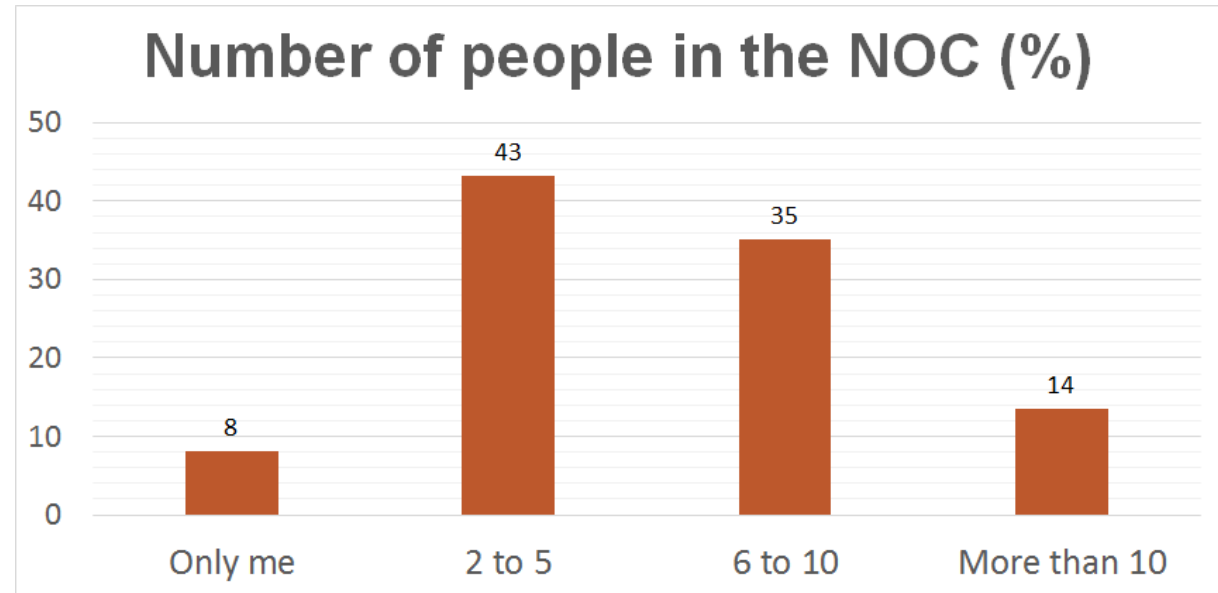
➔ **NOCs are the critical point of success in participating countries**
- **Methodology :**
 - Survey to contacts part of or associated to the NOC in 50 participating countries since 2009.
(398 contacts)

1 - Respondent profile and constitution of the NOC	3 - CoEx Programme outcomes
2 - CoEx Programme implementation for the 2017 Edition	4 - General feedback

1 - Respondent profile and constitution of NOCs



Category	%
★ Gov. inst. ★	74%
★ Research inst.	21%
Private company	18%
NGO	8%
Int Dev Org	3%
Producers Assoc. ★ & Coop	21%
Individual	3%
Other	13%



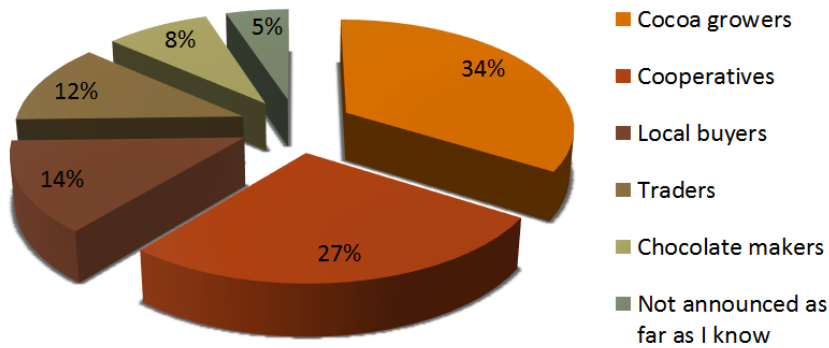
Editions	2009	2010	2011	2013	2015	2017
Respondents participated in Editions	26%	26%	45%	42%	68%	71%

Number of Editions for participation	1 Edition	2 Editions	3 Editions	4 Editions	5 Editions	6 Editions
% of respondents	37%	16%	13%	13%	8%	13%

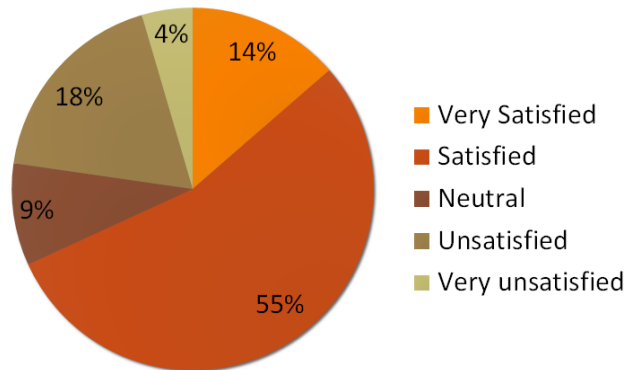
2 - CoEx Programme implementation - 2017 Edition



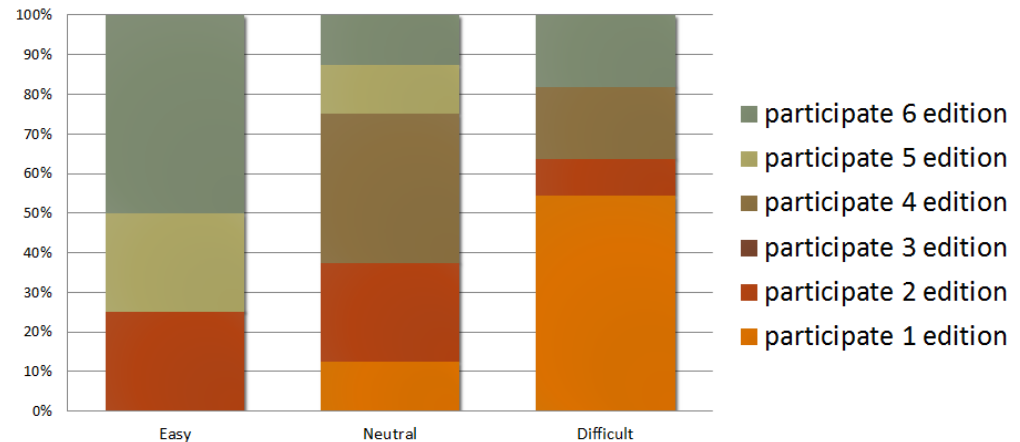
Local actors informed of new Edition



Satisfaction of sample selection



Level of difficulty of tasks undertaken by NOCs



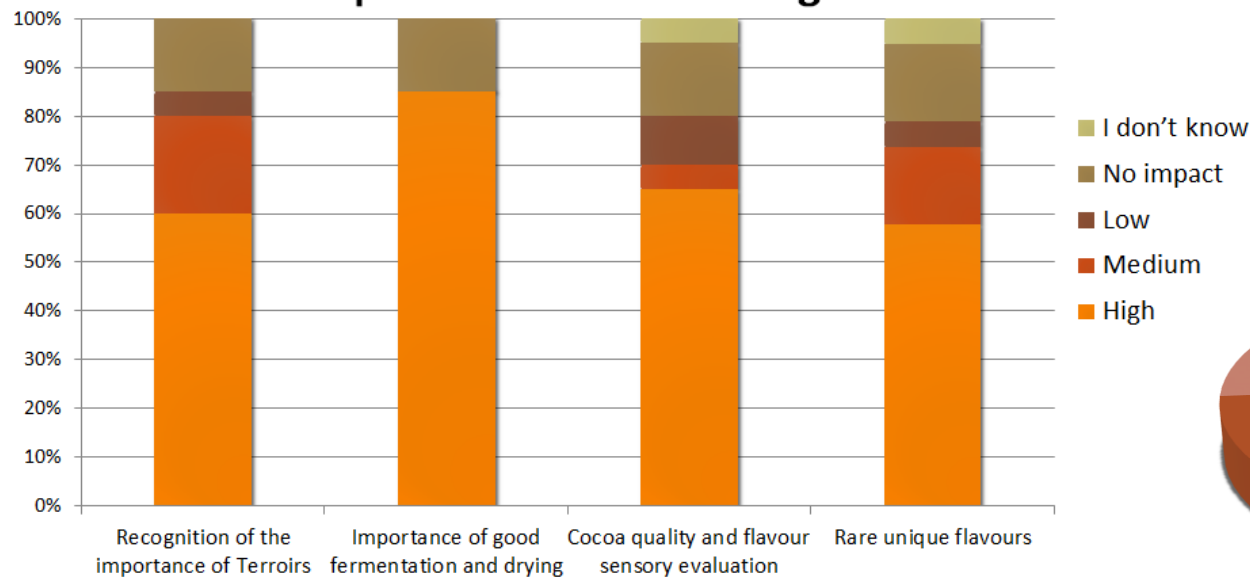
- NOCs announce the programme to bean producers and cooperatives, the more they participate in editions the more they widen their spectre of communication.
- 2017 edition : 92 % satisfied of sample selection had at least one sample in the 50 best.
- Correlation between no. of years of participation and increase in capacity to assess cocoa quality and flavour

Methods used for quality analysis	%
Physical analysis	83%
Cut test	79%
Sensory flavour assessment - beans	50%
Sensory flavour assessment - liquor	37%

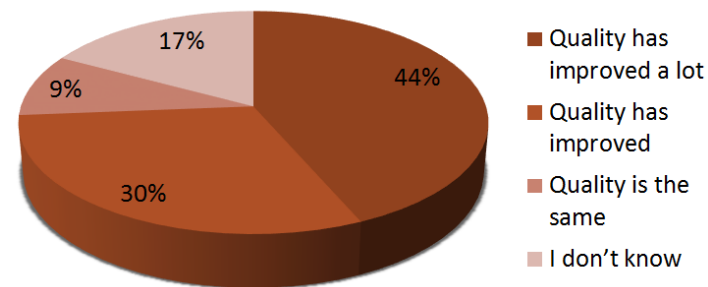
3 - CoEx Programme Outcomes



Impacts of the CoEx Programme



Evolution of cocoa quality



- **NOC skills to selection high quality samples improved (45%)**
- **No of training events on cocoa sensory evaluation increased since participation.**

Impacts at level of bean producers	Facilitation to sell cocoa at premium prices	Development of "long lasting" market opportunities	National level celebration
Yes	55%	40%	80%
No	15%	30%	10%
I don't know	30%	30%	10%



4 - General feedback – Motivation to participate

- International visibility of niche products and market positioning
- Promote cocoa quality in producing countries and awareness
- Comparison to other excellent cocoas
- Recommendations for quality processes
- Programme facilitates a lot of information to ease the participation
- Best platform to share experiences and information to improve competition



4 - General feedback - Constraints

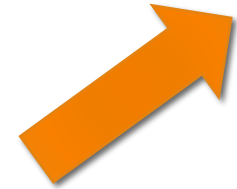
- Limiting sample quotas
- Market not ready
- Time for bean selection too short
- Some feedback reports not received
- Time taken for evaluating samples is too long
- Insufficient connection between ICA winners and specialty market
- 2 years between each edition is too long



4 - General feedback - Improvements



- Facilitate trainings for sensory evaluation and quality analysis in producing countries
- Technical help for improving cocoa post harvest process
- Provide information about fine cocoa market
- More promotion of awarded chocolates
- Helping National Organisation Committees to be better organized
- Financial help for attending the ceremony in Paris for growers



Key lessons



92% interested in participating in next Edition (2019)

- One of the **main value** of CoEx is **feedback** on bean physical and sensory quality, providing an opportunity to understand and improve bean quality (fermentation and drying). **More than 800** reports sent.
- More **National Quality Competitions** organized and replying on guidance by CoEx; opportunity to **expose high quality cocoa to value chain operators** and national recognition. CoEx put emphasis in providing **guidelines** national level.
- CoEx provides **international exposure**.
- Future Editions,
 - increase **connecting producers** to buyers and chocolate makers **more systematically**
 - provide **tools** to increase ability to **assess cocoa quality**.
- For each edition, an **increase** no of samples and countries participating.
- More and more **participants** attends the ICA Ceremony in Salon du Chocolat Paris.

General agreement - overall quality of cocoa beans submitted has improved, highlighting role of CoEx in increasing capacity to seek quality and diversity in cocoa.

Conclusion



- Next steps for evaluation
 - Follow up interviews with respondents
 - Impact assessment at producer level
 - Interviews with private sector to assess relevance of CoEx for the industry
- **Developing a continuous evaluation process** (ex: after the National Selection, ICA announcement, reception of Feedback Reports etc) to monitor problems and progress of bean quality, flavour assessment, market opportunities and conservation.
- **Improve visibility** with private sector and strengthens promotion of the best 50 samples and ICAs
- As CoEx continues to evolve, **more countries expected to participate**, benefiting from increased communication and linkages between cocoa producers and operators in the supply chains.
- CoEx coordinating an international **working group on the development of international standards** for cocoa quality and flavour assessment - report of recent work and stakeholders' consultation





Thank you for your attention

