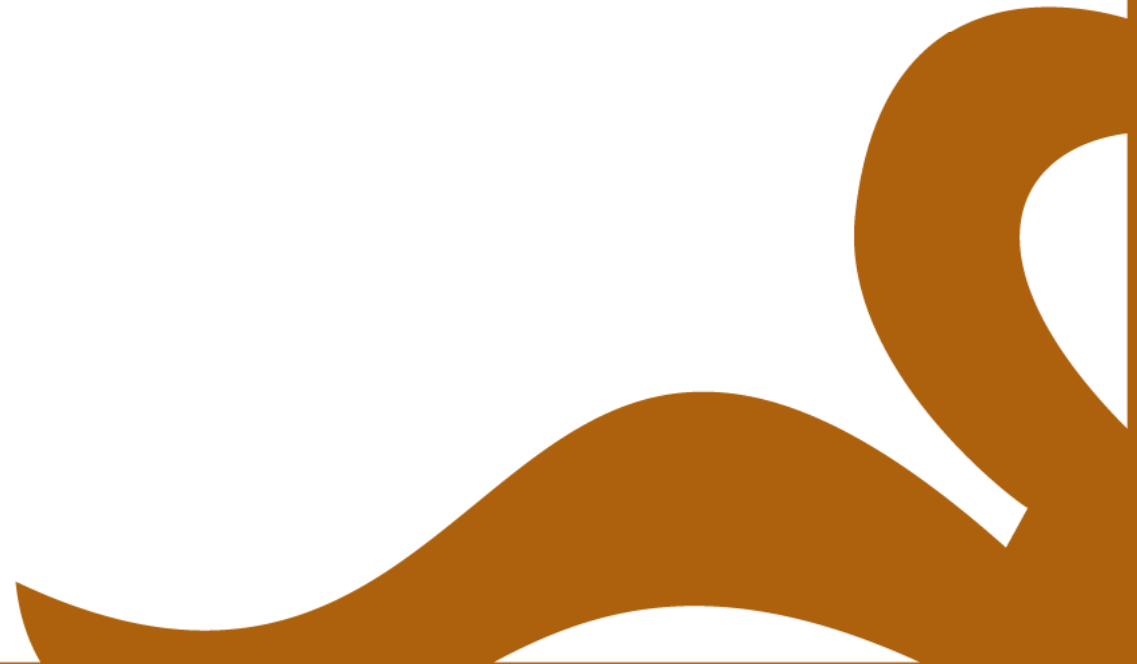




Royal Tropical Institute





Sustainable cocoa: a matter of taste?

World Cocoa Conference 2014

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KIT Sustainable Economic Development

- KIT is a knowledge institute working on the interface between research, policy making and practice
- KIT facilitates knowledge generation on sustainable cocoa through research, advice and knowledge management.

Fine flavour cocoa/chocolate

- Knowledge partner of Dutch Chocoo Festival and Origin Chocolate event
- Cutting edge research
 - ✓ Learning from practice - case studies
 - ✓ Contribute to mainstreaming sustainable cocoa?
 - ✓ Look at the role of women in fine flavour cocoa production
- Share learnings in the public domain (via conferences and Cocoa CONNECT) & bilateral learning



Fine flavour: higher quality, higher prices and higher rewards for farmers

Fine flavour cocoa

A specific origin and grade of cocoa beans of a unique flavour or colour, sought after by makers of high quality, specialty chocolate.

Fine flavour chocolate (products)

A high quality of cocoa beans and chocolate, with a specific taste for which a higher price is paid. It is often combined with terms such as 'high quality', 'single origin' and/or 'bean to bar' chocolate. The combination of cocoa genetics, cultivation methods, environmental conditions, post-harvest practices and processing techniques are all contributing factors.



Quality

Where is quality being added?

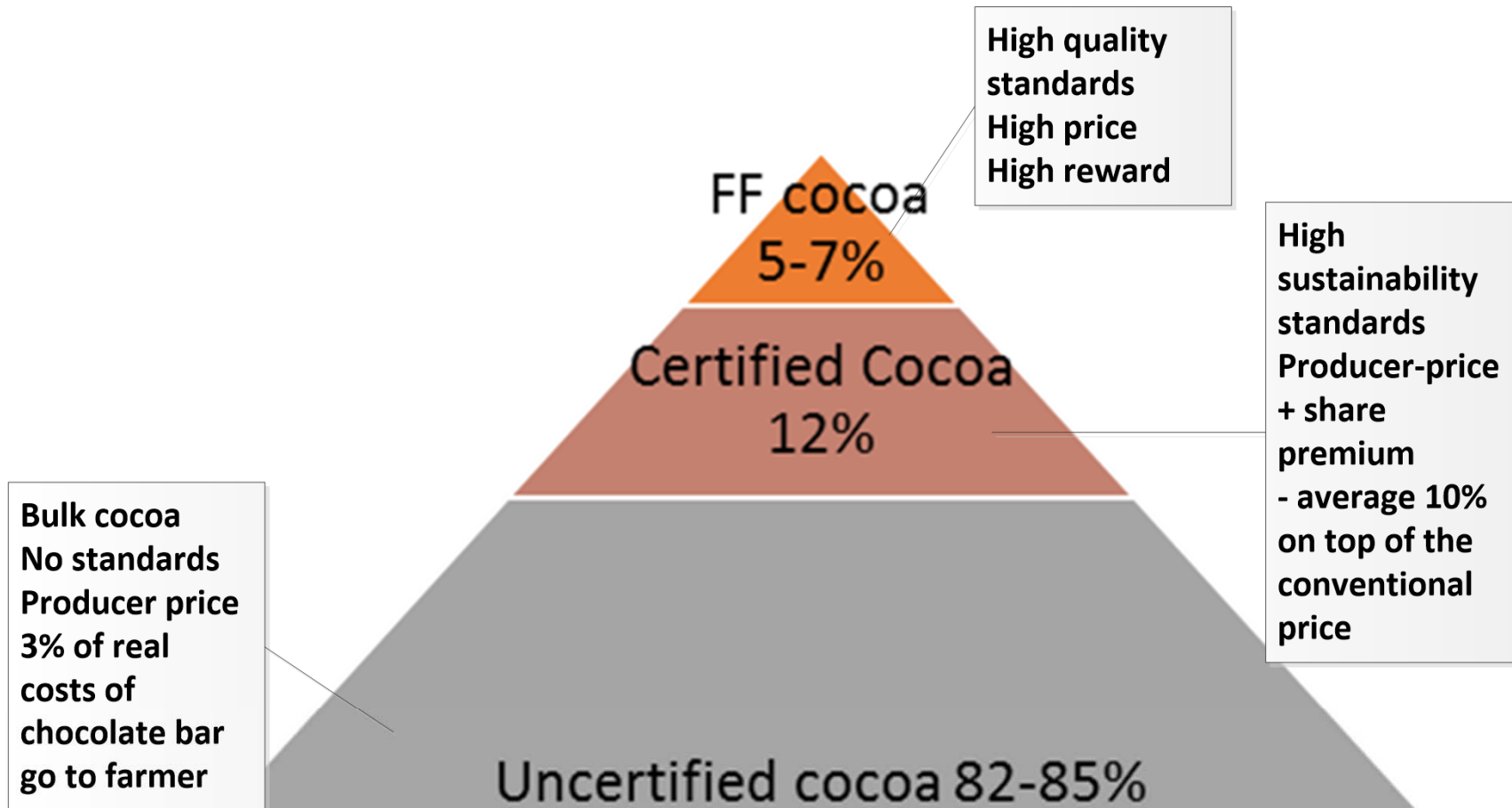
- On-farm practices: variety, environmental conditions, GAP
- Post-harvest handling: drying, fermentation, transport
- Processing chocolate: blending, roasting, molding, etc

Quality control at each step in the chain!

Value chain integration: guarantee quality by moving closer to the farmer and taking over farmers' tasks: like fermentation and drying.



Market shares & characteristics





Taste as catalyst for sustainability?

- Fine flavour brings taste and quality back in the sustainability debate
- High rewards!
- Tight relations between farmers and fine flavour business
- Value chain integration to control quality
- Longer-term perspective
- A more integrated way of production and diversified market
- Market differentiation for farmers



So...

- Farmers produce for different markets
- Important that farmers are well-informed, and makes a choice for the arrangement that works for him/her
- Recognition that fine flavour often meets sustainability criteria (not always)
- Awareness raising of consumers
- Pay more, eat less!