Supporting Entrepreneurship and Development within Fine/Flavour Sector using Science Technology and Innovation

Case of the International Fine Cocoa Innovation Centre

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Fine or Flavour Sector: Emergence of segmented niche and ultra-niche boutique market

Features
Large number of small boutiques, innovative, dynamic, diversity in products & flavours, responsive to customer needs, competitive

Supplier characteristics (nimble, innovative, market sensitive)
1. Diversity in flavours, uniqueness
2. Quality of product; consistency of quality
3. Branded products
4. Story behind the brand – variety, historical perspectives, social, environmental,
5. Traceability system
6. Market innovations – direct marketing opportunities, attractive packaging
   ‘Small is big’ – greater diversity, responsiveness
Technology and information transfer

Subsidies, inputs

Decision maker?
Adequate
Appropriate?
Distorted info?
Relevant?
Innovation and Technology Transfer System

Traditional systems

1. **Unidirectional**
2. **Not** ‘farmer centric’ – Leadership & ownership, (inspire, motivate, train)
3. **Not** nuanced to meet needs – meet individual circumstances (services)
4. **Not** dynamic – quick to change (information system)
5. **No** coordinated supportive environment (**silos**) – holistic, information, demos, credit, training, services
6. **No** business approach - cost-benefit / risk portfolio / profits? (train, support)
7. **Not** market led– lack of market information
Different political and regulatory environment

Different Genetics

Different socio-economic circumstances

Various agro-ecologies, terrains & micro-environment

Diverse farming systems

Different risk environments

Small Holder Farmer
Farmer-Centric Approach

- Decision maker
- Seeker of knowledge
- Adapter
- Peer-to-peer teacher
- Entreprenuer with business skills
- Experimenter

Availability of information

Motivate, inspire, instill confidence.

Demos of tech

Farmer field schools

Discovery based learning

Training Support Services

Motivate, inspire, instill confidence.
FARM INNOVATIONS
- Farmer profitability & sustainability
- Improving the diversity of flavours, quality and consistency – Postharvest
- Improve price fetched – branding, direct marketing, reducing cost

INNOVATIONS IN SYSTEMS
- Information & training
- Certification of quality, sustainability
- Branding – collective marks or individual
- Traceability

INNOVATIONS IN VALUE ADDITION
- Value addition to diversify markets

MARKET INNOVATIONS
Alignment

Government Policy, Strategy, Legislation, incentives

University Research, innovation

Innovation Centre

Investment climate
- Business models
- Training
- Incentive structure

Information
- Market info
- Suitability/risk info
- Technology info

Private Sector Investment
International Fine Cocoa Innovation Centre

Objective

Create a ‘farmer-centric’ innovation, technology transfer and entrepreneurship system that is dynamic and market driven to meet the need of the growing segmented fine/flavour market segment while ensuring farmer profitability.
A Connected Innovation Centre

RESEARCH

Productivity  Quality Mgt  Disease Mgt

Cocoa Research Centre

Drought, cadmium  Product develop  Breeding support

Research Services  Breeding material
**Strengths**
- Genetic diversity
- Quality reputation

**Opportunities**
- Segmented market
- Health and wellness
- Burgeoning tourism
- Diaspora

**Overcome threats**
- Competition
- Diseases/ climate change
- Food safety issue

**Aligned Engine**

**Investment climate**
Demonstration of tech/ innov
- Profitable farms
- Productivity
- Quality/brands

Working with farmers to create nuanced business models

**Entrepreneurship support**
- Business cluster
- Start-ups

**Services**
- Technology

**Apprenticeship training**
Farm-to-fork Demonstration Model
Inspire
- Showcase innovations along value chain
- Develop tech toolkits

Train
- Apprenticeship training
- Short-term training, master classes

Incubate
- Technology incubation – product development
- Business incubation, marketing support

Start-up support
- Start-up kits, services – certification, traceability, business services
- Information – create, validate, access

Disseminate
- Disseminate successful models
Validation

Geographically dispersed adaptive models

Networking – peer-to-peer learning

GOVERNMENT
Supportive environment

NGOS
Supportive environment

NGOs
- CRS
- LR
- BFREE
- CFFI

Networking
- ILAC
- CocoaNEXT
- Chocolate Guild

Market

Pulse

Demo

Support services

Information Environment

Training

Market innovations

Nuanced approach
Building and information system to support development
Farmer Centric Approach: Montserrat Cocoa Cooperative, Grand Couva,

**FARM**
- Organisation of farmers: Cooperative of 35 farmers
- Leadership, entrepreneurship
- Farmer led farmer-field schools
- Investment

**SYSTEMS**
- Quality along the value chain
- Branding – Geographical indication
- Standards - Certification of quality an sustainability
- Traceability

**VALUE ADDITION & ENTREPRENUERSHIP**
- Chocolate
- Beverages
- Soaps

**MARKETING**
- Direct marketing
- Brand development -packaging
- Sharing of success stories

- Production doubled
- Price fetched tripled
- Proportion of value added increasing
- Employment opportunities
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