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 DROUVAULT, BIOVERSITY INTERNATIONAL, ROME, ITALY
LIMA, PERU, 13-17 NOVEMBER 2017
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, Seguine Cacao, Cocoa and Chocolate, Barry Callebaut, CRC/UWI, Puratos, ECA/Caobisco/FCC, Nestlé, ICCO, LWR, Mars UK, Valrhona, CocoaTown
Process and Results

5Kg of well fermented dried beans & information

National Organization Committees in cocoa producing countries

Detailed Feedback Report for each bean producer

Bioversity International

Reception & blind code

Bean Physical Quality Evaluation

Sensory Evaluation By CoEx Technical Committee (TC)

Sensory Evaluation By broader panel Professionals

ICAs Celebrated at the Salon du Chocolat, Paris

<table>
<thead>
<tr>
<th>Numbers of</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samples Received</td>
<td>152</td>
<td>147</td>
<td>119</td>
<td>121</td>
<td>146</td>
<td>166</td>
<td>851</td>
</tr>
<tr>
<td>Countries</td>
<td>20</td>
<td>19</td>
<td>22</td>
<td>24</td>
<td>35</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>Samples Processed in Liquor</td>
<td>152</td>
<td>147</td>
<td>119</td>
<td>114</td>
<td>138</td>
<td>162</td>
<td>832</td>
</tr>
<tr>
<td>Samples Processed in Chocolate</td>
<td>40</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>290</td>
</tr>
<tr>
<td>Number of ICAs</td>
<td>40</td>
<td>12</td>
<td>12</td>
<td>15</td>
<td>17</td>
<td>18</td>
<td>114</td>
</tr>
</tbody>
</table>
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
2 - CoEx Programme implementation for the 2017 Edition
3 - CoEx Programme outcomes
4 - General feedback
1 - Respondent profile and constitution of NOCs

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gov. inst.</td>
<td>74%</td>
</tr>
<tr>
<td>Research inst.</td>
<td>21%</td>
</tr>
<tr>
<td>Private company</td>
<td>18%</td>
</tr>
<tr>
<td>NGO</td>
<td>8%</td>
</tr>
<tr>
<td>Int Dev Org</td>
<td>3%</td>
</tr>
<tr>
<td>Producers Assoc. &amp; Coop</td>
<td>21%</td>
</tr>
<tr>
<td>Individual</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

Number of people in the NOC (%)

<table>
<thead>
<tr>
<th>Number of Editions for participation</th>
<th>1 Edition</th>
<th>2 Editions</th>
<th>3 Editions</th>
<th>4 Editions</th>
<th>5 Editions</th>
<th>6 Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of respondents</td>
<td>37%</td>
<td>16%</td>
<td>13%</td>
<td>13%</td>
<td>8%</td>
<td>13%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Method</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Physical analysis</td>
<td>83%</td>
</tr>
<tr>
<td>Cut test</td>
<td>79%</td>
</tr>
<tr>
<td>Sensory flavour assessment - beans</td>
<td>50%</td>
</tr>
<tr>
<td>Sensory flavour assessment - liquor</td>
<td>37%</td>
</tr>
</tbody>
</table>
3 - CoEx Programme Outcomes

**Impacts of the CoEx Programme**

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

<table>
<thead>
<tr>
<th>Impacts at level of bean producers</th>
<th>Facilitation to sell cocoa at premium prices</th>
<th>Development of &quot;long lasting&quot; market opportunities</th>
<th>National level celebration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55%</td>
<td>40%</td>
<td>80%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>30%</td>
<td>30%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Evolution of cocoa quality**

- Quality has improved a lot: 9%
- Quality has improved: 30%
- Quality is the same: 17%
- I don’t know: 44%
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