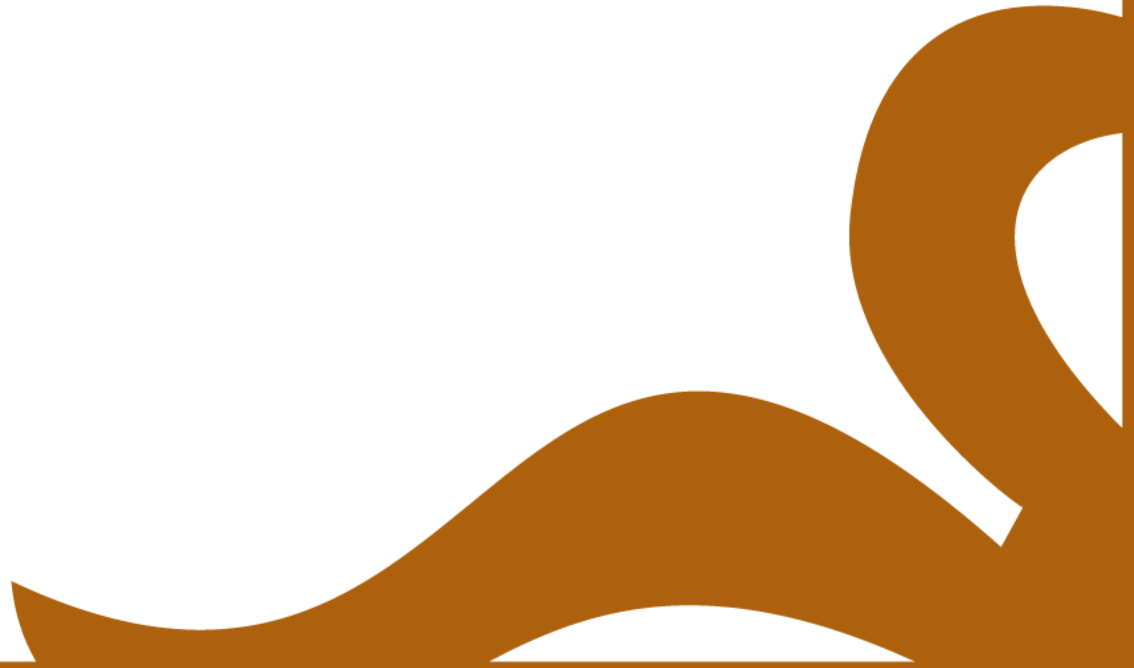




**Koninklijk Instituut voor de Tropen**





# *Sustainable cocoa: a matter of taste?*

**KIT, Sustainable Economic Development & Gender**  
Anna Laven & Susanne van der Kooij

**Origin Chocolate Event - KIT**  
**23<sup>rd</sup> October 2013**



# *Background*

- KIT Knowledge partner Origin Chocolate & Chocoa Festival
- Committed towards increasing production and consumption of Sustainable Cocoa & Chocolate
- What can we learn from fine or flavour & single origin cocoa?





## *What is fine or flavour & single origin cocoa?*

- Defining the market
- A lot of confusion and inaccuracy around the meaning and definition of fine or flavour cocoa
- Are researchers the only ones that want a definition?
- *Buzz: What do you expect from fine or flavour chocolate?*



# *Towards a definition of fine or flavour cocoa...*

- *Our starting point:* combination of genetics, cultivation, post-harvesting & processing
- *Characteristics:* taste, higher margins, traceability, transparency, more direct relations with organized cocoa farmers



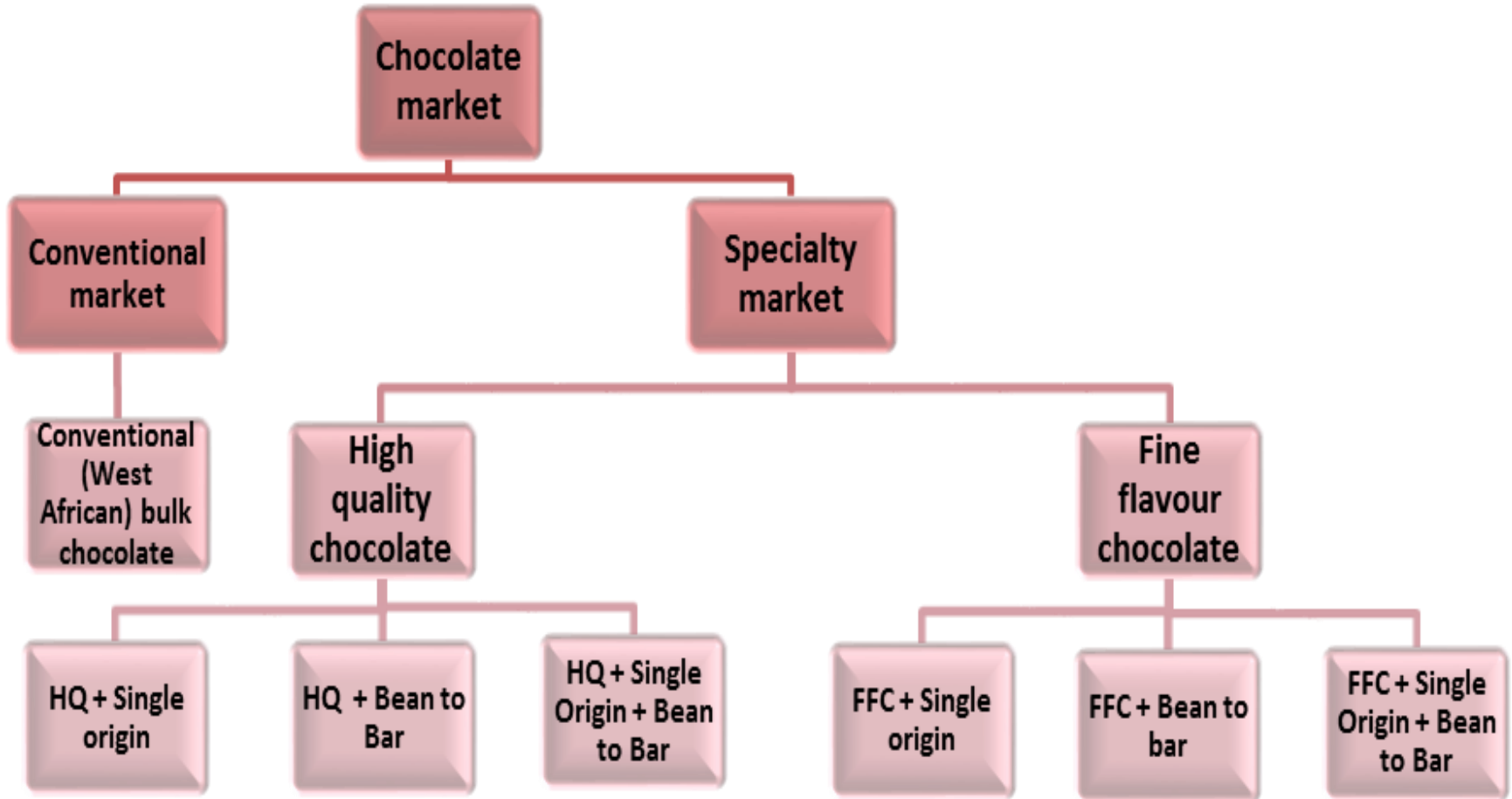
## *Is it about...*

- **Genetics?**
  - Traditionally Criollo or Trinitario (+ nacional)
  - 10 genetic groups (+ Forestero)
- **Marketing?**
  - Criollo can mean 'local' or 'native' cocoa
  - High quality chocolate defined as fine or flavour
- **Cocoa or Chocolate?**





# *Division of the chocolate market*





# *Fine or flavour ?*

## **Fine or 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” (International Trade Centre, 2001)

## **Fine or flavour chocolate**

- “The combination of genetics, cultivation environmental conditions and post-harvest and processing techniques makes fine or flavour chocolate (products)”.

## **Combined with:**

- Single origin, high quality and bean to bar chocolate





## *What do we want to learn?*

- Is fine or flavour & single origin cocoa sustainable?
- Can we increase the volumes of this type of cocoa & chocolate? If so, how?
- Can we use it as instrument to give boost to mainstreaming sustainable cocoa and chocolate? If so, how?



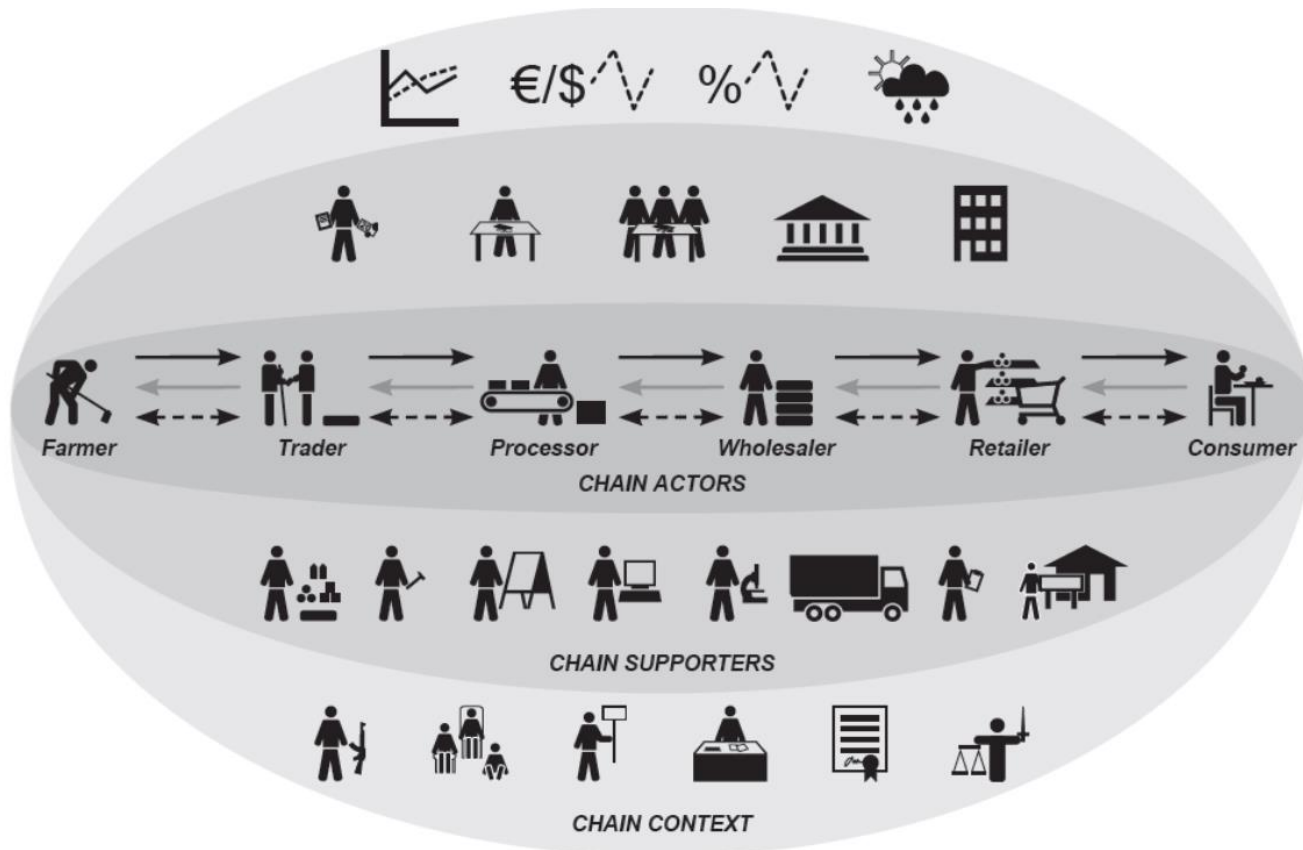
# *Comparison on*

- The value chain and the way it is governed
- Quality & taste
- Traceability & transparency
- Scale & productivity
- Business model (costs, benefits & margins)
- Services and finance
- Farmer organisation & entrepreneurship
- Sustainability criteria (people, planet, profit)
- Marketing



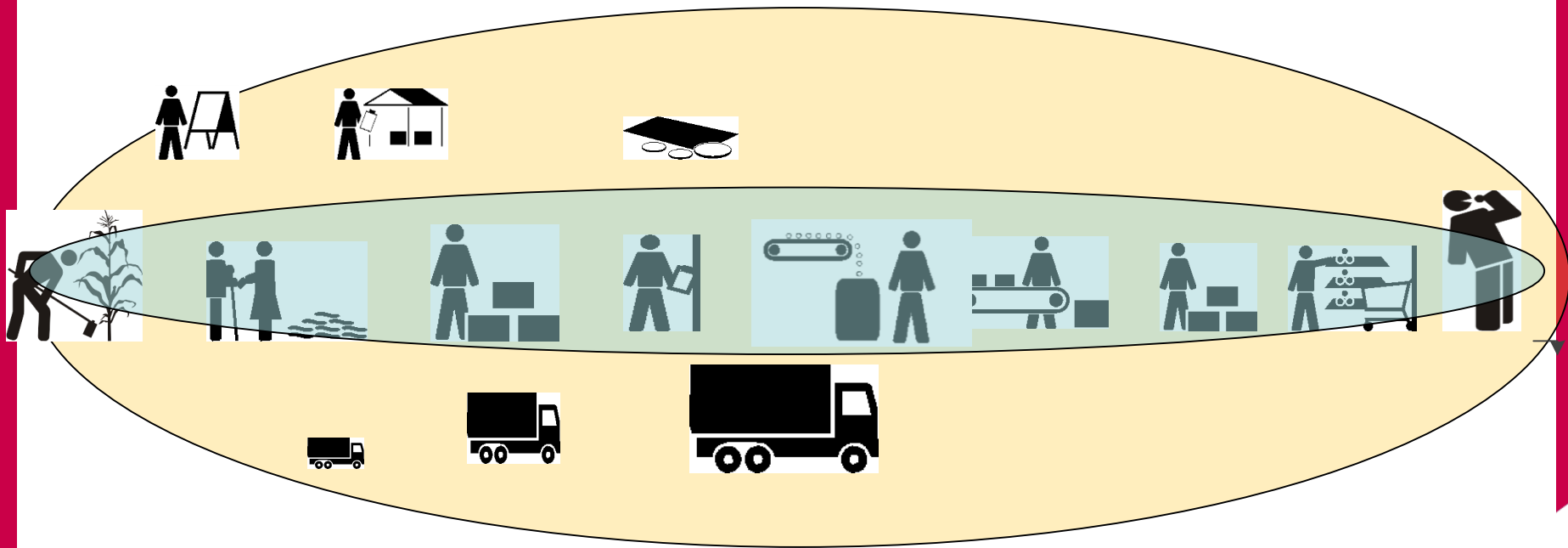


# Value chain actors, chain supporters and context



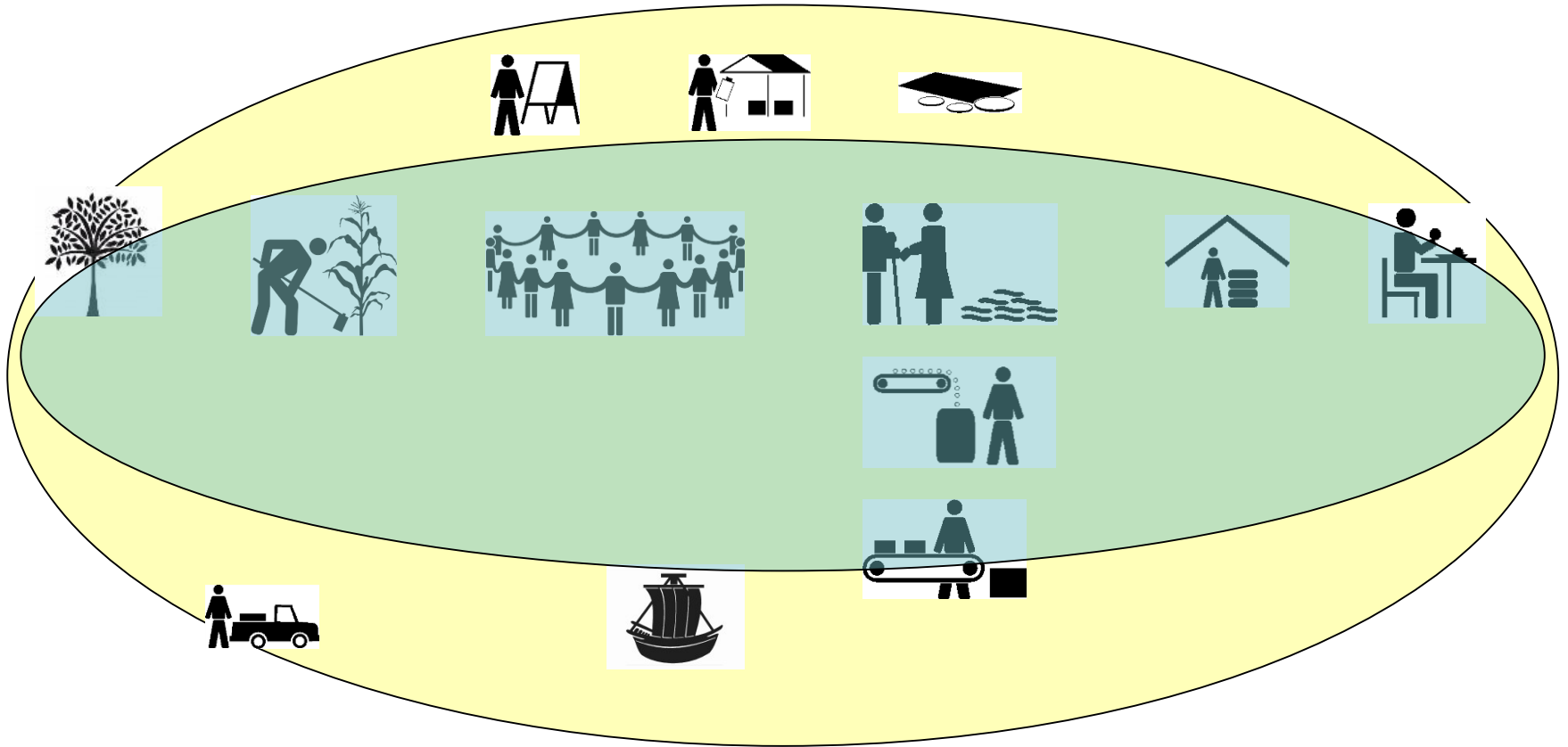


## *Value chain mapping, example bulk cocoa*





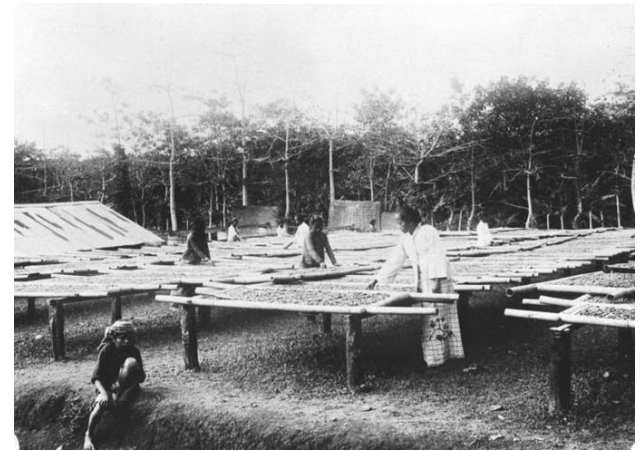
# *Example fine or flavour chocolate*





# *Sustainable cocoa*

- **Challenges in mainstreaming sustainable cocoa**
  - People, Planet, Profit
- **Certification**
  - Recognition of sustainable character





*What makes fine or flavour  
chocolate sustainable?*



# *Fine flavour chocolate market*

## **Supply of cocoa**

- Minimum quality
- Consistent supply

*Is there potential to grow?*

## **Demand for chocolate**

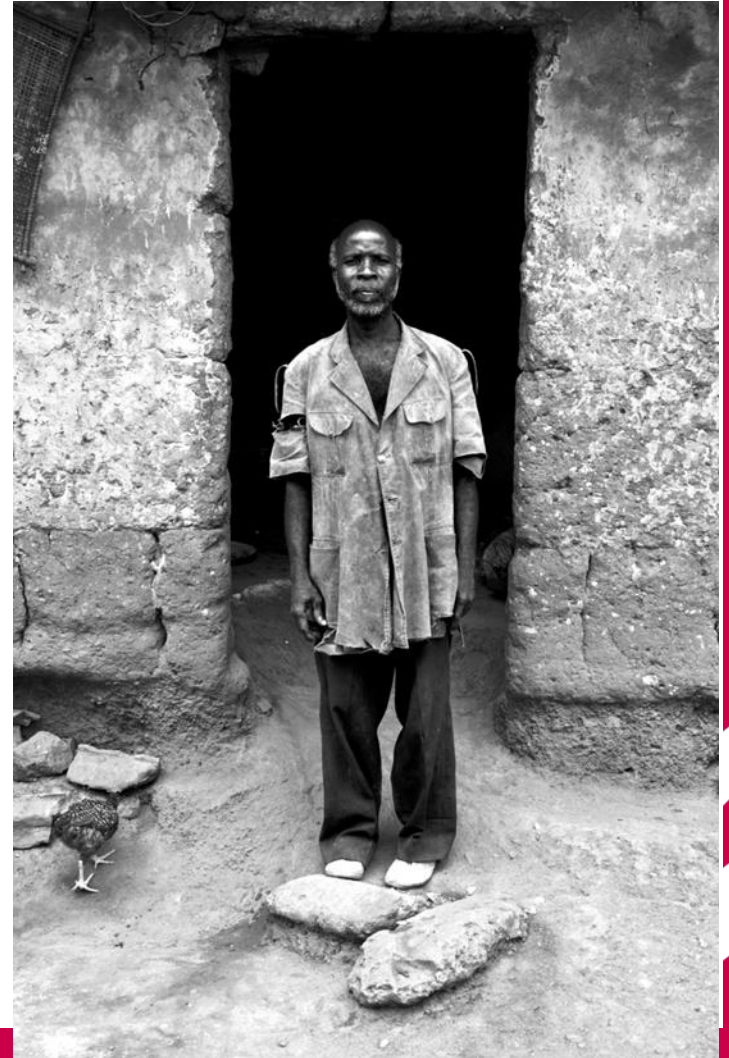
- Consumers are differentiating
- Willing to pay for sustainability + quality
- Still unawareness

*How can consumption be increased?*



## *What is the potential for increasing the supply?*

- **South America:** well developed market, but still a lot of room for improvement
- **Africa:** has a lot of potential, but very new and collaboration needed. Can be a boost to the bulk cocoa production
- **Asia** has potential, if they get more involved in the fine flavour developments
- Taste versus yield
- Importance of origin





# *How can we increase consumption?*

Recognition market (Direct cacao/certification)

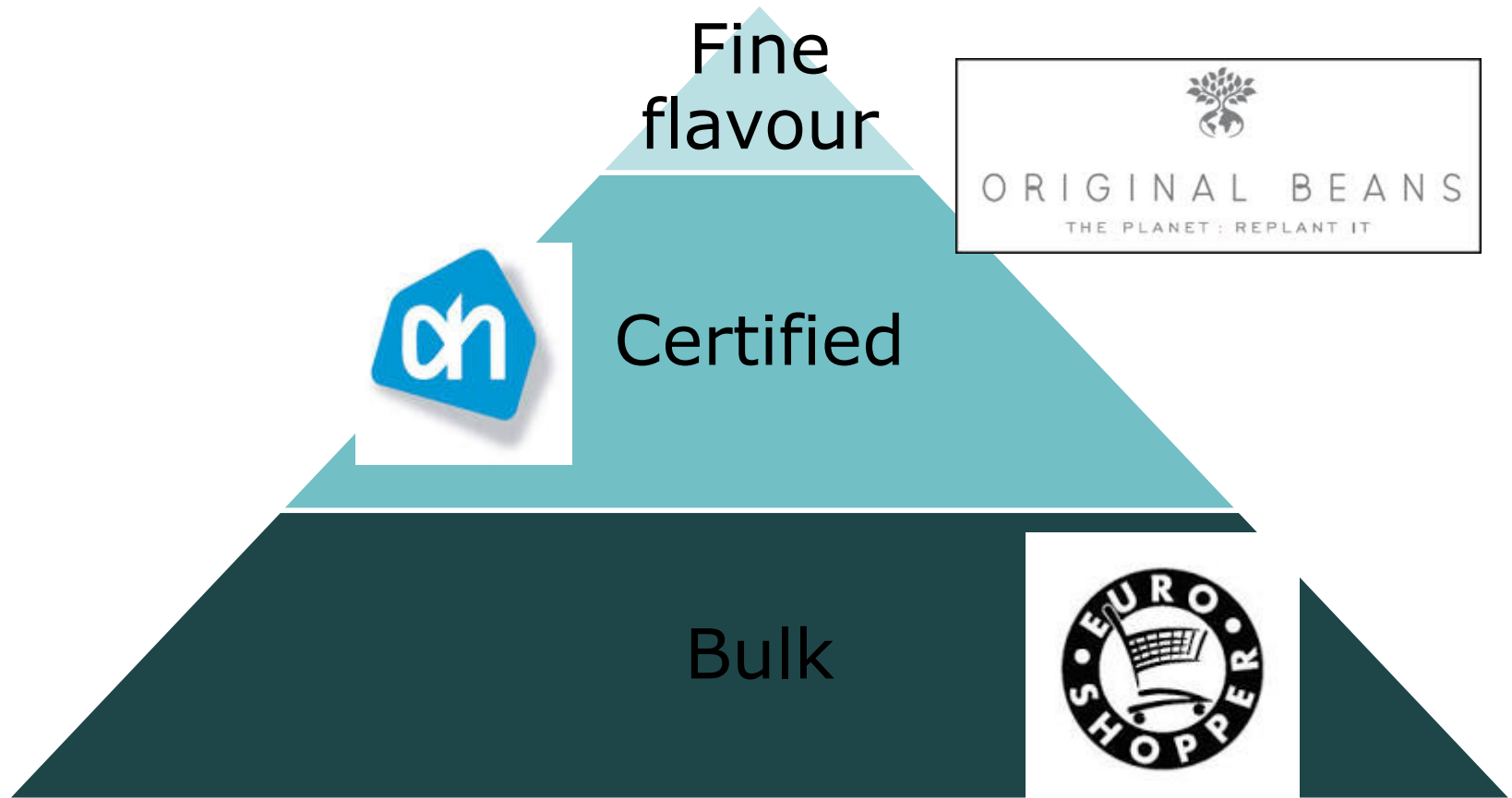
- Consumer knowledge
- Consumer preference
  - Quality and taste
  - Traceability and transparency
  - Sustainability

Certification: a threat or a tool?





# *Marketing of chocolate*





## *Next steps*

- The link between sustainability and the 'fine or flavour' cocoa production needs to become stronger.
- Study on the fine or flavour chocolate chain
- Cocoa Connect - Working group on fine or flavour & single origin chocolate
- Share learnings: Chocoa Festival 2014 and World Cocoa Conference 2014



**cocoa**  
CONNECT

TO SHARE, MEET & LEARN  
FOR SUSTAINABLE COCOA



TO MEET

TO SHARE

FARMERS &  
**production**

CHAINS &  
**relations**

MARKETS &  
**policies**

CROPS &  
**soil**

TO SHARE, MEET AND LEARN FOR SUSTAINABLE COCOA

WELCOME TO COCOA CONNECT! COCOA CONNECT IS A KNOWLEDGE PORTAL TO SHARE, MEET AND LEARN FOR SUSTAINABLE COCOA. THE FOCUS OF THE PLATFORM IS ON **SHARING** KNOWLEDGE THAT WORKS IN PRACTICE; GIVING YOU THE OPPORTUNITY **TO MEET** OTHERS WITH EXPERTISE ON SUSTAINABLE COCOA AND **TO LEARN** THROUGH WORKING GROUPS. WITH THAT IN MIND COCOA CONNECT CONCENTRATES ON THREE KNOWLEDGE THEMES: **FARMERS&PRODUCTION**, **CHAINS&RELATIONS** AND **MARKETS&POLICIES**. COCOA CONNECT ALSO LINKS YOU TO KNOWLEDGE PARTNERS AND PORTALS THAT PROVIDE PUBLICATIONS ON MORE TECHNICAL ISSUES UNDER **CROPS&SOIL**.





*[www.cocoaconnect.org](http://www.cocoaconnect.org)*

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