Koninklijk Instituut voor de Tropen
Sustainable cocoa: a matter of taste?

KIT, Sustainable Economic Development & Gender
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Origin Chocolate Event - KIT
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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

Chocolate market
- Conventional market
  - Conventional (West African) bulk chocolate
    - HQ + Single origin
  - High quality chocolate
    - HQ + Bean to Bar
    - HQ + Single Origin + Bean to Bar
- Specialty market
  - Fine flavour chocolate
    - FFC + Single origin
    - FFC + Bean to bar
    - FFC + Single Origin + Bean to Bar
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

- Fine flavour
- Certified
- Bulk

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**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
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