



MARS

Fine Flavor Cocoa-An Ally For A Sustainable Cocoa Future

*Putting Farmers First—
All farmers, and maintaining the
Quality—
A Passion for Chocolate*

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Galaxy

The Most Beautiful Woman in the World, Kathy—



Annex “C” of the International Cocoa Agreement, 2010 (ICA, 2010)



Countries	Council decision March 2011 <i>(% of total exports)</i>	3-year average total cocoa beans exports <i>(in tonnes)</i>	3-year average fine or flavour cocoa beans exports <i>(in tonnes)</i>
	March-11	2008/09 – 2010/11	2008/09 – 2010/11
Bolivia	100%	458	458
Colombia	95%	3,151	2,993
Costa Rica	100%	293	293
Dominica	100%	397	397
Dominican Republic	40%	54,408	21,763
Ecuador	75%	120,524	90,393
Grenada	100%	491	491
Indonesia	1%	380,028	3,800
Jamaica	100%	449	449
Madagascar	100%	8,230	8,230
Mexico	100%	179	179
Papua New Guinea	90%	48,447	43,603
Peru	90%	11,684	10,515
Saint Lucia	100%	16	16
São Tome and Principe	35%	2,283	799
Trinidad and Tobago	100%	606	606
Venezuela	95%	6,482	6,158
Exports of fine or flavour World total <i>(estimated)</i>	5.0%		191,144

Fine Flavor Cocoa Market— A breed apart

- Beginning of 20th Century—40-50% of global market
- Today about 5%
- Renewed global interest in chocolate flavor drives the search for specific supplies
- Unique and special flavor profiles—**but a foot in the bulk, rich chocolate core**
- Small market, highly specialized, unique supply-demand characteristics—high price points—individually negotiated price points—**Lots of activity using farmer involvements and Sustainability for market positioning**

Perspective—

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Fine Flavor Cocoa Farmers:

300,000

Rest of Cocoa Farmers:

6,200,000

How do we reach all farmers—

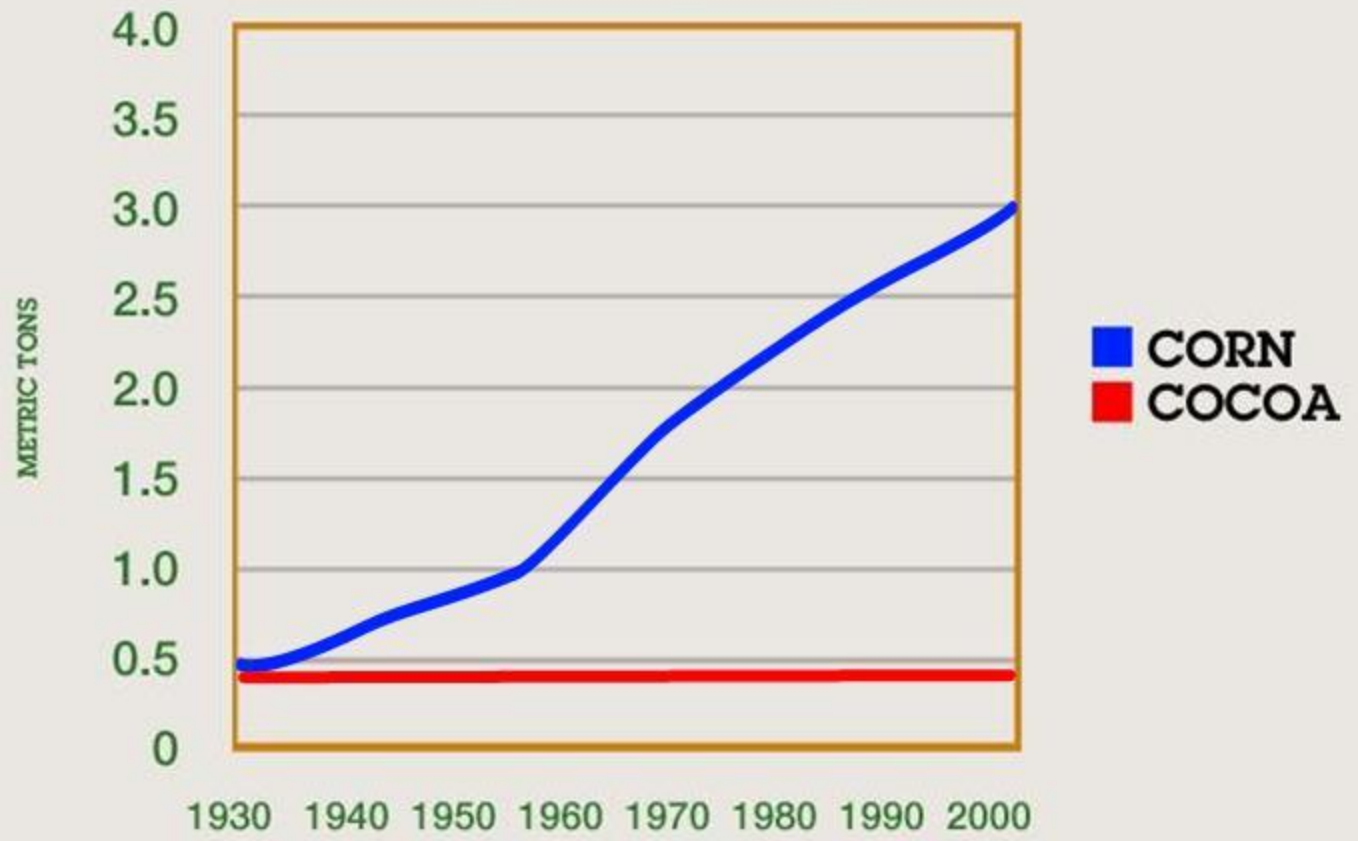
Putting Farmers First



Sector Issues—

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- Yields have not changed



Sector Issues—

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- Yields have not changed
- Diseases continue to devastate
- Aging trees / exhausted soils
- Major quality declines all origins
- Not a career future
- Major volume needs in next 10 yrs. (BRICS countries)

Promising Future—

Cocoa Genome Sequences

Key to cacao's future

Changes breeding from years → months

Markers are critically needed

yield, disease resistance, flavor, self
compatibility, tree architecture

Mars Vision for Change

Cote d'Ivoire

Cocoa Development Centers

Government and other partners



The MARS logo is written in a large, blue, serif font with a slightly distressed or textured appearance.



The Mission—

- Raising farmer productivity and income is the most important first step towards a holistic solution to poverty and decline in cocoa communities.
- Community organization and empowerment will drive development and better social conditions, including reduced instances of the worst forms of child labor.
- Civil society MUST be a partner and leader
- Significant, lasting progress will only come with greater industry collaboration to reach more of the world's 5-6 million cocoa farmers.
- We are ALL in this together—we need all elements and segments working together
- Fine Flavor Cocoa can be a unique modeling and test bed of non-conventional approaches.

Chocolate—What it's about!

Desire

Joy

Passion

Delight

Seduction

Rapture

Indulgence

The moment

SMILES

Romance – Rituals



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CHOCOA | GOOD COCOA
BETTER CHOCOLATE



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BETTER CHOCOLATE