

CHOCOA CONFERENCE

*Fine or flavour' and 'single origin' cocoa as instrument for promoting sustainable cocoa
Amsterdam - 8 March 2013*

Improving the marketing competitiveness of Fine or Flavour cocoa origins



Laurent Pipitone

Director of the Economics and Statistics Division
International Cocoa Organization (ICCO)



Project Aims

- Improving the capacity of fine or flavour origins to effectively measure and define key quality attributes of their specific fine or flavour cocoa types that are exported and grown in specific regions.
- Using Information about these quality attributes to improve quality monitoring at origin
- Improving the marketing competitiveness of fine or flavour cocoa exports using the quality and geographic origin information of the cocoa beans



Project Locations



Project Partners and Collaborators

- **Partners**

- **Costa Rica**, El Centro Nacional de Ciencia y Tecnología de Alimentos (*CITA*)
- **Dominican Republic**, Instituto Dominicano de Investigaciones Agropecuarias y Forestales (IDIAF)
- **Ecuador**, Instituto Nacional Autónomo de Investigaciones Agropecuarias (INIAP)
- **Nicaragua**, Laboratorio de Biociencia Universidad Nacional Autónoma de Nicaragua (UNAN)-Managua
- **Trinidad and Tobago**, Cocoa Research Unit (CRU), The University of the West Indies
- **Project Executing Agency**
- **Venezuela**, Universidad del Zulia, Facultad de Agronomía

- **Collaborators**

- Centre de coopération internationale en recherche agronomique pour le développement (CIRAD) – **Technical Backstopping**
- International Cocoa Organization (ICCO) – **Supervisory Body**

Rationale for Project

- **Market forces**

- **More discriminating consumers:**

- better quality
 - higher standards of food safety
 - origin-specific flavours
 - feel reassured by quality
 - traceability

- **Concerns over physical quality:**

- mixing different qualities and origin of cocoa
 - uncertainties about true origin
 - no scientifically objective method and rapid criteria to assign grades to batches of cocoa or track quality

Rationale for Project

- **Needs/Gaps**

- Application of more recent and appropriate technology and outputs from previous projects to address cocoa quality issues:

- to regain the confidence of the international manufacturing industry
 - to devise an effective quality control system to ensure that the quality and organoleptic characteristics of export lots of cocoa are acceptable and typical of that country and traceable to specific regions.
 - to exploit the market potential of fine or flavour cocoa exports

Rationale for Project

- Opportunities

- To establish and apply Near Infrared Reflectance Spectroscopy (NIRS) technology to map the quality attributes of export grade cocoa and the various populations of cocoas from specific regions
- Use NIRS as an innovative and rapid screening tool to identify (trace) and track cocoa quality linked to other attributes (identified from other projects)
- Use this information to develop “Cocoa quality maps” of the main producing regions/zones in each project member country
- Use “Cocoa quality maps” to develop and test potential criteria for “quality certification” and network sharing of information to:
 - **give an enhanced level of traceability and quality assurance to buyers**
 - **improve niche marketing opportunities for Fine or Flavor origins**
- Develop and test marketing strategies: protection of origin, geographical indications, etc.



Project Logic Flow

- ↓ NIR capacity established
- ↓ NIR and other quality databases
- ↓ Prediction models
- ↓ Tool to track cocoa quality
- ↓ Cocoa Quality Map
- ↓ Certification Indices & Quality Network
- ↓ Assessment of certification criteria
- ↓ Strategies for niche marketing



Project Benefits

- **The specific benefits include:**
 - improved transparency and efficiency in the cocoa trade from project countries
 - a more reliable and consistent quality for manufacturers
 - clearer guidance for plant-breeding to obtain varieties with certain desirable characteristics
 - And, ultimately, a better price for the farmer delivering consistently high quality fine or flavour cocoa

Acknowledgement:

Darin Sukha

Cocoa Research Unit,
University of the West Indies
St. Augustine, Trinidad

