



**Cocoa of Excellence and the
International Cocoa Awards:
offering market access to small holders
growing high quality beans**

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Cocoa of Excellence

Cocoa diversity under threat:

- Cocoa diversity greatest in Latin America, where the crop originated
- Diversity of cocoa under threat from under-use and abandonment of traditional varieties
- Replaced by better-yielding varieties, which have not been selected for flavor quality
- The diversity of cocoa flavors from all growing regions provides opportunities for an ever increasing differentiation of cocoa into higher-valued and diverse qualities and flavors (“terroirs”)



Cocoa of Excellence

Raising the profile of cocoa diversity:

- Celebrate the diversity of cocoa flavors and excellence in growing and processing cocoa
- Draw attention to the opportunities of high-value cocoa differentiation
- Stimulate chocolate manufacturer linkages to the providers of quality cocoa origins
- Stimulate the capacity of producing countries to identify and produce specialty cocoa types
- Provide international recognition for origins of extraordinary cocoa



Cocoa of Excellence

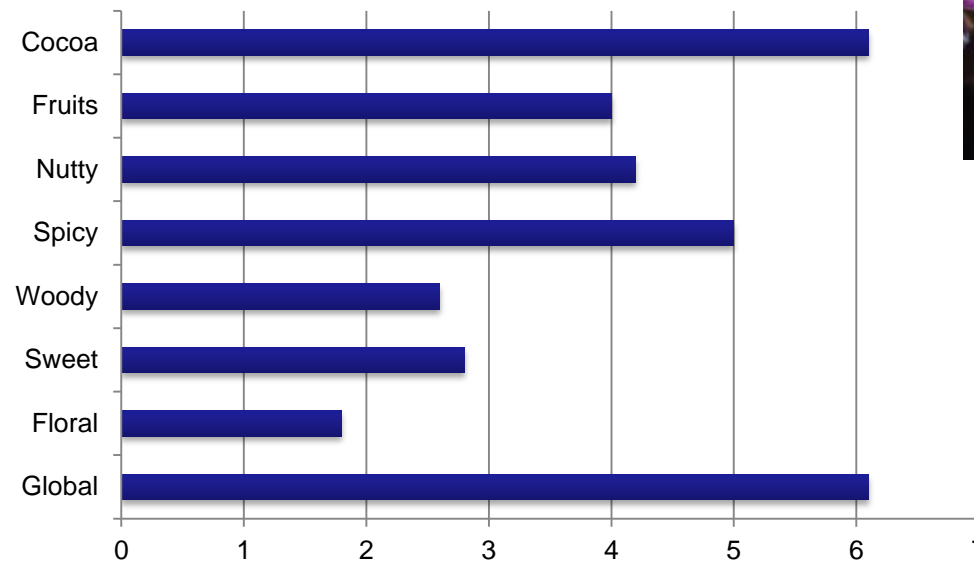
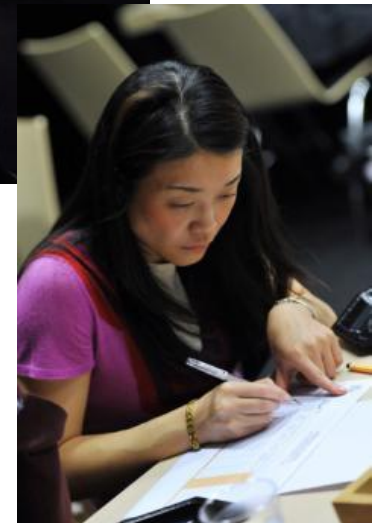
International Cocoa Awards:

- Awards at the Salon du Chocolat in Paris initiated by private and public partners dedicated to cocoa quality and diversity (producers, manufacturers, exhibitors, research)
- In 3 Editions, over 400 bean samples provided from 27 countries across 4 producing regions
- Physical and liquor evaluation by expert panel
- 50 liquors, representing the best flavour quality diversity, geographic and genetic origins, transformed into chocolate,



International Cocoa Awards

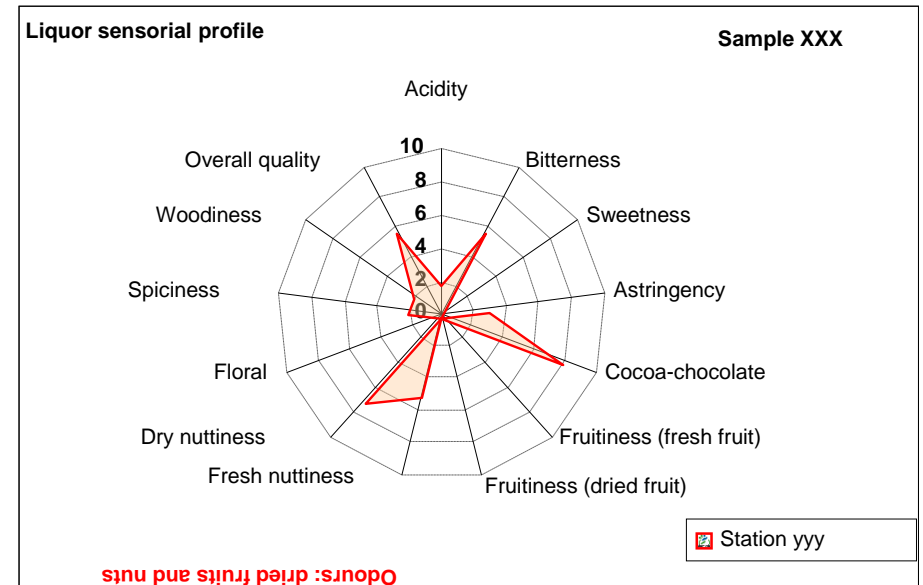
Professional and public juries:



International Cocoa Awards

Recognizing Excellence:

- 3 awards based on quality of dominant flavour by region and a public jury award based on global quality
- Manufacturers and other professionals meet producers and taste samples
- Feedback to cocoa producers on bean and organoleptic qualities and management recommendations
- 27 cocoa producing countries of 40 have participated
- Triggering interest in countries on new opportunities linked to quality and differentiation (e.g. Peru, Brazil..)
- Next Edition is 2013



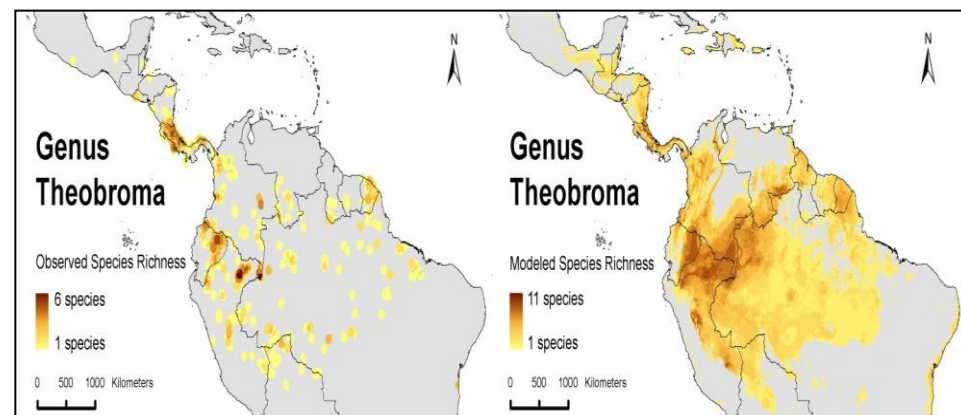
Securing Diversity

Why?

- Demand for diversity is increasing
- Improved and locally adapted planting material for sustainable small holder production
- Keeping future options open

Threats:

- Changing patterns of land/variety use
- Destruction of the Amazonian rainforests - the centre of unique diversity
- Spread of pests and diseases
- Climate change/events causing shifts in production (areas and crops)



Where is this Diversity?

In the wild:

- Amazon basin- centre of diversity



C. Lanaud, Ecuador

In farmers' fields:

- Landraces/populations selected by farmers over generations



K. Maharaj, Trinidad

In the many genebanks around the world:

- Seeds of cacao cannot be dried and frozen
- Individual trees as living collections



E. Arevalo, Peru

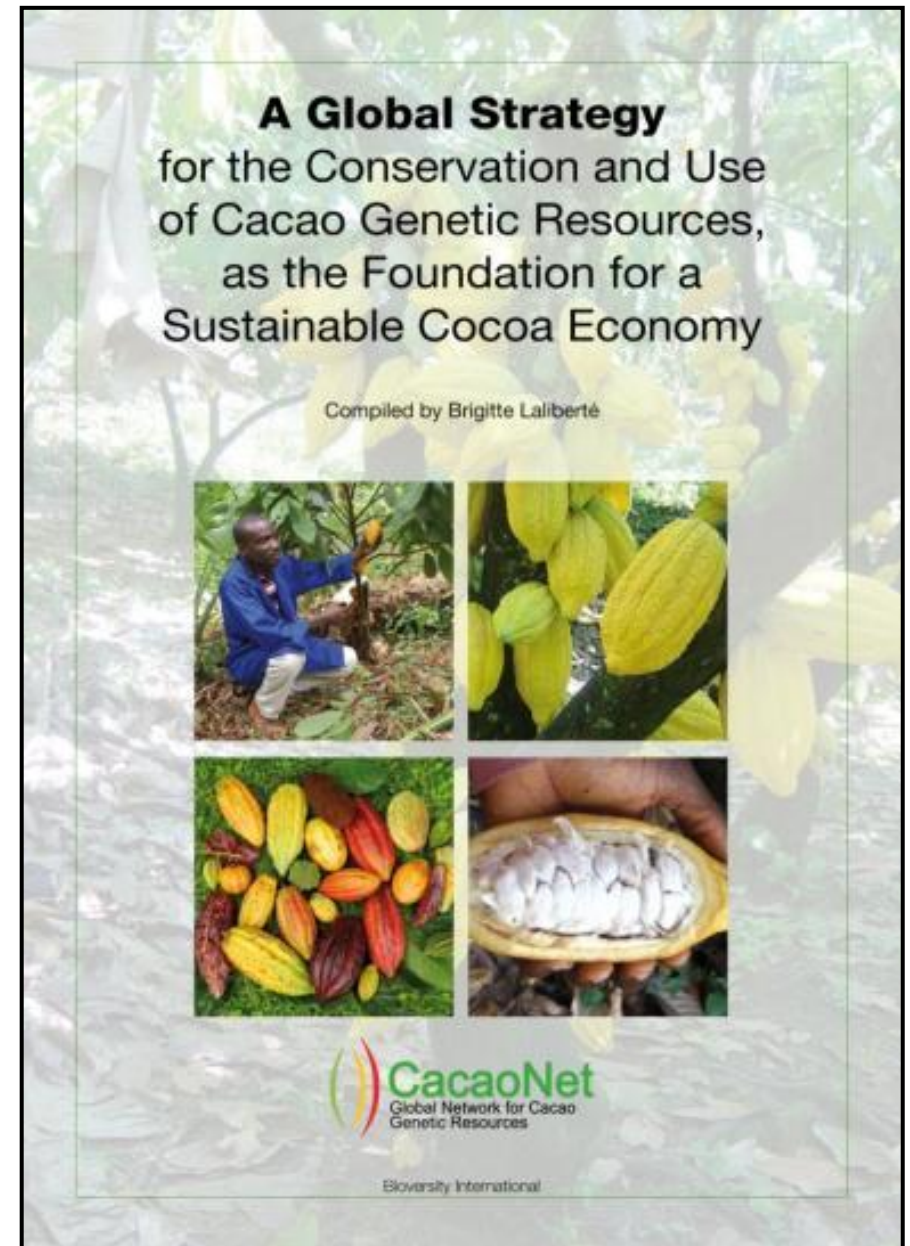


Global Strategy

Why?

- Ensuring cacao diversity is conserved, available, and used for the benefit of millions of small-scale farmers around the world and chocolate consumers
- Developed by Global Network for Cacao Genetic Resources – CacaoNet
- With broad stakeholder involvement and buy-in
- Provides a framework for priority actions
- Now need to operationalize actions!

www.cacaonet.org





Contributors to the Cocoa of Excellence / International Cocoa Awards

Thank You