

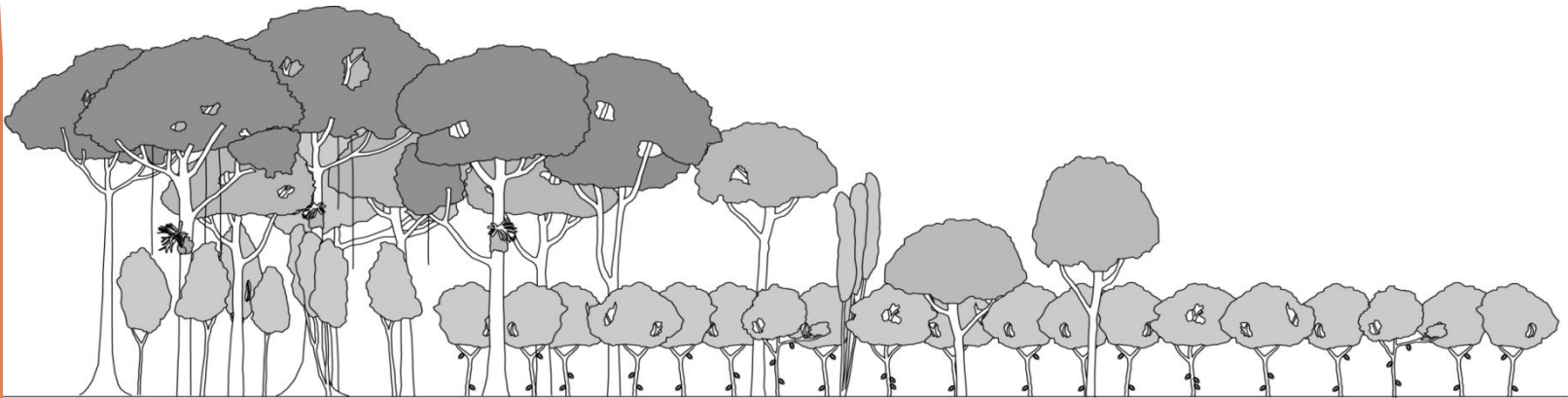
Progress with FFC in Ghana

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www.louisbolk.org/africa

Intro Agro Eco LBI

- Mid size independent research-advisory-training-development institute
- Value chain approach
 - from (health of) soil to (health of) consumers
- Cocoa in WA: certification, farmer organisation, training, PES, soil fertility (shade trees)
- Looking at resilient ecosystems where farmers can make a good living
- More into quality than quantity



Fine flavour in WA (Ghana)

- There was no FFC, no flavor lab in Ghana
- West Africa is for bulk cocoa (butter vs powder)
- Quality: good fermentation, consistent reliable bean
- Breeding for early & high yielding hybrids
 - Or: shadeless & short lived?
- What is sustainability
 - Higher production/higher income, or cocoa for 100 years
- Flavour is fading away in the bulk cocoa
- FFC is a lucrative and growing segment

The GFFC project

- John Scharffenberger (→ Hershey)
- Can producing fine flavour cocoa help farmers to make a good living from sustainable cocoa growing
- With Cocoa Research Institute Ghana, International Centre for Tropical Agriculture, Sustainable Food Lab and Agro Eco – LBI
- Experts from Hershey, Mars, Guittard and Tcho
- 1st phase funded by BMGF New Business Models for Sustainable Trade
- 2nd phase funded by Sustainable Food Lab, Green Mountain Coffee Roasters & Rabobank foundation

- Identifying superior cocoa genetics for flavour
 - CRIG clonal garden screened, 8 isolated for outstanding flavour characteristics
 - Recent tests: the mix makes the excellent flavour
- Clonal multiplication, grafting seedlings and old trees
 - Sometimes only few trees available
 - From 0 to 60 to 600 farmers
 - From 0 to 80 acres with 260 kgs in 2011 to 200 tons in 2015
- Developing high density planting approaches
 - Training, credit scheme, GAP
- Developing institutional arrangements
 - Farmers association & segregated trading (Armajaro)

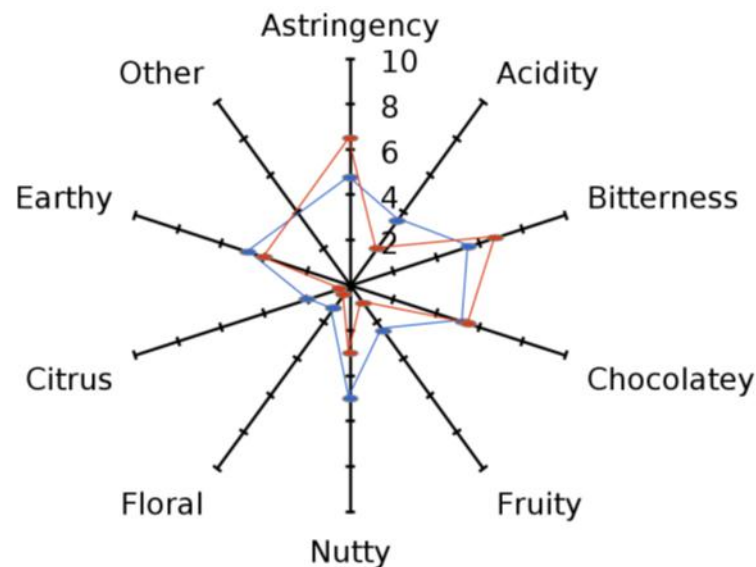
Something else: Flavor Labs

- In a project from Tcho & WCF funded by USAid, one flavor lab will be established at CRIG and cocoa tasters trained/sensory panel established
 - In future labs in each take-over centre
- Screening of cocoa from different areas
 - Identification of potential 'origins'
- Determine differences in flavour
 - due to soil-microclimate-agric practices
 - not so good fermentation
 - presence of unripe or diseased beans and impurities
- Demo with farmers in fermentation and drying

<http://www.tcho.com/tchosource/>

Something else: Heritage varieties

- Comparing different varieties
Tetteh Quarshie, Trinitario, Amelonado, Amazonia, the hybrids
- Potential for special markets



Importance of FF

- Niche markets for beans with specific flavour characteristics
 - specialty, single origin
- Varieties to upgrade bulk cocoa
- Part of a value chain
 - direct buyer access, committed buyers,
 - premium price segment
- The problem is to get substantial volumes