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Do we need a protected origin
for fine or flavour cocoa?

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Two “opposite” ways

To Produce better to get higher income



To Produce more to get better income



What are the Good Agricultural Responses for farmers?
Sustainability, agroforestry, biodiversity, livelihood and secured incomes.

Is Quantity incompatible with quality?
No rational responses

Definitions

Protected origin means GI and social construction

- traditional products coming from terroirs,
- produced by men, rural communities over generations,
- reputation on the markets for their specific qualities.

To protect and to serve

Fine and flavour cocoa: from ICCO or from producing countries ?

- ICCO based on “family” traits <http://www.icco.org/about-cocoa/growing-cocoa.html>
- Criteria based on organoleptic traits (objectivity vs subjectivity)
- Not a certification system adopted by all the producing countries (due to exclusion criteria)

Markets requirements

Challenges for cocoa and chocolate industry

Cocoa Value Chain and market: 3 basic pillars

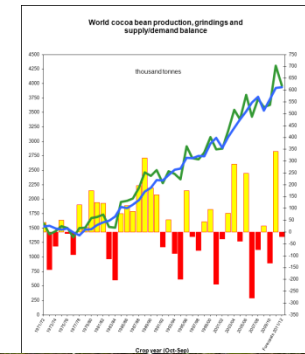
- Food Safety = compliance with international rules and standards
- More cocoa and in respect to sustainable conditions for social and environmental ways of production
- Guarantee on origin and to secure supply chains



Cocoa production: Quantity and/or Quality

Challenges for producers

- To cope with an increasing demand
- To preserve and enrich landscape, human and cultural heritages
- To live decently from their incomes coming from a sustainable agriculture



And tomorrow,
what about the future for cocoa ?

Markets requirements and producers' expectations

Is protected origin (IG) a response ?

IG : an increasing demand of authenticity - and traçability – from consumers

IG : a social and inclusive construction to go ahead with sustainability

IG : A leverage effect on local or regional development via discussions , training, shared information, ...

Markets requirements and producers' expectations

Are Fine and flavour cocoas a response ?

- Bulk and niche markets
- Access to market (organisation & promotion tools)
- Fine and flavour criteria have to be adjusted
- Fine and flavour and added value and productivity
- Each country could be able to produce F&F cocoas

Are Fine and flavour cocoas always remunerative ?

Do we need a protected origin for fine or flavour cocoa?

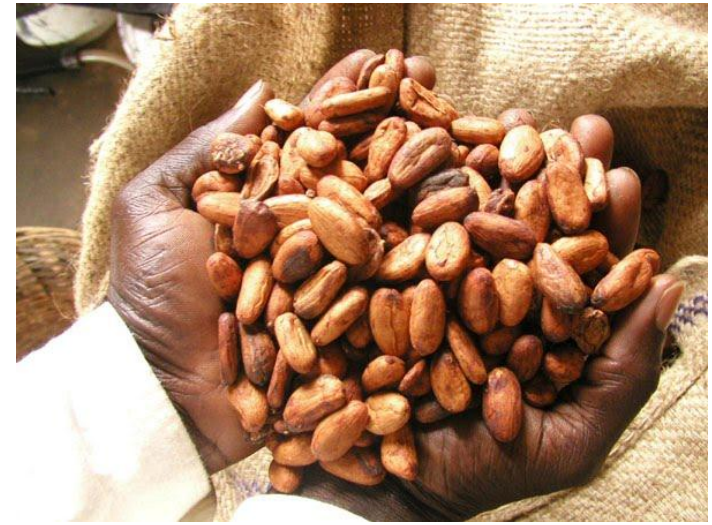
Not necessarily but

- Producers should be able to guaranty the “origin” criteria they want to protect (know-how, aroma, colour, cropping system, ...)
- Consumers are dependent on marketing strategies from chocolate makers and basically interested in price and trademarks. How to stimulate their curiosity for origins and specific products?



Yes if

- Producers can appropriate or differentiate themselves what is fine and flavour cocoa and want to protect their product.
- Consumers and buyers are ready to give a significant added value to both signs
- Cocoa branding and GI are a way to preserve cocoa sources with fine and flavour .



Thank you for your attention

