



World Cocoa Foundation Partnership Meeting

Amsterdam, May '07



The Brand Behind The Brands



Fermentation Practices

Concerns & Initiatives



The Brand Behind The Brands

Current Status

- West Africa
 - Concern over falling level of fermentation
 - Cote d'Ivoire: Slate level on the rise
 - Nigeria: Slate level on the rise
 - Ghana: Higher incidences of Purple Beans
 - Cameroon: Largely unchanged
 - Liberia: Largely unfermented – need intervention now!
- S.E. Asia
 - Slight improvement
 - Browns increasing in Central Sulawesi, Sumatra production
 - Small volumes from Vietnam

Major Causes

- Lack of farm labour (Cote d'Ivoire)
- Limited incentive for better quality
- Additional training required
 - Re-enforcement of message
- Access to easy liquidity (for unfermented beans)
 - Demand driven
 - Propensity to cash out on high prices, especially in unregulated markets

Flavour vs. Fat Content

- Flavour beans
 - Latin America/Ghana/Java/etc.
 - Fermentation is essential
 - Flavour is the key
 - Premium paid for the farmer's effort
- Butter Beans
 - Sulawesi/Cote d'Ivoire/Nigeria/etc.
 - Range of fermentation effort
 - FFA / Fat content is key
 - Variable pricing

Sulawesi

- There is a demand for cheap beans
 - Sulawesi fills that void
 - Limited incentive for small holder farmers to ferment
 - Some fermentation effort by Sumatra/Irinjaya Plantation owners
 - Larger volumes makes fermentation viable

Industry Initiatives

- Vietnam
 - WCF & Mars (Nong Lam University) / Cargill
- Philippines
 - Success Alliance Phase 2
- Sulawesi
 - Olam/Nestle
- Nigeria
 - Olam
 - Working with cocoa cooperatives
 - Model Farms

Industry Initiatives

- Cote d'Ivoire
 - CIFOB
 - Armajaro/Kraft/Rainforest Alliance
 - ICCO project
- Ghana
 - COCOBOD/LBC
- Cameroon
 - Olam Cocoa Cooperatives
- STCP
 - Cote d'Ivoire/Ghana/Cameroon/Nigeria/Liberia

Thank You