

Speaker Profiles



24th Partnership Meeting
October 15 –16, 2013

Pierre Costet, Valrhona

Pierre Costet has been manager of Valrhona's Taste Mastery department since 2010. Prior to that, Costet was the manager of Valrhona's sourcing department (between 2004 and 2009) and Valrhona's Quality department (1997–2000). Costet fell in love with cocoa in Madagascar, 20 years ago. After dedicating himself to the search and development of the best cocoa beans in the world for the long term needs of Valrhona supplies, Costet is now managing a team whose sole purpose is taste. This is one of Valrhona's most specific expertises, which includes finding and creating new flavored cocoas, along with the scientific approach of chocolate tasting through sensory analysis.

Noemi Crisóstomo, Chocolate de la Cuenca de Altamira (CHOCAL)

Noemi Crisóstomo is a community leader, tireless worker for her community, mother and devoted wife. Born in the community of Los Manantiales, Puerto Plata province, Dominican Republic, after high school, she began her accounting studies at the Autonomous University of Santo Domingo, and is now in her third year of studies. Crisóstomo has been engaged in the manufacture and sale of coconut and cream sweets. Based on her experience and expertise, Crisóstomo decided to form a small company called Chocolate de Altamira (CHOCAL). Crisóstomo is the Production Manager, Project Coordinator and Business Administrator of CHOCAL.

Nicko Debenham, Armajaro & World Cocoa Foundation

Nicko Debenham is the Director – Head of Cocoa at Armajaro Trading Ltd. based in the United Kingdom, and the Chairman of WCF. Debenham brings more than 25 years of experience working on cocoa value chains with an emphasis on West African cocoa and significant experience in developing and introducing pioneering traceable cocoa systems in coordination with producer country governments, initially in Ghana and now expanding to other producer countries. Debenham was formally the Head of Africa for the cocoa division at Armajaro Trading Ltd. from 2002 to 2009, and the Director of Development & Sustainability from 2009 to 2013 before assuming responsibility as the Director – Head of Cocoa. Debenham is also the Director and Chairman of Source Trust and designed the Source Trust model approach to address the needs of smallholder farmers and their families with an emphasis on the farmer as the focal point of all training and services. Debenham oversees and directs all cocoa development and sustainability programs for Armajaro and Source Trust globally including the regions of Asia, Africa, the Americas and the Caribbean. Since January 2013, Debenham has been appointed Chairman of the World Cocoa Foundation for the 2013–2014 term after serving as Vice Chairman for the 2011–2012 term. In his capacity as chairman of WCF, Debenham is playing a key role in bringing together expertise from the cocoa industry to lead the strategic direction of WCF in the development of cocoa sustainability programs benefiting cocoa farmers and their communities around the world.

Jorday Dey, GrainPro

Jordan Dey is GrainPro's Vice President for Food Security. Based in Washington DC, Dey leads GrainPro's efforts to better incorporate smallholder farmers into markets, working closely with governments, non-profits and the private sector. Prior to GrainPro, Dey served as the U.S. Director for the UN World Food Program (WFP) where he led policy and government relations for the world's

largest humanitarian agency and lived and worked in Colombia, Panama, Pakistan, Afghanistan, Sri Lanka and Italy. Dey also served in the State Department as part of the U.S. Mission to the United Nations, where he helped strengthen international support for refugees and internally displaced persons. Dey received his Masters degree from Harvard's Kennedy School, and his bachelor's degree from the University of California, Santa Cruz.

Yoshinori Doi, Meiji Co. Ltd.

Yoshinori Doi has been working for Meiji Co. Ltd. for more than 30 years. Doi was involved in the development of new products and the study of chocolate, chewing gum, and candy,, while he belonged to Meiji's main factories and laboratory. At present, Doi is the manager of Regulatory Affairs Team at their head office in Tokyo. Doi was installed as a development chief in a small society of Ghana several years ago.

Abel Fernández, Grupo Conacado

Abel Fernández is the Traffic Manager of Conacado. Fernández is a member of the board of Latin-American Network of Fairtrade Producers (CLAC) and Vice-Chairman of the Dominican Coordinator of Fairtrade Producers (COORDOM). Fernández started working in the cocoa sector in 1987 and has since held different positions within Conacado. Fernández's 25 plus years in the cocoa world allowed him to gain important expertise because of Conacado's direct relationship with the cocoa industry.

Reynaldo Ferreiras Genao, Rizek Cacao

Reynaldo Ferreiras is the President of FUPAROCA. In 1988, Ferreiras became a part of Grupo Rizek, through the company Nazario Rizek, C. by A., occupying the position of purchasing for the central zone until the year 2000. He returned to government service with the Comisión Nacional del Cacao (National Cocoa Commission) in his post as Executive Secretary. Ferreiras then resumed functions with Grupo Rizek.

Steve Genzoli, Ghirardelli Chocolate Company

Steve Genzoli is Vice President of Quality Assurance and Research & Development at the Ghirardelli Chocolate Company. Genzoli began his career with Nestlé Chocolate & Confections where he held various positions within Operations Management and Technical Service. After 9 years with Nestlé, Genzoli joined Fuji Vegetable Oil as the Technical Marketing Manager. In this capacity, Genzoli supported the technical needs of key customers in both North and South America. In 1997 Genzoli joined the Ghirardelli Chocolate Company. Genzoli is active with the Pennsylvania Manufacturing Confectioners Association, serving as a Board Member, the National Confectioners Association where he is a member of the Chocolate Council, and lastly serves on the Executive Board of the World Cocoa Foundation and is a past Vice Chairman. He holds a bachelors degree in Food Science from California Polytechnic State University – San Luis Obispo.

Martin Gilmour, Mars, Incorporated

Martin Gilmour is Cocoa Sustainability Director of Research and Development for Mars Chocolate. Gilmour worked in plant biotechnology research in Cambridge, UK and Melbourne, Australia before joining Mars, Incorporated in the UK in 1990. At Mars, Gilmour has worked on cocoa quality with suppliers and in producing countries, on consumption and production forecasting, supply chain management and, for the last fifteen years, sustainable cocoa production projects. Gilmour is involved in many aspects of cocoa research on behalf of Mars, Incorporated and the industry including breeding and propagation, genetic resources, integrated pest management, soil fertility, quality improvement and residue issues. Gilmour received his BSc in biochemistry from the University of Dundee in Scotland and his PhD in plant biotechnology from the University of Nottingham.

Francisco Gómez, Casa Luker

Francisco Gómez is the Director for Casa Luker Ingredients and its international business. Gómez is responsible for all farm to customer operations in the cocoa sector. Gómez is also in charge of agricultural development initiatives in accordance with Casa Luker's mission for a sustainable cocoa supply chain and long-term relationship with cocoa farmers. Born in Manizales, Colombia, Gómez has a civil engineering degree from Universidad Nacional de Colombia and a Master in Administration from ITESM of Mexico. Gómez joined Casa Luker in 2000 as a Plant Director and was promoted to Production Manager and then to Raw Material Purchasing & Sales Manager.

Roberto Granja, Transmar Group

Roberto Granja has worked in a variety of agricultural staples, such as bananas, cocoa, shrimp, livestock and timber during his career. Granja also worked for Bayer, managing the promotion of plant protection products for a diversity of crops in the Southeast US. Granja joined Transmar Group four years ago and has been working on sustainability projects in Latin America, related to cocoa procurement upcountry, the establishment of farmer networks, and the development of professionalization programs for farmers. Granja has an Agricultural and Livestock Engineering degree from ESPOL, Ecuador, and a B.S. in Agricultural Operations Management from the University of Florida. Granja also holds an MBA and an Agricultural Economics M.S. degree, both from the University of Florida. His research during the M.S focused on the utilization of bio-residues to produce second-generation bio fuels.

Bill Guyton, World Cocoa Foundation

Bill Guyton, the President of the World Cocoa Foundation, is an internationally recognized expert with nearly 25 years of experience in sustainable development. Guyton acts as a primary spokesman for the international chocolate industry on issues related to a sustainable cocoa economy and quality of life of independent family cocoa farmers. Guyton has been with WCF since its inception and has helped grow the foundation's membership from a handful of large companies into a diversified group representing more than 80 percent of the global cocoa market. Guyton directs sustainable cocoa programs with an annual budget of over \$10 million. Guyton worked for more than ten years in developing countries advising and putting in place environmental and agricultural programs for the United States Agency for International Development, the World Bank, the Organization for Economic Co-operation and Development and GTZ, the German sustainable development organization. Guyton worked as an agricultural instructor in the Democratic Republic of the Congo as a Peace Corps volunteer. Guyton is a member of the U.S. Department of Labor's Consultative Group to Eliminate the Use of Child Labor and Forced Labor in Imported Agricultural Products. Guyton also serves on the boards of the Corporate Council on Africa, the Partnership to Cut Hunger in Africa and the Association for International Agriculture and Rural Development, and is a member of the Alliance to End Hunger and the World Food Law Institute.

Louise Hilsen

Louise Hilsen headed government relations for Nestlé USA for more than a decade. Hilsen's portfolio included cocoa and sustainability issues and included participation in the World Cocoa Foundation, the National Confectioner's Association and the International Cocoa Initiative. Before joining Nestlé, Hilsen worked in the House of Representatives for several Members of Congress and served on President Clinton's Bipartisan Commission on Entitlement and Tax Reform. Before coming to Washington, D.C., Hilsen worked in the savings and loan industry in California and Washington State. Hilsen was an exchange student to Colombia with the American Field Service and is a graduate of the University of Puget Sound in Washington State.

Kate Janetski, Community Solutions International

Kate Janetski is an Australian business woman who has spent the past seven years working with cocoa farmers in Indonesia to help improve their lives through the development of additional revenue streams and more recently to escape the negative spiral and return their farms to profitability. Janetski invented “Cocoa Paper” as a means to add value to cocoa farming by using waste cocoa bark from pruning to make paper products. Janetski’s most recent initiative “Cocoa Care” provides a way for any company or individual who is concerned about cocoa sustainability to directly engage and support struggling Indonesian cocoa farming families back onto a path toward sustainability. Janetski has been around chocolate all her life and works together with her father, Noel Janetski, who has a lifetime of experience in cocoa and the last 18 years in Sulawesi, Indonesia to implement Cocoa Care programs. Janetski has made her home in Indonesia and is a passionate supporter of cocoa sustainability.

John Kehoe, TCHO

John Kehoe is Vice President, Sourcing and Development, of TCHO. Kehoe is a cacao pioneer. Kehoe’s journey to make all cacao trade fair began in Caracas, Venezuela. Kehoe worked feverishly on the procurement and marketing of specialty cacao, rallying farmers, exporters, importers and chocolate manufacturers around efforts to make the world recognize Venezuela’s recently liberalized cocoa market. His efforts shifted to the Dominican Republic when he was hired to restructure a cacao exporting operation. In 2002, Kehoe ventured back to the US to found “EcoTrade”, a Miami-based Specialty Cocoa brokerage and consultancy. Through friendships and contacts, Kehoe has diversified supply to Ecuador, Jamaica, Trinidad, Madagascar, and Fair Trade cocoa from Ghana and the Côte d’Ivoire. Kehoe’s extensive body of work has helped make the US Specialty Cocoa market what it is today. At TCHO, Kehoe’s vision of diversification and innovation in cacao supply continues with the TCHOSource program.

Richard Lacasse, SOCODEVI

Richard Lacasse is the Executive Director of SOCODEVI, a network of cooperatives in Canada that share technical expertise and know-how with partners in Africa, Latin America and Asia. Lacasse joined SOCODEVI in 1989 where he was the International program and Latin America Director. Lacasse has developed a strong portfolio of programs and projects aimed at improving socio-economic conditions for small entrepreneurs, families and communities through the organization of cooperatives or other forms of people aggregation in order to build their own capacity of development and to sustain their market integration. Lacasse has extensive knowledge and experience in organizing cooperatives in different program countries. Lacasse holds a B.A. in Political Science and Journalism from Laval University in Canada and a Master’s in Management and Development of Cooperatives from Sherbrooke University in Canada.

Joseph Larrose, Touton, S.A.

Joseph Larrose joined Touton in July 2010 as a member of the CSR team and then moved to Côte d’Ivoire in 2011 as West Africa Regional Coordinator for Sustainable Sourcing. After two years in Cote d’Ivoire, Larrose moved back to Bordeaux, France to become the Head of Sustainable Sourcing for Cocoa and Coffee. Larrose graduated from the University of Marseille–Aix en Provence, with a Master’s degree in International Humanitarian Law and Human Rights.

Daudi Lelijveld, Barry Callebaut

Daudi Lelijveld was appointed Vice President Sustainability for Barry Callebaut Global Sourcing & Cocoa and Managing Director of Bioland’s in December 2012. Prior to joining Barry Callebaut Lelijveld had a career with Cargill for 19 years in various roles in the commodities sectors including commodity broking in his early years and 7 years with Cargill Sugar as their asset portfolio manager. This resulted in the build-up of 13 joint venture partnerships across 4 continents where Lelijveld

served on the board as Cargill's representative and in some cases as the project manager for the building of some of the joint venture assets namely a 1 million ton, \$ 100 million sugar refinery in Homs, Syria and another in Kakinada, India. It was during his tenure in sugar that Lelijveld served as the Chairman for what was then BSI (Better Sugar Initiative) – now Bonsucro, and it was during this period that Daudi helped navigate and drive the multi-stakeholder round table through delivering the first fully metric certified cane sugars. Lelijveld holds a Joint Honours Bachelor of Science Degree in Biology and Geology from the UK and he also undertook Masters Studies in Finance at the University of Minnesota, Minneapolis.

Dennis Macray, Consultant to World Cocoa Foundation

Dennis Macray is the proprietor of Dennis Macray LLC, an independent consulting firm providing strategic advisory services in ethical sourcing, sustainable development and corporate social responsibility for global brands. Macray has more than 20 years' experience in the field and working in developing countries. Previously, from 2002–2010, Macray led several company-wide sustainability initiatives at Starbucks Coffee Company, including managing sustainability programs for cocoa, tea, Fair Trade Certified™ coffee, Shade-Grown coffee, and Starbucks Code of Conduct for manufactured goods. Currently, Macray sits on the USDA Consultative Group on Forced and Child Labor and is a member of the Specialty Coffee Association of America (SCAA) Sustainability Committee. He is a graduate of Harvard and has an MBA from University of California at Berkeley.

Gerry Manley, Olam International Ltd.

Gerry Manley is the managing director of Olam International's cocoa business based in London. He is a member of the Executive Committee, Risk Committee, Human Resources Committee and Chairman of the Group's Executive CSRS function. Manley has been in the cocoa business for over 25 years and holds a bachelor of arts honors degree in geography and has an MBA from the City University in London. He joined Holco Trading Company (part of ED&F Man) in 1983 and joined Olam in 1998. He has been a former chairman of the London Cocoa Terminal Market Association, and a vice chairman of the Cocoa Association of Asia. He previously served on WCF's executive committee and as the organization's co-vice chairman. Manley is currently chairman of the Federation of Cocoa Commerce.

Andy McCormick, The Hershey Company

Andy McCormick is Vice President, Public Affairs, for The Hershey Company. In this role, McCormick is responsible for leading Hershey's Communications, Public Relations and Corporate Social Responsibility teams. McCormick's key responsibilities include external and internal communications, and the development and implementation of a global framework for social responsibility and sustainability, including responsible cocoa growing. McCormick joined Hershey from Pfizer Inc., where he was Vice President, Worldwide Communications. Before joining Pfizer, he held positions at IBM Corporation and at daily newspapers in Virginia and Wilmington, Del. He also worked in Ghana as a U.S. Peace Corps volunteer. McCormick serves on the boards of the World Cocoa Foundation, the International Cocoa Initiative, and United Way of Lancaster County. McCormick holds a bachelor's degree from Evergreen State College in Olympia, Wash.

Timothy S. McCoy, World Cocoa Foundation

Tim McCoy serves as senior advisor for outreach at the World Cocoa Foundation, where he manages WCF's strategic outreach to the public and private sector. He brings nearly 20 years' experience in international affairs and political and economic development programs, primarily in Africa. Before joining WCF, McCoy was vice president for business development at the Corporate Council on Africa (CCA), an association of more than 170 American companies that promotes increased trade and investment relations between the United States and the nations of Africa. While at CCA, McCoy also organized trade missions to five African countries and managed programs to improve South African

black-owned business capacity. He also served as principal liaison for CCA to several U.S. Government foreign affairs agencies and to various Congressional offices. McCoy worked in 2002–2003 as a USAID-funded trade advisor to Erastus Mwencha, then-secretary general of the Common Market for Eastern and Southern Africa, in Lusaka, Zambia. From 2005–2008, he was director of community relations for Dr. Robert Gallo, co-discoverer of the human immunodeficiency virus, at the Institute of Human Virology. In the 1990s, McCoy designed and implemented activities to support pro-democracy movements across sub-Saharan Africa, with a focus on francophone Africa. McCoy received a BA in political science and French from the University of Tennessee (USA), and also attended Victoria University of Wellington (New Zealand).

Christine Montenegro McGrath, Mondelēz International

Chris Montenegro McGrath is the Vice President of External Affairs for Mondelēz International. As Vice President, External Affairs, McGrath is responsible for leading the global well-being strategy for the company including Sustainability, Health & Wellness, and Community Partnerships through the Mondelēz International Foundation. McGrath works with business teams around the world to reduce Mondelēz International's environmental global footprint and deliver its Sustainability and Health & Wellness commitments. McGrath also leads Cocoa Life, a \$400 million program to create thriving cocoa communities and help transform the cocoa supply chain through better farming practices and community empowerment. McGrath was the Vice President of Global Sustainability of Kraft Foods, Inc. from 2011 until the company split in October 2012. McGrath led Kraft Foods' Latino Center of Excellence from 2009 to 2011. McGrath was named one of "100 Most Influential" Hispanic leaders by Hispanic Business magazine in 2011. Prior to this, McGrath led New Product Innovation for the Grocery and Meals Business Units for six years. Before moving into innovation, McGrath spent several years in brand management, successfully growing businesses in the Kraft Cheese and Meals Divisions. She began her career with Kraft Foods as a Financial Analyst. McGrath earned a Bachelor of Science degree in Accounting and Philosophy from Boston College and a Master's in Marketing from J.L. Kellogg School of Business at Northwestern University. McGrath formerly co-chaired the national Kraft Foods Latino Employee Council in the United States. She currently serves on the Board of Directors of the Girl Scouts of Chicago and Northwest Indiana as the 3rd Vice President of the Executive Committee.

Rodrigo C. Bandeira de Melo, Cargill

Rodrigo Melo is the Origination Manager for Cargill Cocoa & Chocolate Brazil, one of the most important processors of cocoa products and industrial chocolate in South America. He started his career at Cargill as an Engineer Trainee in 1994, and since then, he has held positions in operations, procurement, cocoa sales and trading. As Origination Manager, Melo is responsible for managing the Cargill Cocoa Promise initiative in Brazil. He oversees crop development and sustainability projects working closely with other stakeholders, including the Federal Cocoa Commission, farmers' cooperatives, NGOs, and certification programs. In addition, Melo currently serves as a representative in the Brazilian Cocoa Industry Association. Melo graduated from Universidade de Campinas (UNICAMP) in 1993. In 2003, he graduated from Fundação Getúlio Vargas (FGV) with a Business Specialization degree.

Carter Miller, Cacao Innovation and Research Center

A horticultural scientist, with vast experience in plant nutrition and cacao biotechnology, Carter Miller studied at The Pennsylvania State University's program in the molecular biology of cacao. Miller conducted some of the cutting edge research in tissue culture, from testing somatic embryo (SE) cacao plants to developing an orthotropic clonal propagation system for cacao nurseries at the very beginning of the cocoa value chain. Miller directs research at the Cacao Innovation and Research Center. Miller's current research interests focus further along the value chain around the links that influence profitable cocoa production (still at some of the first links along the cocoa value

chain), on the application of good agricultural practices (GAP) in farm management, and on sustainable cocoa production that creates value and earns returns today and tomorrow for cocoa stakeholders, from the growers to the processors and those in between. Miller directly addresses today's challenges and tomorrow's risks along some of the 'weak links' in the cocoa value chain where much potential value and profitability is lost, specifically harvest and post-harvest cocoa bean processing. Miller advises on the application of open and proprietary technological improvement and innovations for small-, medium-, and large-scale cocoa production systems. Miller is the inventor of Cold Cured Cocoa Beans™ and has several patents pending. He is based in Ilhéus, Bahia, in Brazil's northeastern cocoa region and works wherever cocoa is grown and processed.

Joachim Milz, ECOTOP

Joachim Milz is an agronomist with more than 30 years of experience in sustainable cocoa production. Milz is a managing partner at ECOTOP S.R.L., a consultancy firm for rural agricultural development based in La Paz, Bolivia. Working with Barry Callebaut-FIBL, IDH, GIZ and NatureFund, Milz has been responsible for designing rural development projects in agro-ecology and the agronomic management of various international research and sustainable agroforestry projects in Latin America, Africa and Asia. Milz also has experience developing sustainable production systems in food security with unorganized farmers, and training courses for professionals and farmers on successional agroforestry systems. Previously, Milz was an inspector of the program "Mano a Mano" of Rapunzel Naturkost Company-Germany, and for IMO Control Latinoamerica. Milz holds an MSc and a Doctorate degree in Agronomy, focusing on Witches' Broom Disease, from Humboldt-Universität in Berlin.

Patricia Moles, Barry Callebaut

Patricia Moles is a Mexican National with more than 20 years international experience in the fields of finance, management and sustainability, of which 15 years in Brazil. Since 2003, Moles acted as Brazil Country Manager for Delfi Cacau, a division of Petra Foods Group from Singapore. As a result of the acquisition of the cocoa division of Petra Foods by Barry Callebaut earlier this year, in July 2013, Moles took over the position of Head of the Cocoa Business unit in Brasil. She has an economics degree from the ITAM in Mexico City, an International Management degree from ESADE, in Barcelona, and an Msc.in Development Studies from the London School of Economics. In addition to her corporate activities, Moles serves on the Board of Directors of the International Institute for Sustainable Development, a think tank based in Winnipeg, Canada.

Ruth Moloney, Armajaro

Based in New York, Ruth Moloney has been managing Armajaro's Development and Sustainability programs for the Americas since 2011 after moving from a sales role. Moloney manages several large development projects in Peru and the Caribbean covering all facets from cocoa varietal selection, farmer training to producer financing. Moloney was previously the strategic cocoa buyer in Los Angeles for Nestlé USA. Before that Moloney worked for Nestlé in sugar procurement for operations in Asia, Oceania and Africa based in Sydney. From 1989 until 2001, Moloney worked for CSR Limited also in Sydney in a variety of sugar trading roles. Moloney has a Bachelor of Agricultural Science from the University of Queensland and holds a Masters of Commerce degree from the University of New South Wales. Moloney has previously been a board member of the Cocoa Merchants' Association of America and is currently on the board of Swisscontact North America.

Marina Morari, Barry Callebaut

Marina Morari is the Corporate Social Responsibility (CSR) Manager Global Sourcing & Cocoa at Barry Callebaut. Barry Callebaut's cocoa sustainability strategy encompasses the three pillars of Farmer Practices, Farmer Education and Farmer Health. The company works with farmers and farmer organizations to improve productivity and cocoa quality by supporting training in advanced

agricultural techniques, responsible labor practices and business skills; increase access to education; and improve access to clean water and basic healthcare. Morari's responsibilities include coordinating education and health programs in cocoa farming communities in target origin countries. Morari also heads Barry Callebaut's Winning Together! Program, a global employee initiative that aims to increase awareness of cocoa sector challenges through a combination of sports, educational events and cocoa study tours. Winning Together initiatives to date have resulted in the construction and refurbishment of schools (Côte d'Ivoire, Ghana, Cameroon), helped establish a medical center (Côte d'Ivoire), and funded scholarships for mothers and children (Ghana).

Jeff Morgan, Mars, Incorporated

Jeff Morgan is the Director of Global Programs for Mars, Incorporated, based at their global headquarters in McLean, Virginia, near Washington, DC. Morgan has worked in the food and agriculture industry for more than 31 years. After working briefly for Nestlé US (1976 to 1978) in their coffee research and development group Morgan joined Mars, Incorporated where for more than 28 years he has focused his attention on all aspects of the value chain for cocoa and chocolate. In that time Morgan has worked on projects in nearly every major cocoa-growing region of Africa, Latin America and Asia. Morgan received his Bachelors Degree in Chemistry from Miami of Ohio and his Masters in Food Systems from The Ohio State University.

Jeanne Murphy, Ferrero

Since April 2011, Jeanne Murphy has been Institutional Affairs Director, Ferrero USA & Canada, covering public affairs, public relations, and CSR. Murphy joined Ferrero in 1993 and spent her first 18 years with company at its Brussels and Luxembourg facilities. As a regional marketing manager and global strategic planner for beloved brands such as Ferrero Rocher, Tic Tac, Kinder and Nutella, Murphy gained unique insights into global marketing and strategic planning. Murphy's present focus is on topical issues, such as obesity, sustainability and child labor in cocoa-growing communities. Prior to Ferrero, Murphy spent the first half of her career in account management on Madison Avenue in New York City, working at Grey Advertising and Ogilvy & Mather, where The Hershey Company was her client for nearly 10 years. Murphy broke ground being in the first class of women at the University of Notre Dame in 1972 and graduated in 1975 with a BA in American Studies and Communication Arts.

Alberto Nácer, Transmar Group

Alberto Nácer is Transmar Group's Vice President of Sales & Procurement for Latin America and Caribbean, with more than 13 years experience in the cocoa business, overseeing the group's bean supply from these regions and its sales to the major chocolate consuming markets. Since September 2010, Nácer has represented Ecuador's cocoa private sector at the International Cocoa Organization and serves as a member of Ecuador's Cocoa Technical Committee for the Repositioning of Fine Flavor Arriba Cocoa. Nácer is a 1998 graduate of the Universidad Laica Vicente Rocafuerte de Guayaquil.

Rodlene Paul, AVANSE Project (USAID/Haiti)

Rodlene Paul is equipped with 17 years of experience of product development and sales, using her expansive experience in ethnic markets to create several flavor profiles of ethnic food products development for the U.S. market. Paul is a seasoned, entrepreneur responsible for conceptualizing, launching and growing a diverse set of handcrafts products for rural artisans and women groups to the U.S. market. She developed innovation projects for social change as to build economic foundations thus reduce hunger, and has collaborated with various non-profit and for-profit organizations to strengthen the awareness of sustainability in different regions in Haiti over the years. Paul is one of the team members of AVANSE with the mission to increase farmer's income, primarily small scale cocoa farmers in the North of Haiti.

Anselmo Paulino, Yacao

Anselmo Paulino, together with the Swiss company Pronatec AG, created Yacao SRL in 1999. The company was a pioneer in the export of organic cacao beans. Today the company has four processing fermentation and drying centers in the Dominican Republic that are supplied by more than 1,000 small producers. Prior to founding Yacao, Paulino was the owner of a major hotel. Additionally Paulino is a consultant as well as the representative of several international companies with interests in the Dominican Republic.

Hans Perk, Solidaridad

Hans Perk is the Global Cocoa Program Manager at Solidaridad and has been involved in sustainable development since 1995 and a solid track record in producer development, roundtables and certification. Perk started his career as an investment officer for Triodos Bank in The Netherlands where he developed the sustainable investment service of the bank. In 1999 Perk met coffee farmers in Guatemala who were developing a new form of certification with mainstream coffee buyers and roasters. Perk joined the Guatemalan farmers as a special project manager responsible for implementing certification and transfer of ownership. In 2001 Perk joined Solidaridad and developed the coffee and cocoa program and served as a board member of UTZ Certified from 2001 until 2008. In 2010 Perk founded Solidaridad in West Africa, running programs in Ghana, Mali, Côte d'Ivoire, Nigeria and Cameroon on cocoa, oil palm, cotton and gold. In 2013 Perk returned to Solidaridad in The Netherlands.

David Preece, Mondelēz International

David Preece has 14 years commercial and cocoa research experience as well as a BSc in Agroforestry. Preece started his career in Cadbury Schweppes in West Africa, living in Ghana for five years, where he was the company cocoa representative and was responsible for crop forecasting operation. Preece next moved to a Global Technical role within Cadbury Ltd managing the West African cocoa operation and the SE Asian cocoa buying operation as well as representing the company on a number of cocoa research bodies. Preece is a Director on the Board of the Cocoa Research Association Ltd and the Ghana Cocoa Research Association Ltd and has represented the company on a number of the ICCO and CAOBISCO working groups and on various working groups in the WCF. Preece also sits on the Cocoa Quarantine Advisory Board, Reading University, and the Cocoa Research Advisory Committee, University of Trinidad and Tobago. At Mondelēz, Preece's role has recently broadened to include the buying of organic Fairtrade cocoa for Green & Blacks and managing the company's certified bean supply of Fairtrade and Rainforest Alliance cocoa. Preece currently serves as Mondelēz's Global Cocoa Sustainability Manager, serving as the key link between the company's commercial cocoa buying teams and its signature Cocoa Life Program and suppliers' cocoa sustainability programs.

Allan Mata Quirós, CATIE

Allan Mata has a biotechnological engineer degree (2003–2007) from the Technological Institute of Costa Rica in Cartago, Costa Rica. Mata has a master's in organic agriculture (2011–2012) from CATIE's graduate school in Turrialba, Costa Rica. Mata has worked at CATIE's cocoa breeding program for the last 6 years. He is responsible for breeding activities through data analysis, selection of new varieties and conducting field experiments. Mata also collaborates on the management and documentation of the International Cocoa Collection at CATIE.

Eric Reid, SPAGnVOLA

Eric Reid followed his passion of agriculture which led him to the Dominican Republic, where he met his wife Crisoire and ventured into agriculture investments. Reid has over 18 years of providing

business financial management services and capacity building of new technologies that drive awareness, decrease exposure, and strengthen organizations. Reid also has extensive farm management experience, managing over 450 acres of private farmland. With cacao bean fermentation and drying, he has pioneered a quality assurance process (Fine Flavored Quality Assurance – Circle of Excellence) which brings forth the best aroma and flavor from cacao beans. Reid is a graduate of the Barry Callebaut Chocolate Academy, and continues to immerse himself in the world of chocolate confections. Reid is an expert in designing small scale chocolate manufacturing facilities and Chocolatier artisan workshops, and is currently working with the United States Department of Agriculture/Agricultural Research Service and Mars Incorporated, investigating cacao bean flavor and aroma which are directly linked to genetics and genotype cacao trees.

Luis Ramón Rodríguez, Minister of Agriculture, Dominican Republic

Luis Ramón Rodríguez is the Minister of Agriculture of the Dominican Republic. Rodríguez holds a master's of science from the University of Hawaii at Manoa. Rodríguez's political activities include distinguished leader of the Dominican Liberation Party (PLD), Secretary of State of Agriculture and Vice President and Sales Manager for Agricultural American Cyanamid Co., R & D.

José Antonio Martínez Rojas, Comisión Nacional del Cacao

José Antonio Martínez Rojas is Vice President and founder of the Dominican Association of Exporters (ADOEXPO) and member of the Comisión Nacional del Cacao (National Cocoa Commission), Santo Domingo. Rojas holds a Ph.D. from the University of Santo Domingo.

David Rosenberg, Ecom Agroindustrial Corp. Ltd.

David Rosenberg serves as group sustainability advisor at Ecom Agroindustrial Corp., a family-owned, 160-year-old international merchant in cotton, coffee, cocoa and other agricultural commodities. At Ecom, Rosenberg works on sustainability projects around the world in cocoa and cotton. These projects are aimed to help farmers produce more and better quality products and trade into higher value markets. He was formerly a co-founder and executive director of UTZ Certified, one of the leading certification programs for sustainability and traceability, initially in coffee and most recently expanding into cocoa, tea and other commodities. Rosenberg helped launch UTZ when he served as director of corporate social responsibility at Royal Ahold, the international food retailer. Prior to that, Rosenberg consulted to a wide range of multinationals on sustainability issues. In a previous incarnation, he ran a whitewater rafting company in Costa Rica and founded a non-governmental organization there to protect wild rivers. Rosenberg earned his bachelor's degree from Princeton University and master's from Boston University. Rosenberg is a board member of the Netherlands Committee of the IUCN.

Michael O'Shea Rothstein, U.S. Peace Corps

Michael O'Shea Rothstein is the Manager of the Community Economic Development program for Peace Corps Dominican Republic. Since 2012 Rothstein has supervised a group of 40 volunteers working throughout the country. Their projects concentrate on youth entrepreneurship and income generation, as well as business management and organizational strengthening of grassroots business groups. After last year's signing of a memorandum of understanding between Mondelēz and the Peace Corps, Rothstein has focused new volunteer projects in cocoa growing regions. Rothstein holds a M.B.A. in Agribusiness from Santa Clara University in California.

Jesús A. De Los Santos, Fundación REDDOM

Jesús De Los Santos is currently Vice President of Fundación REDDOM, a non-governmental institution engaged in rural development initiatives in the Dominican Republic. De los Santos has been working for the last 15 years on the area of policy analysis, natural resource economics and international trade. De

los Santos has focused on promotion and strengthening of agro-industrial clusters; creation of social and environmental capital; defining and reaching consensus among stakeholders on key sector policy issues; promotion of joint ventures and back and forward linkages in the agribusiness sector. De los Santos was Chief of Party for USAID's Rural Economic Diversification (RED) project aimed at helping small-scale producers and processors of agricultural and wood products to become more competitive in the global markets by diversifying and expanding their production and market channels. Santos holds a PhD from Virginia Tech and a Master's degree in Agricultural Economics from Texas A&M University.

Philippe Schneuwly, Swisscontact

Philippe Schneuwly is Country Manager of Swisscontact in Colombia. Schneuwly is a private sector development expert with more than 10 years of experience in the design, implementation and evaluation of rural economic development projects in seven countries in Latin America and the Caribbean. Prior to working with Swisscontact, he was a consultant for different international companies and multilateral development banks such as the IDB. For the past five years, Schneuwly has been actively involved in projects aimed at promoting the sustainable production and export of Fine & Flavor Cocoa in Colombia and Peru. Schneuwly is an economist holding a PhD from University of St.Gallen (Switzerland) and is author of studies and publications on international trade, competitiveness and value chain development.

Ed Seguire, Mars Chocolate North America

Ed Seguire is a Chocolate Research Fellow at Mars Chocolate North America. Seguire began this position in January 2009 with the mission of assisting Mars in sourcing, sustainability, and chocolate taste applications. Previously, Seguire worked for Guittard Chocolate Company beginning in 1983 where he applied his product and process development skills in the development of new chocolate products and in customer service. Through visits to the field in the producing countries and working with farmers, coops, researchers, institutions, and other organizations, Seguire located heritage cacao, provided fermentation guidance, and oversaw all aspects of converting specialty beans into chocolate from roasting through conching, producing the entire E. Guittard line of chocolates. Additionally, Seguire serves as a primary chocolate liquor taste reference on a number of international projects and provides evaluation services to the cocoa-growing community.

Virginia Sopyla, World Cocoa Foundation

Virginia Sopyla is WCF Associate Director for South East Asia, Latin America and research. Sopyla manages WCF's grants to institutions in cocoa-producing countries, works with industry members, and develops new programs. Sopyla joined the World Cocoa Foundation in 2006 and has worked in various capacities since that time. She first became interested in agricultural development through an internship at Partners of the Americas where she worked on a US Agency for International Development program focused on agriculture in the Caribbean. Sopyla holds a master's of public and international affairs in global political economy from the University of Pittsburgh and a bachelor's degree in international affairs from the George Washington University.

Lucas Simons, NewForesight

Lucas Simons is Director at NewForesight & SCOPEinsight. Simons helps to build new concepts and new programs that inherently value sustainability and drive transformation towards sustainable markets in a mainstream way. Prior to founding NewForesight in 2008, Simons started UTZ Certified in 2002 and was Global Program Director till 2008, responsible for setting up the coffee, cocoa, tea, palm oil and biofuels certification programs and traceability systems. Simons holds a MSc Environmental Hygiene degree from Wageningen University and a MBA degree from Nimbas Graduate School of Management.

Emily Stone, Maya Mountain Cacao

Emily Stone is the Belize-based co-founder and Managing Director of Maya Mountain Cacao (MMC). MMC combines high-impact sourcing of organic cacao from indigenous Maya smallholder farming families with centralized post-harvest processing, marketing, and export, accommodating completely transparent business transactions and a true direct farm-to-consumer story for our chocolate manufacturing customers. Stone led MMC from its conceptual founding in 2010 through execution, growing the company 300 percent in 2012 to its current position in which it is responsible for processing and selling approximately 50 percent of Belize's total annual cacao production. MMC has received global recognition for impact through its participation in Agora Partnerships' 2013 accelerator, in which Stone was selected as a McNulty Fellow, and as a finalist in the WWF-Ennovent Tropical Forests Challenge, the William James Foundation Sustainable Business Plan competition, and more. Stone is originally from Boston, has a BA from Georgetown University and has happily resided in Punta Gorda, Belize since November of 2010.

Surendra Surujdeo-Maharaj, Cocoa Research Center, University of West Indies

Surendra Surujdeo-Maharaj is a Plant Pathologist at the Cocoa Research Center at the University of the West Indies. The pathology research team investigates all aspects of the diseases of cocoa that are (current and/or future) threats to the global industry. Surujdeo-Maharaj has completed post-doctoral work at University of Manitoba and Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), Montpellier, France, and is also currently lecturing at UWI for the M.Sc. in Crop Protection. In 2007 Surujdeo-Maharaj was awarded the Prime Minister's Award for Innovation and Invention by the Government of the Republic of Trinidad and Tobago for his work on advancing the understanding of witches' broom disease.

John Tull, Grameen Foundation

John Tull is Director of Mobile Agriculture Innovation at The Grameen Foundation. He combines 20 years of leadership experience in private-sector ICT firms in Asia with three years of grassroots local economic development in Africa and Latin America to drive new business opportunities. Tull's most recent private-sector role was as Chief Marketing Officer for the leading subsidiary of Alcatel-Lucent Inc., responsible for new-market development and large mobile data-solution strategies for this \$4 billion operation. He has advised multiple agribusiness value-chain projects, including business planning and financing for dairy-chilling plants with the Bill & Melinda Gates Foundation-funded East Africa Dairy Development project (in Rwanda and Kenya), horticulture and cocoa value-chain linkages (Tanzania) and entrepreneurship consulting (Chile). Tull initiated and conducted a global consulting capability-development program within TechnoServe and most recently developed franchise-style business projects for micro-level maize milling and small commercial-farmer seed multiplication and mechanized services in Mozambique.

Bolívar Antonio Toribio Veras, Centro de Adiestramiento Lechero

Bolívar Antonio Toribio Veras is the Director of the Centro de Adiestramiento Lechero (Dairy Training Center) and the Executive Director of the Asociación Dominicana de Hacendados y Agricultores (Dominican Association of Landowners and Farmers) in the Dominican Republic. Toribio Veras has a master's in Agricultural Diversification, Animal Production, from Universidad Nacional Pedro Henríquez Ureña and post graduate training from the Regional College of Veterinary Medicine of Virginia Tech University.

Marisol Ventura López

Marisol Ventura López is the researcher in the area of cocoa breeding at the Dominican Institute of Agricultural and Forestry Research (IDIAF). Ventura lead several research projects on characterization of the quality attributes of cocoa in the area of the municipality of Castillo, and breeding strategies

for increased yields and the quality of cocoa in the Dominican Republic. Ventura has a Masters of Science Degree with emphasis on Generation and Transfer of Agricultural Technologies.

Kip Walk, Blommer Chocolate

Kip Walk has been active in the cocoa industry for more than 30 years, working in many segments of the industry including cocoa trade houses and as a member of the Coffee, Sugar and Cocoa Exchange. Walk is a former World Cocoa Foundation chairman and currently serves on WCF's executive committee. At Blommer, Walk is the corporate director, cocoa and sustainability. Walk's responsibilities include the procurement, logistics and risk management of the largest cocoa bean supply chain in North America. In addition, he oversees the company's Sustainable Origins Program, a multi-million dollar global sustainability effort working with over 50,000 cocoa farmers in West Africa, Indonesia and the Americas. He has also served as chairman of the National Confectioners Association's Cocoa and Chocolate Regulatory Committee and the Board of Cocoa Graders for ICE Futures U.S. Walk serves as chairman of the Board of Directors for the Cocoa Merchants Association of America.

Massimiliano Wax, Rizek Cacao

Max Wax is the Director of Research and Development and Sales at Rizek Cacao, the largest producer, processor and exporter of cocoa in the Dominican Republic. Prior to joining Rizek in 2001, Wax was a cocoa buyer in the Republic of Congo (Brazzaville), Togo and Côte d'Ivoire. Born in Italy and raised in Brazil, Wax holds a degree in moral philosophy and a master's degree in corporate finance.

Nick Weatherill, International Cocoa Initiative

Nick Weatherill has been the Executive Director at the International Cocoa Initiative (ICI) since September 2011, leading the foundation's efforts to strengthen child protection and tackle child labor in cocoa growing. As a multi-stakeholder initiative driving good practice and collective action, ICI promotes a model of shared responsibility for eliminating child labor (across the cocoa industry, civil society and origin governments). ICI currently operates in Ghana and Côte d'Ivoire, with a strategy that focuses on evidence-building, community empowerment, national capacity-strengthening and responsible supply-chain management. Prior to joining ICI, Weatherill worked for 17 years in the humanitarian sector, for the European Commission, the UK's Department for International Development (DFID), and for a number of NGOs. Specializing in food security, livelihoods and public health, he developed international policies, defined intervention strategies, and coordinated relief and recovery operations, including in 22 countries of Sub-Saharan Africa.

Ted Weihe, Equal Exchange

For over 35 years, Ted Weihe has designed, evaluated and managed co-operative development projects in over 50 developing countries. Weihe served as executive director of the U.S. Overseas Co-operative Development Council for 23 years; coordinator for cooperative development at USAID; and on the USAID Advisory Board for 17 years. He holds a BS in Foreign Service from Georgetown University, and Masters in Planning from the University of Virginia.

Bärbel Weiligmann, Global Alliance for Improved Nutrition (GAIN)

Bärbel Weiligmann has addressed issues in agriculture from different stakeholder perspectives. Currently, she is Special Advisor for nutrition sensitive value chains at the Global Alliance for Improved Nutrition (GAIN). Previously, as Senior Program Manager for Food Security at the Rabobank Foundation, she was responsible for developing and strengthening links between agriculture and nutrition. At the Tropical Commodity Coalition (comprised of 10 Dutch NGOs), Weiligmann was engaged in stimulating the development of sustainable supply chains in cocoa, coffee and tea. Working for the Hamburg Chamber of Skilled Crafts and being responsible for a large European

education project (with 13 partners in 7 countries) and a marketing project, she expanded her experience with the private sector. Her career began with a 10 year stint at GIZ, the German International Development Agency, engaging in diverse positions and long-term overseas assignments, including Economic Advisor on marketing policies for Citrus fruits. Her PhD is in the field of agriculture, with specialization on information exchange in networks.

Jennifer Wiegel, Lutheran World Relief

Jennifer Wiegel works with Lutheran World Relief as Regional Representative for Central America and Haiti based in Managua, Nicaragua. Wiegel oversees rural development and emergency response projects in four countries including six projects supporting cocoa farmers. Wiegel has worked in agricultural development in Central America since 1996 including seven years with CATIE. She has a PhD in sociology focused on agrifood systems from the University of Wisconsin-Madison.

Andrea Wilhelmi-Somé, GIZ

Andrea Wilhelmi-Somé is the Program Manager for Promotion of Agricultural Value Chains and Biodiversity at GIZ, the German International Development Agency. Wilhelmi-Somé is responsible for management and strategic implementation, management of different projects in cooperation with private companies in the cocoa and cashew sector, donor coordination, policy advisory for the Ivorian agricultural and environmental policy and support to the national agricultural investment program. Wilhelmi-Somé received her doctorate from Johannes Gutenberg University in Mainz, Germany.

Hobbs Wolcott, Tradin Organics USA

Hobbs Wolcott is Vice President of Sales and Procurement for SunOpta's Tradin Organics USA. She was named to her current position in March 2010 and oversees organic sugar, cocoa, and other fruit products, while also leveraging Tradin's extensive range of organic food ingredients sourced from over 50 countries for customers around the world. Wolcott has been working in the organic food industry since 2000, starting at Organic Ingredients, Inc. in Aptos, CA. After several mergers and reorganizations, she was named to her current position. Wolcott holds a B.S. in Environmental Health from East Carolina University.

Vincent Zeller, Chorrera NV

Vincent Zeller is the Managing Director at Chorrera. Zeller has been an exporter of cocoa beans since 1976 and producer since 2008. Zeller holds a B.S. in Business and Economics from the University of Kentucky.

Sarah Zoen, Oxfam

Sarah Zoen is Regional Advisor with Oxfam America's Private Sector Department based in Boston, MA. Her primary focus is to identify and promote programmatic linkages in Oxfam's target regions where the private sector and markets can be leveraged by poor communities for social change. In addition, Zoen leads the gender equality index that scores companies on policies and practices for Oxfam's Behind the Brands Campaign and is gender focal point for private sector engagement. Zoen served in the U.S. Peace Corps in Côte d'Ivoire and conducted thesis research in Ecuador working for a Kichwa cocoa cooperative of small holder farmers in the Amazon.