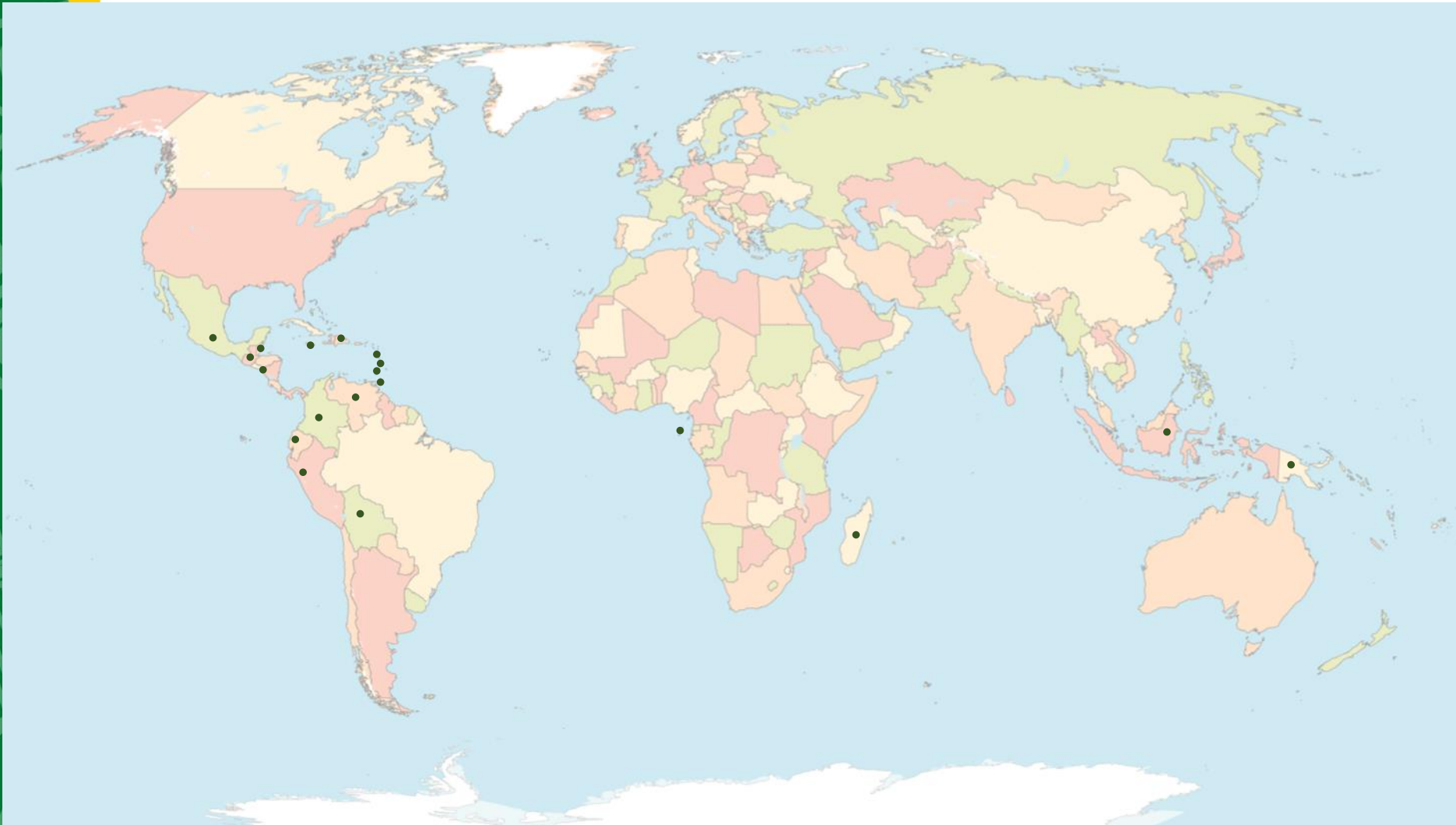




# The Future of Fine Flavor Cacao

Vincent Zeller

# Producers of Fine Flavor Cocoa



|                     |      |
|---------------------|------|
| Bolivia             | 100% |
| Colombia            | 95%  |
| Costa Rica          | 100% |
| Dominica            | 100% |
| Dominican Republic  | 40%  |
| Ecuador             | 75%  |
| Grenada             | 100% |
| Indonesia           | 1%   |
| Jamaica             | 95%  |
| Madagascar          | 100% |
| Mexico              | 100% |
| Papua New Guinea    | 90%  |
| Peru                | 75%  |
| Saint Lucia         | 100% |
| Sao Tome            | 35%  |
| Trinidad and Tobago | 100% |
| Venezuela           | 95%  |
| Belize              | 50%  |
| Guatemala           | 50%  |

# Producers of Fine Flavor Cocoa



Does not Exceed 400,000 tons  
Production in Colombia, Mexico, and Peru  
Availability for World Market is only  
**250,000 tons**

|                     |      |
|---------------------|------|
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| Costa Rica          | 100% |
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# Two Ways to Increase Flavor Availability



**1**

Increase  
planting of fine  
flavor genetic  
material

**2**

Developing  
better  
fermentation  
techniques

# Increase Planting of Fine Flavor Genetic Material

## What is more important?

- Needs of the cacao industry or the need of decent incomes for farmers.
- Cannot satisfy the first if it hinders the second.
- Genetic material that yields 400kg per hectare is not sustainable.
- Must be willing to compensate the farmer for his loss of production



# Develop Better Fermentation Techniques

## Creating Flavors from Ordinary Cacao

- Start off with high yielding genetic material.
- Develop fermentation techniques in order to obtain fine flavor chocolate.
- Don't be skeptical



# Cabernet Sauvignon

- Same genetic material
- Similar luminosity
- Similar soil



# What's the Difference?

- One costs \$3.00
- The other costs \$25.00
- Price differential is achieved through fermentation techniques applied by one farmer versus the other.





# What's the Difference? Milk Production

- From the same cow we produce the same milk.
- Through different fermentation process we produce many varieties of cheese.



# Let's Try Chocolate



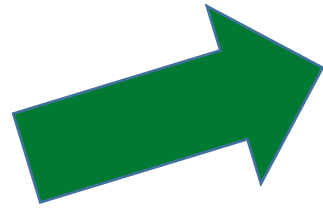
- 1.CCN51 Manabí
- 2.CCN51 Blend

Both are 100% cocoa mass,  
no additives

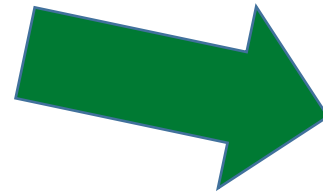
# Final Word



Focus on Better  
Fermenting  
Techniques



Enhance  
Flavors



Path to sustainable  
available production



GUANGALA

**Thank You**