



Trends and innovations in the specialty cocoa industry in the Caribbean

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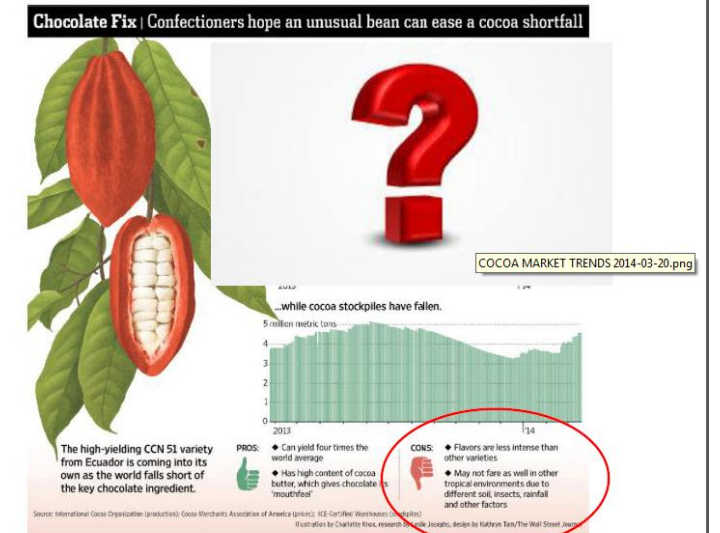


Regional and International Trends

Low production and high demand leading to a renewed interest and investment in Caribbean Fine Flavoured Cocoa – big business interests, plantation owners, returning nationals, diaspora – the **new cocoa entrepreneurs**

Caribbean Fine Flavour Cocoa – Standards, Flavour profile, IP

Launch of the International Fine Cocoa Innovation Centre (IFIC)



IFIC –Expected Outcomes

Certification services adopted by at least ten regional cocoa producers;

Chocolatiers (six to eight) sourcing couverture from regional chocolate makers;

Innovative businesses based on regional cocoa sector;

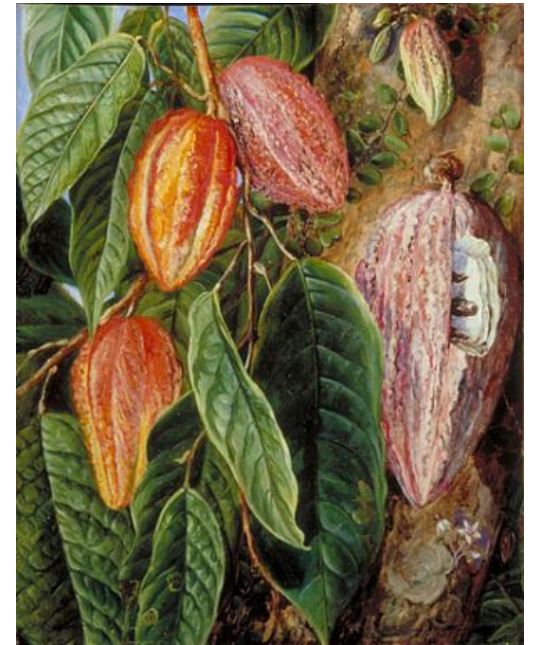
New quality branding of fine cocoa from at least five farmers;

New value added cocoa ventures;

Modern cocoa breeding programme in Jamaica;

International Fine Cocoa Journal established;

CRC evolved into a self-sustaining entity.



Regional and International Trends

Demand for products addressing ethical and environmental concerns



Social and ethical issues



International chocolatiers are showing increased interest in Haitian cocoa, providing rural Haitians a livelihood in cocoa farming after the country's 2010 Earthquake, says a Federation of farming cooperatives.

Agricultural Health & Food Safety

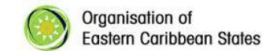
Pests and diseases, border protection, phytopathological methods and analyses, traceability

The global cocoa markets are constantly evolving as consumers become more informed and these markets now require minimum residue level (MRLs) of pesticides, mycotoxins, polycyclic aromatic hydrocarbons (PAH), heavy metals (i.e. Cadmium by 2019)

Regional workshop on EU Regulations and Standards on Fine Flavor Cocoa Food Safety in Plant Health and Post-Harvest Operations in the Eastern Caribbean Region, Dominica, 3-5 of March 2015

IICA + SAGARPA training of phytosanitary inspectors, Mexico, April 2015

EU SPS project and CROSQ TBT – Laboratory Accreditations



Organisation of Eastern Caribbean States



COLEACP



EDES



cirad
AGRICULTURAL RESEARCH
FOR DEVELOPMENT



gef SGP The GEF Small Grants Programme UN DTP



Sanitary and Phytosanitary Measures Project



Consumption Behaviour

Increasing appeal of premium chocolate, including organic, Fairtrade, single-origin, reduced sugar and dark and high cocoa content chocolate

Pairings – rum & chocolate (Duane Dove, Tobago Cocoa Estate)

Use of social media to share foodie experiences

Reducing carbon footprint – 26,000 bars on Tres Hombres to London & Amsterdam, and bicycle delivered to the final 60 miles of the journey



Innovative flavours



ginger, wasabi and black sesame seeds infused dark chocolate.



Deep milk chocolate with sweet indian curry powder and coconut



Dark chocolate with goat cheese, Pear Williams and crushed black pepper buttercream.



dark chocolate infused with burnt sugar caramel, a hint of Alderwood smoked salt, and Rogue Ale's Chocolate stout beer.



Caribbean Cocoa Innovators – role of women



Tourism trends

Authentic Experiences – validation of patrimony, culture and heritage

Community involvement and sustainable livelihoods

Rise in Culinary Tourism, Food & Rum Festivals

Destinations and other travel suppliers are developing new strategies, special events, supplier networks and marketing campaigns to capitalize on the global foodie fervor, and the impact of those initiatives on local communities.



Some Recommendations



Low hanging fruit

Greater linkage for SME cocoa products in restaurants, gift shops, spas, bistros, bars – link with Caribbean Chefs and Bartenders to develop menus and mixology

Synergies with Ministries of Health, Heart & Stroke Foundations, With supermarkets and food distributors to label local cocoa products as “Heart healthy foods”

Develop and promote new and unique cocoa-based events, sites & attractions

Adopt non-traditional forms of financing and investment

Knowledge sharing – role of ICTs and power of social media

Some Relevant IICA initiatives



Agrotourism Knowledge Platform

Annual Investment Forum (Fiji, July 2015)

Caribbean Chefs Alliance **(with the Pacific and with the CTA, Brussels)**

Non-traditional financing options (FAST) – portfolio of projects,. Financing Fair in 2016

EU SPS project - Call for proposals Yr2, national priorities (TNINT)

Thank You

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