



Fair Trade Processes

Premium Single Origin Chocolates from Madagascar

Thierry Rakotobe-Joel, Ph.D.
Associate Professor of Management

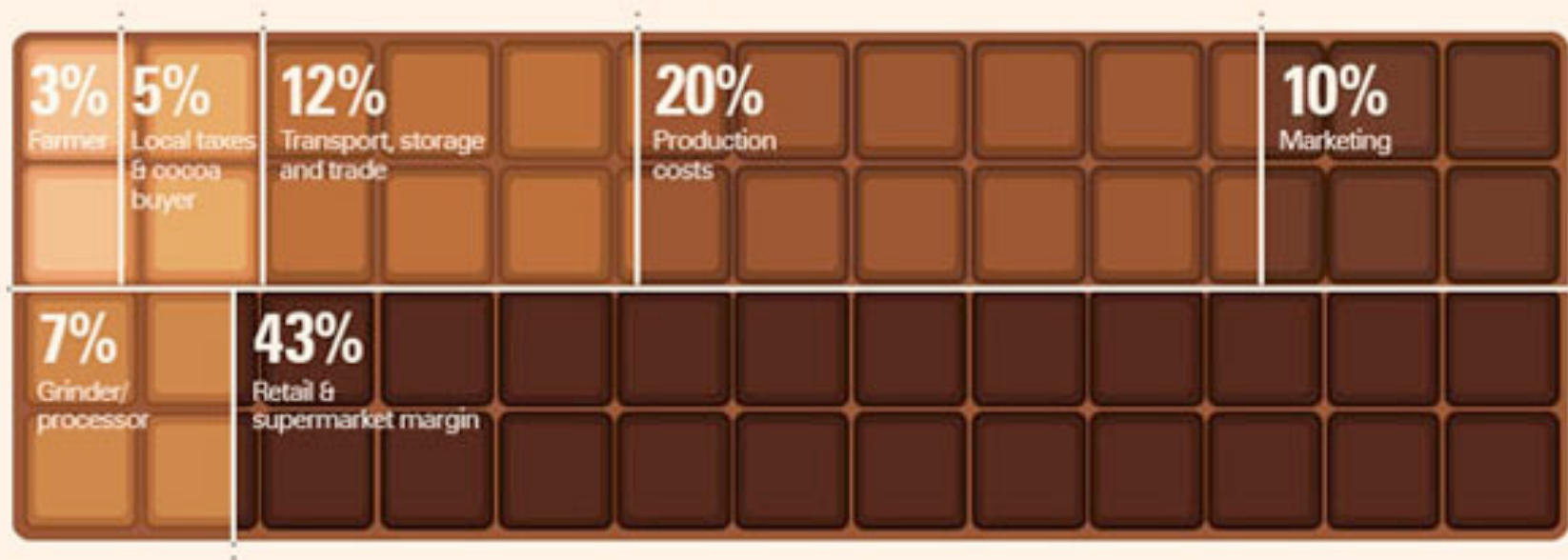
The Chocolate Supply Chain

Source: World Cocoa Foundation, Cocoa Barometer, Cadbury, Nestle



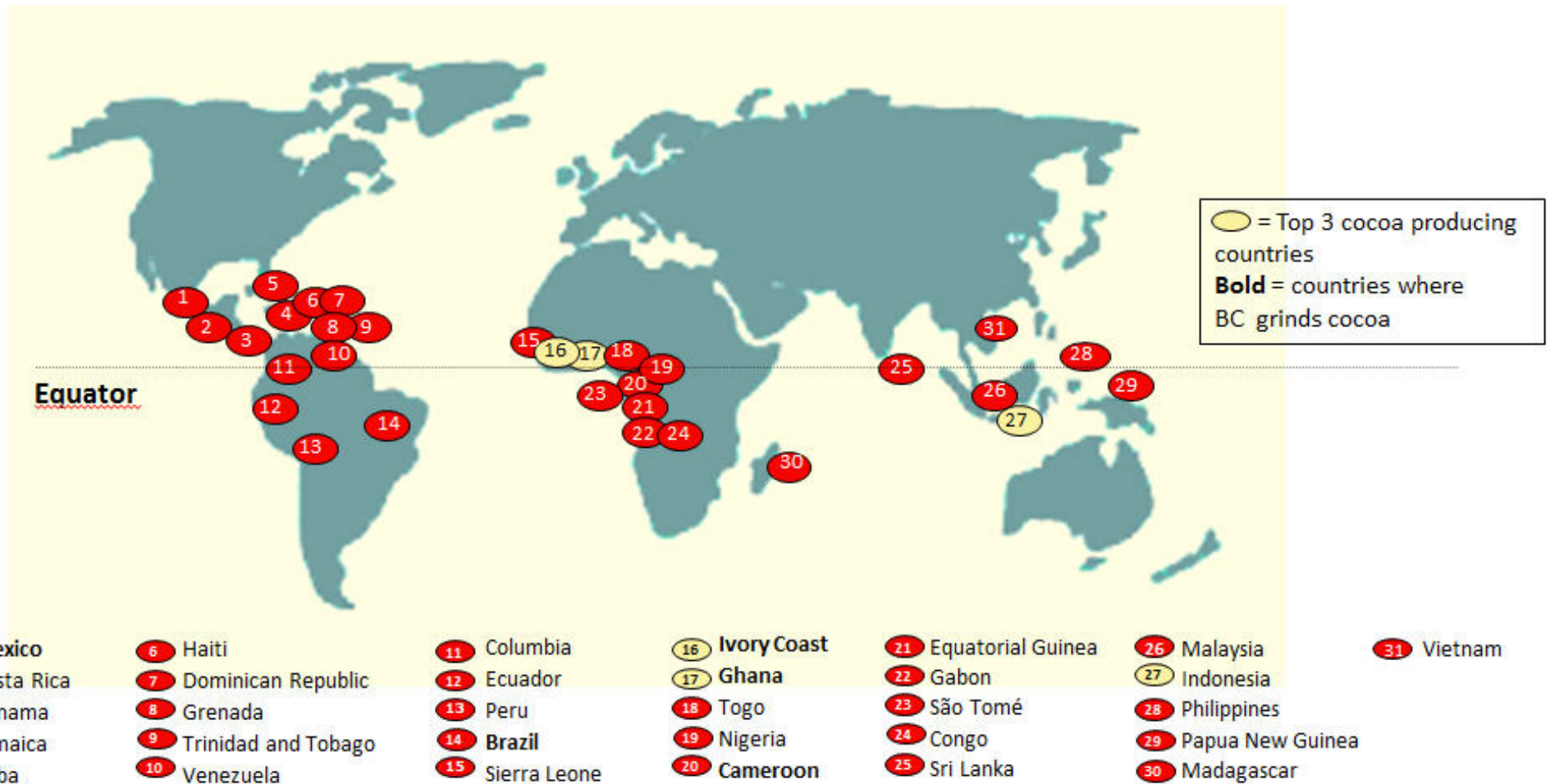
The Real Cost of a Chocolate Bar

The Real Cost of a Chocolate Bar



The Geography of Cocoa

- ▶ Cocoa is grown in a narrow belt 20 degrees North and South of the equator



A primer on types of Cocoa

WORLD COCOA PRODUCTION BY REGION & VARIETY

MAIN VARIETIES



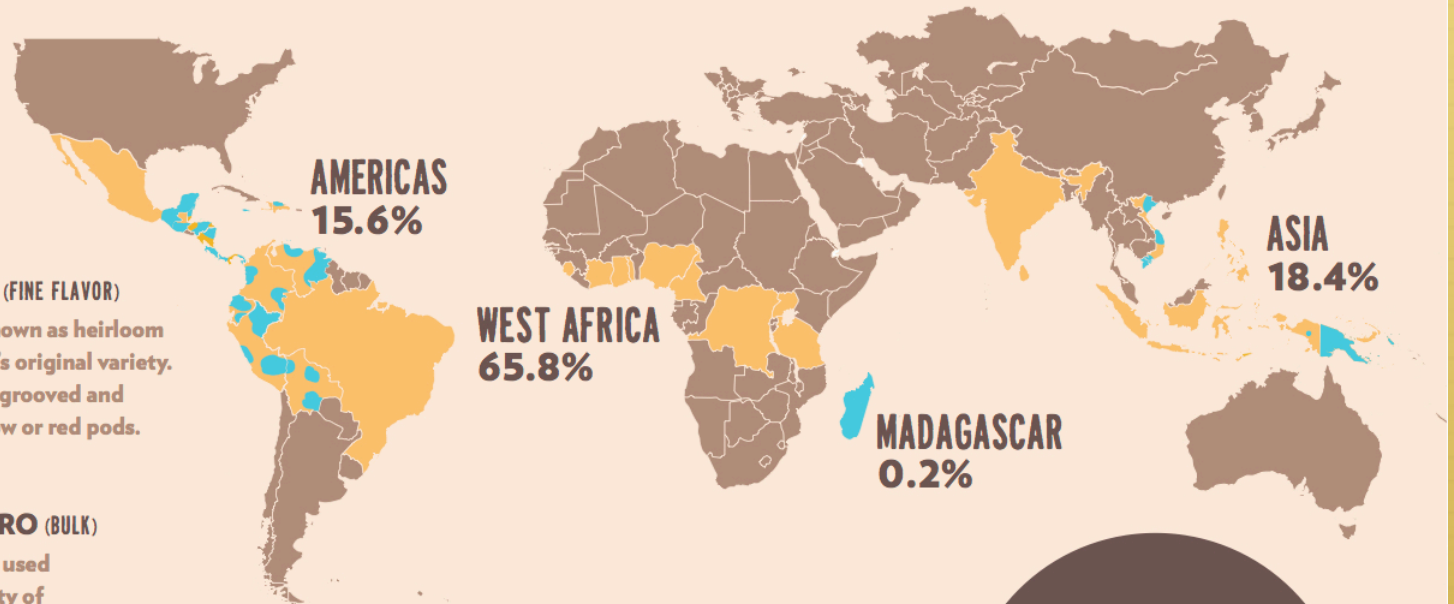
← **CRIOULLO** (FINE FLAVOR)
Rare, also known as heirloom cocoa, Earth's original variety. Pods deeply grooved and bumpy. Yellow or red pods.



← **FORASTERO** (BULK)
Bland flavor, used in the majority of chocolate production. Pods usually yellow.



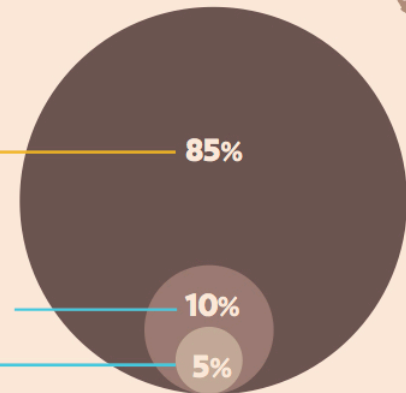
← **TRINITARIO** (FINE FLAVOR)
A hybrid of forastero and criollo.



FORASTERO — 85%

TRINITARIO — 10%

CRIOULLO — 5%



Cocoa bean comparison



CR

ERO