Adding value through GIs
Trinidad & Tobago: Where is it?
State of local cocoa industry

1. Over the past 100 years the cocoa sector in T&T has declined from 30,000MT to 500MT today

2. Oil & gas has been the primary source of income for T&T since 1950s

3. Over 90% of the food consumed in T&T is imported

4. Only 10% yield is achieved by approx 900 framers > less than 5 hectares per farm

5. There has been very little investment in Agriculture in T&T

6. The Trinitario bean is indigenous to T&T > over 100 varieties

7. Diversification and ForEx is a priority for the T&T
Who is TT Fine Cocoa Company?

• A public-private partnership – MoU TT Gov & private investors (foreign and local banks)

• **Core principles:** Sharing/ training/ education/ standards

• USD $3m facility can produce 50MT per year and increase to 75MT by 2020.

• State-of-art equipment aimed at the premium chocolate/ cocoa market > regional & international
• **Sharing**: Growers can access the factory equipment and get advice on product development.

• **Training**: We offer training courses to new-chocolatiers and chefs. We work with UWI and UTT on apprenticeships.

• **Education**: School trips and dissemination of our work.

• **Standards**: IDB cocoa standards project
The Stakeholders...
The Team
The Processing Facility, La Reunion
The Processing Facility, La Reunion
The Processing Facility, La Reunion
Product range
• Cocoa nibs
• Cocoa mass
• Couverture
• Chocolate
• Cocoa butter
• Cocoa powder
• BESPOKE
Chocolate ‘steel pan’ tins

Trinidad & Tobago Fine Cocoa Company

70% Single Origin Fine Dark Chocolate

Academy of Chocolate Silver Winner 2017
Bars
Finished chocolates
• Launch 4 Trinidad ‘single estate’ in Oct 2018

• Luxury range/ co-branded – very rare.

• Significant PR opportunities for T&T cocoa global brand
Harrods is proud to launch four exclusive single-estate chocolates in partnership with the Trinidad & Tobago Fine Cocoa Company.

To encompass the breadth of flavour profiles across the island, the cocoa beans for each single-cup have been sourced from four separate estates: La Sagesse in the centre, Grangewood in the northwestern region, and south of Piarco in the south.

Harrods
ESTATE: TABLELAND

A brand new plantation, Tableland has been developed with support from the Ministry of Agriculture. This is the first harvest of such a large estate, and the quality has far surpassed expectations. Hopefully setting the way for other farmers to follow suit.

LOCATION:
South of the estate (West of Tarabo)

TASTING NOTES:
70% cocoa, Bright fruit, and herbal notes with a sweet vanilla aroma and a long finish.
Estate: Ortinola

Set in the lush green Maracas Valley, and the rainforests of Trinidad’s Northern Range, this historic estate has been producing cocoa since the 1850s. Created byMethodName land grant in the late 19th century, it prospered greatly during the cocoa boom of the 1890s under the ownership of famous British confectioners Cadbury Brothers.

Location:
Northeast of the northwest of the Northern Range

Tasting Notes:
67% cocoa. Mellow and smooth on the palate, with hints of deep chocolate notes and a subtle bay aroma.

Harrods
ESTATE: LA REUNION

The Trinidad & Tobago Fine Cocoa Company's plantation, La Reunion spans 200 hectares, across which award-winning cocoa is grown. With an on-site state-of-the-art processing facility, the estate produces a bean-to-bar product of the highest quality.

Managed by the Ministry of Agriculture, Land and Fisheries, La Reunion was established in the late 1940s to research and support the cocoa sector. It is used for breeding programmes, conservation studies, agronomy and processing trials as well as to provide farmers with planting materials, technical advice and training.

La Reunion produces the highest-quality of Trinidad cacao, which have achieved global recognition by consistently winning awards at the Salon du Chocolat in Paris.

LOCATION
Central (close to the Caroni River)

TASTING NOTES:
67% cocoa beans, aromatic cocoa with a fine palate, estate and floral aromas.

Harrods
ESTATE: ARIPO

This smallest of the four cocoa estates is run by a farmer with 50 years’ experience in growing cocoa. This is an “inspiring” estate, meaning it contains fruit trees as well as cocoa trees.

LOCATION:
Northern, Moruga, St. Ann’s

TASTING NOTES:
70% cocoa. Aged for 3½ years, it has a slightly smoothness from the hazelnuts, and a savoury finish

Harrods
Growing opportunity in the cocoa sector

1. There is an increasing demand for cocoa globally

2. Fine flavour cocoa is currently 5% market share and increasing

3. Social media has allowed the consumer to learn more about the origin of their food

4. New processing technology has created ‘semi-artisanal’ producers to develop

5. Agro/food-tourism is increasing (wine/champagne/whiskey tours)

6. Global economic downturn has created ‘innovative’ thinking

7. Wealthier economies look for ‘unique’ experiences – Premium markets
Key attributes for marketing:

- Flavour
- Price
- Consistency of supply
- Origin
- Story
TTFCC Marketing: Lessons learnt

1. It takes a long time to develop a relationship with buyers – 12 month

2. The USP is key > what makes your cocoa special? How do you demonstrate it?

3. Quality control is vital for the confidence of the consumer

4. There will always be a limit to price but there are ‘niche’ opportunities to be developed.

5. Education of consumers is growing in fine cocoa but there is a long way to go.
Objectives:

1) Develop economic ‘yield & quality’ model for cocoa estates to help attract investment

1) Develop chain-of-custody and certification system

1) Improve marketing and promotion of T&T’s single origin cocoa

2) Promote agro-tourism for the cocoa sector
Looking at WISPA for a regional mark
Learning from mistakes!
Learning from mistakes!
Consumer confusion?
Consumer confusion?
Next steps for TTFCC & TM/ IP

1. Protection of existing brand in other markets globally (Middle East, Far East, Asia)

2. Trademark regional brand – (WIFCO/ Hilton regional)

3. Trademark the IMPACTT ‘chain-of-custody’ system

4. Explore GI’s for cocoa producing regions

5. Product trademark – Steel pan tins/ Harrods-type boxes

6. Formulation trademarks – Tonka bean/ unique flavours from the region

7. Trade dress protection for the Hilton store – future outlets
Thank you