



***Cacau:
a qualidade que o mundo deseja***

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What Is Quality? / O que é Qualidade?

There is **NO objective** measure of quality.

Quality is in the wallet of the buyer.

Every buyer has their own – unique – basket of attributes.

What those attributes are *and how the buyer values them* will determine what they will be willing to pay.



What quality is not / Que qualidade não é

A specific percentage of well-fermented as determined by a cut test.

The cut test was created to make it easy to compare a current lot of cocoa against past lots of cocoa against a specific recipe:

Will this lot of beans make a chocolate I already know how to make?

The cut test will show levels of defects, but it is not an organoleptic test for flavor potential.

Also, tests are never undertaken in the same lighting conditions, and this can affect the evaluation.



Craft; Industrial / Artesanato; Industrial

What the eventual product is – the application *and* the customer – will determine what attributes are in the basket the buyer is considering.
What are they looking for?



Each of these markets will have a different definition of quality.
 For Brazilian cacao producers, most customers will be in the Premium market segment, with many in the Ultra-Premium segment.
 These segments are highly competitive, and EVERY producer wants to sell into this segment.
 100% of Brazilian exports are considered cacau fino by ICCO – but the total is still small – less than 700MT in 2021 according to AIPC.



Chaves para o futuro do cacau fino no Brasil

Flavor, *flavor*, **flavor**

Organoleptic evaluation – Cocoa of Excellence, MOCCA Central American Flavor Map

Marketing support



Perguntas?

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