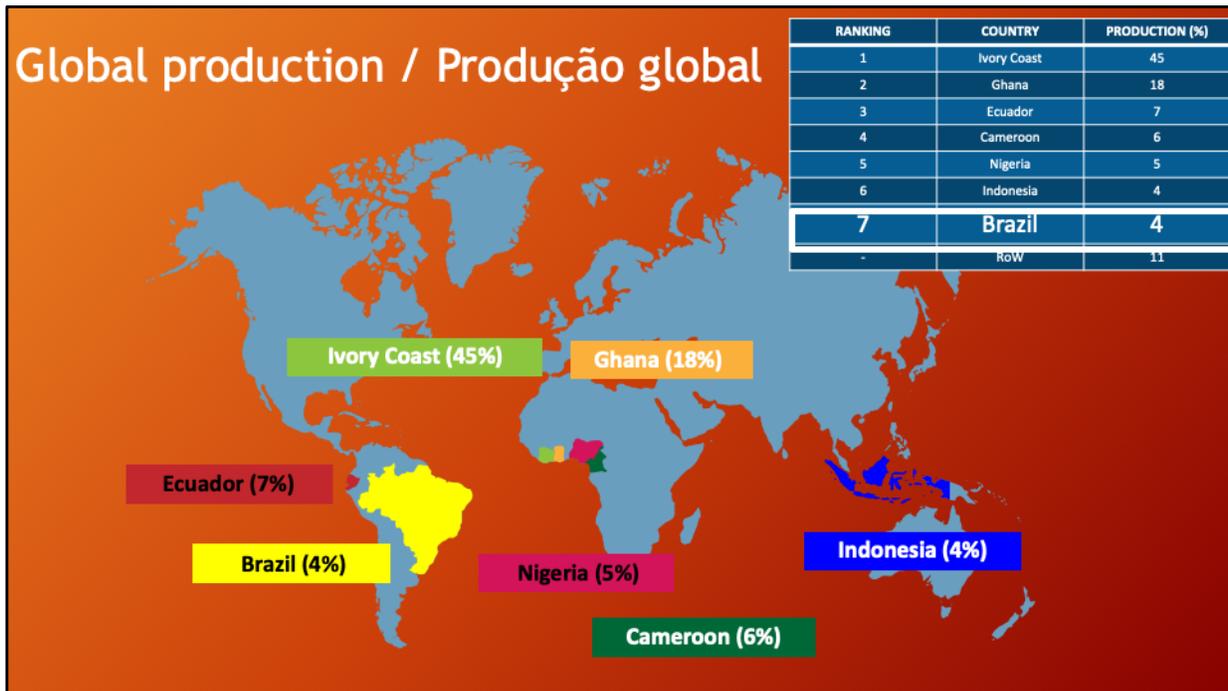




## *Mercado internacional de cacau fino*

©2022 Clay Gordon / Rob Willemsen  
Image ©Clay Gordon, Fazenda Venturosa (Bahia, 2017)

## Global production / Produção global



In line with the previous slide, the global production overview with some more details in terms of ranking and what position Brazil has.

Country	2006 FAOSTAT	2016 IESC/USDA	2019 IESC/USDA	2016-2019 IESC/USDA	ICCO FF 2020 / '15
Ivory Coast	1,408,854	1,634,000	2,180,000	+33%	—
Ghana		858,720	811,700	-5%	—
Indonesia		656,817	783,978	+19%	10% / 1%
Nigeria		298,029	350,146	+17%	—
Ecuador	85,671	177,551	283,680	+60%	75% / nc
Cameroon		211,000	280,000	+33%	—
<b>Brasil (reported)</b>	<b>212,270</b>	<b>213,871</b>	<b>259,425</b>	<b>+21%</b>	<b>100% / 0%</b>
<b>Brasil (actual)</b>		<b>153,267</b>	<b>178,829</b>		<b>635MT ('21)</b>
Peru	31,676	107,922	138,928	+26%	75% / nc
Colombia	35,258	56,785	102,154	+80%	95% / nc
Dom Rep		81,246	88,961	+9%	40% / nc

## Global production / Produção global

Sources: FAOSTAT / 2021 IESC/USDA Global Cocoa Market Study / AIPC-Thomas Hartmann  
2021 Harvest - 5.5 million MT (ICCO)

Bean Type	World		Brazil		Brazil / World
	Volume (mt)	Percentage (%)	Volume (mt)	Percentage (%)	Percentage (%)
<b>Commodity</b>	1.900.000	40 %	168.000	85 %	9 %
<b>Tipo 1</b>	237.500	5 %	10.000	5 %	4 %
<b>Certified</b>	1.900.000	40 %	16.000	8 %	1 %
<b>Organic</b>	237.500	5 %	2.000	1 %	1 %
<b>Specialty</b>	190.000	4 %	1.000	0,5 %	0,5 %
<b>Cacau Fino</b>	285.000	6 %	3.000	1,5 %	1 %
<b>Total</b>	<b>4.750.000</b>		<b>200.000</b>		<b>4,5 %</b>

Quality segmentation of cocoa beans 2020 /  
Segmentação de qualidade de amendoas de cacau

Sources: ICCO /  
AIPC-Thomas Hartmann

In line with the previous slides, although numbers are different from various resources, it gives an idea of the segmentation of beans (quality / certified) for the world production and for Brazil itself.

Main message: as well in the world as within the Brazilian market, fine flavor cocoa (*cacau fino*) from Brazil just counts for around 1%.



This is an overview of how the international cacao markets are structured.  
 Three main market segments, one with three sub-segments  
 How are they characterized  
 Who are the customers  
 How much of the market is represented by each segment?



*Key Idea: "Quality" May Not Affect Price*  
*Ideia-chave: a "qualidade" pode não afetar o preço*



*Key Idea: New Business Models & Partnerships*  
*Ideia-chave: Novos Modelos de Negócios e Parcerias*

Is the key to success in international markets not doing business the old-fashioned way?



*Key Idea: Market Flavor, Flavor, Flavor!*

Flavor makes the difference.



*Key Idea: Market Specific Origins*

This is a key trend that is being talked about.

Not just Brazil – but a state (Bahia) a farm (Fazenda Bonança) a farmer (Rogerio Kamei)

This is something that industrial/confectionery chocolate makers cannot do

## *Perguntas?*



[claygordon@thechocolatelifelife.com](mailto:claygordon@thechocolatelifelife.com)

[thechocolatelifelife.com](http://thechocolatelifelife.com)

[rob@hbconsultoria.com.br](mailto:rob@hbconsultoria.com.br)

[www.hbconsultoria.com.br](http://www.hbconsultoria.com.br)