



# Global Cocoa Market Study Request for Information Conference

Presented by IESC's USDA-funded Exporting Quality Program



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**Welcome!**



## **Purpose:**

- **Knowledge sharing**
- **Co-design with industry experts**
- **Verify existing assumptions**
- **Develop an RFP**

## **Outcome:**

- **Create a useful methodology and tool, contributing to sustainability in the industry**



## **Agenda:**

- **Introductions and background: 20 min.**
- **RFI written response themes: 10 min.**
- **Breakout sessions: 30 min.**
- **Breakout group reports and discussion: 30 – 45 min.**
- **Next steps and Q&A: 15 min.**
- **Closing remarks**



## **Materials:**

- **RFI**

## **Reminders:**

- **Virtual room etiquette**
- **Tech tips**
- **Have questions or need help? Let us know in the chat**

# Presenters



**IESC AVP of  
Trade and Market-  
Driven Agriculture**  
Chad Ford



**International Program  
Specialist &  
Latin America Lead,  
USDA FAS**  
Ania Madalinska



**Changing Chocolate  
Markets Technical  
Advisor**  
Dr. Carla Martin



**IESC Senior New  
Business Manager**  
Julie Noble

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# About Us

# USDA and Cocoa



## Food for Progress Program

- 36 years of International Agriculture and Trade Programming
- 50 active programs globally
- Active Portfolio 1 billion





# Food for Progress

## Decade of Food for Progress Cacao Programs (\$200 million)

Country	Name	Organization
Colombia	Cacao for Development	Partners of the Americas
El Salvador, Nicaragua, Honduras, Guatemala, Peru, Ecuador	MOCCA	Technoserve & Lutheran World Relief
Ivory Coast	MOCA	CNFA
Dominican Republic	<b>Exporta Calidad</b>	<b>IESC</b>
Haiti	KABOS	CRS
Guatemala	CRIA	IICA
Nicaragua	PROGRESA	CRS
<i>Philippines</i>	<i>CoCoPal, MinPact</i>	<i>ACDI VOCA</i>
<i>East Timor</i>	<i>TLADP</i>	<i>NCBA Clusa</i>
<i>Liberia</i>	<i>LIFE</i>	<i>ACDI VOCA</i>



# USDA Goals = Your Goals

- 1) Provides a platform through which producing origins and smaller industry players can have their questions answered.
- 2) Generates industry buy in and sense of ownership of the study
- 3) Results in a useful decision-making guide for farmers on making long-term decision based on demand projections and value generation potential
- 4) Serves our programs and their beneficiaries to better position their activities for success
- 5) Engages stakeholders in study design and implementation
- 6) Open Source and Free Access
- 7) Replicable and able to be continued and scaled



# IESC

We catalyze the growth of small and medium enterprises and strengthen systems and institutions to support them.

*“The nonprofit that means business”*

# Dominican Republic: Exporting Quality

Improves the quality and production of high-value horticulture products in the Dominican Republic for domestic and export markets.

Funded by USDA, implemented by IESC

Partners: CEDAF, WFLO/GCCA, and FAMU

Oct 1, 2015 to Nov 30, 2021



**Chief of Party**  
Rodrigo Carvajal



**Market Linkages Facilitator**  
Peggy Aviotti



# Exporting Quality & Cocoa

- **Production:** Farmer Field Schools, Cocoa Farm Revitalization
- **Markets:** Trade Shows, Chocolate Awards and Festival, Branding, Training in Quality Evaluation, ISCQF

## *Global Cocoa and Cocoa Derivatives Market Study*

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**Here's what we  
heard:**



## Questions we're addressing with the study

### Research design questions:

- Stakeholders
- Desk research
- Knowledge gaps
- Key industry parameters
- Research techniques



## Questions we're addressing with the study

### **Market specific questions:**

- Trends and requirements
- Dynamics
- Push and pull factors
- SWOT
- Actionable recommendations





## Responses so far

- Half from academics
- Half from market research consultants



## Responses themes

- Data silos and source differences
- Pricing definition concerns
- Peer review or advisory board
- Stakeholder engagement in recommendations (in addition to research)
- Market-adjacent topics: governance, regulation, health, etc.
- Emphasis on specialty cocoa and chocolate



## General observations

- Methodology
- Global diversification
- Feedback
- Engagement

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**What do you think?**



**See you soon!**

## **Breakout Groups:**

- **Group 1/Question B** with Chad Ford
- **Group 2/Question C** with Carla Martin
- **Grupo 3/Pregunta D** en español con Gabriela Kliewer
- **Grupo 4/Pregunta B** en español con Jaume Martorell Mir
- **Groupe 5/Question E** en français avec Peggy Aviotti

***Do you have a language preference? Are you having trouble connecting?  
Let us know in the main chat!***



**Welcome back!**

# **Breakout Group Roundtable**

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**Where do we go  
from here?**



## **Next Steps:**

**I'm interested in the outcomes of this study and have information to share...**

**Stay tuned for messages from IESC**

**Email Lily Alcock | [lalcock@iesc.org](mailto:lalcock@iesc.org)**

**I'm interested in submitting an offer to the RFP once it's released...**

**Keep an eye out for the RFP**





# Q&A



**(before you go!)**  
**Closing remarks**



# Thank you!

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