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

Changing Chocolate Markets Technical Advisor
Dr. Carla Martin

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

IESC Senior New Business Manager
Julie Noble
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

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

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<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Organization</th>
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<tr>
<td>Colombia</td>
<td>Cacao for Development</td>
<td>Partners of the Americas</td>
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<td>El Salvador, Nicaragua, Honduras, Guatemala, Peru, Ecuador</td>
<td>MOCCA</td>
<td>Technoserve &amp; Lutheran World Relief</td>
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<td>Ivory Coast</td>
<td>MOCA</td>
<td>CNFA</td>
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<td>Dominican Republic</td>
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<td>Haiti</td>
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<td>Philippines</td>
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<td>East Timor</td>
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<td>Liberia</td>
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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

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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
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

Prepared by IESC
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
What do you think?
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!

See you soon!
Welcome back!

Breakout Group Roundtable
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

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!

Presented by IESC’s USDA-funded Exporting Quality Program