



EVENT: Cocoa Export Training 2019

DATES: 20 until 24 February 2019

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

Cocoa Export Training

The Cocoa Export Training (CET) is a new event taking place during Chococoa. It entails a 4-day programme, combining several Chococoa events into one programme: The [European Markets Academy](#), the [Conference](#) on sustainable cocoa and chocolate, the [Chocolate Makers Forum](#), a guided tour on the [Trade Fair](#), the [Cocoa Auction](#), a Post-harvest training and various events during the [Festival](#). The programme starts on Wednesday 20th with the European Markets Academy; a series of lectures and excursions related to the export of cocoa to Europe. The programme of Thursday to Saturday is specifically developed for the CET participants. Each day will start with a briefing, including a series of questions and points of attention to be watched during the day, followed by a selection of events of the Chococoa programme. Each day closes with a debriefing, evaluation of questions and points of attention and a Q&A session. The Friday program will include the Cocoa Bean Auction. The Saturday programme will focus on chocolate and consumers. What are consumers' trends in Europe? The full programme can be found below. Please note that changes to the programme may occur.



WEDNESDAY 20th of February

Main event: European Markets Academy

08:00 Breakfast, roll call and introduction to the program

09:00 Sustainability and certification

Speaker: Jack Steijn (Equipoise/ISO 34101 committee)

Sustainability of cocoa production and beyond: carbon compensation schemes, carbon credits and various certifications such as UTZ Certified, Fair Trade and more. What are the expectations of the European market, especially consumers, regarding cocoa sustainability?

09:45 Cocoa break

10:00 Post harvesting demands of chocolate makers

Speaker: Zoi Papalexandratou (ZOTO)

European Bean to bar chocolate makers often have high demands when it comes to cocoa, especially in terms of quality. What are requirements of chocolate makers in terms of fermentation and drying?

11:00 Logistics & insurance

Speaker: Renate Herrmann (Edge Group)

Renate Herrmann is a risk consultant from Edge Group, an insurance broker focusing on special trade and cargo risks. She will discuss trade terms like FOB, FCA, CFR and CIF, the corresponding risk-structure when shipping the cocoa from grower to trader/consumer and the insurance thereof.

12:00 Lunch

13:30 Transportation to excursions

18:00 Debriefing day one

18:45 End of day one



THURSDAY 21st OF FEBRUARY

Main events: Chocolatier Masterclass, Conference, Chocolate Makers' Forum

08:30 Breakfast, introduction of the day

09:05 Chocolate Makers Forum: The bitter and the sweet: Demystifying Africa

Let's unveil the bitter and the sweet side of Africa. What role do certifications play in this region? To what extent do the certification programmes help or harm? Single origin quality from West Africa, is that possible? What would that mean from an environmental and transparency point of view? We will demystify the cocoa sector in Ghana, Côte d'Ivoire, Cameroon and Tanzania and tie it up with liquor tasting from this region!

11:30 Guided tour on Trade Fair floor, meetings with exhibitors, peer exchange of experience

12:00 Lunch

12:30 Chocolate Makers Forum: Flavour development: Genetics and post-harvest

What are the contributions of genetics and post-harvest to the flavours in cocoa? We currently know that the different flavour notes present in our chocolate bar come from different sources: climate, terroir, genetics of trees, maturation of the pods, fermentation and drying as well as factory processes. All of these will play a major role in defining the personality of your chocolate. This session will focus on understanding genetics and post-harvest and the repercussions of their impact on flavour development.

13:30 Break

13:50 Conference: The Economics and Politics of Cocoa: Deforestation

The main session of Thursday focuses on the complicated economics and politics of the cocoa sector. Data from research is often used to develop new policy measures. This session proposes an interesting mix of new research results on deforestation and the policy response from key actors. The audience can interact with the speakers through cell phone technology.

15:00 Cocoa Talks: Hacienda Betulia; the most innovative cocoa plantation of Columbia

15:15 Break

16:00 Access to European Markets

Equipoise will provide a workshop on accessing European cocoa markets, mainly focusing on developments in sustainability requirements and customer preferences.

16:30 De-commoditising Cocoa

Your cocoa is not just a commodity, it is special. This lecture by Equipoise will focus on how to ensure that your cocoa stands out from others, how to market and promote and how to find customers.

17:00 Debriefing day two

18:00 End of day two



Friday 22nd OF FEBRUARY

Main events: Chocolate Makers' Forum, Conference, Trade Fair, Cocoa Auction

09:30 Breakfast, introduction of the day

10:00 Guided tour on Trade Fair floor, meetings with exhibitors, peer exchange of experience

11:30 Conference Health of the Cocoa farmer: impact on well-being and income

In a fast-paced Q+A Professor David Guest and Alyssa Jade McDonald-Baertl from the University of Sydney discuss how poor farmer health undermines programs to improve cocoa yields. What are the consequences of poor health on labour productivity, and what interventions are needed to improve farmer health, increase productivity and sustainability, and improve livelihoods? Discussion will be based on research in Papua New Guinea and Indonesia, and focus on how these results apply to other cocoa producing regions.

12:00 Conference: Health of the cocoa farmer: food security & nutrition

Improving farmer livelihood is not only about living income but also about a healthy farmer family. Access to food and nutrition are important factors in a healthy livelihood. How can cocoa contribute to improving nutrition and food security? What are the roles of companies, governments and NGOs?

12:30 Lunch

13:30 Guided tour on Trade Fair floor, meetings with exhibitors, peer exchange of experience

14:00 Break

14:30 Conference: Heavy metals in cocoa; causes and consequences

What is the impact of heavy metals, such as cadmium, in cocoa on consumer health and does this justify the regulations on maximum levels? What is the impact on farmer livelihoods? What can cocoa exporters do to reduce the intake of cadmium in cocoa trees? What are future developments in relation to other heavy metals, such as lead?

15:15 Break

15:30 Cocoa Auction

16:00 Drinks at the Trade Fair

18:00 End of day three



SATURDAY 23rd OF FEBRUARY

Main events: Cocoa Bean and Liquor Tasting, Festival, Festival tastings

08:30 Breakfast, Debriefing day 3 and introduction of the day

09:00 Evaluating the quality of cocoa beans and cocoa liquor

11:00 Break

11:30 Guided tour on Festival floor, meetings with exhibitors peer exchange of experience

12:00 Lunch

13:00 Tasting session Festival

14:00 Guided tour on Festival floor, meetings with exhibitors peer exchange of experience

14:45 Break

15:30 Improving Marketing and Sales

Equipoise will provide a workshop on best practices when it comes to the marketing of cocoa and what the best way to find buyers is.

16:15 Quality development and international market trends

Equipoise will provide a workshop on how quality of cocoa can be improved and how the international market demands for quality changes over time.

17:00 Debriefing day four and general debriefing

18:00 End of programme