

HOW TO FARM YOUR CACAO BLOCK AS A BUSINESS



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere



**Pacific Horticultural
& Agricultural Market
Access Plus Program**

Supported by Australia & New Zealand

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INTRODUCTION:

Your Cacao block can provide a quality income for you and your family and in order for that to take place, consistent work every day in your block, is required.

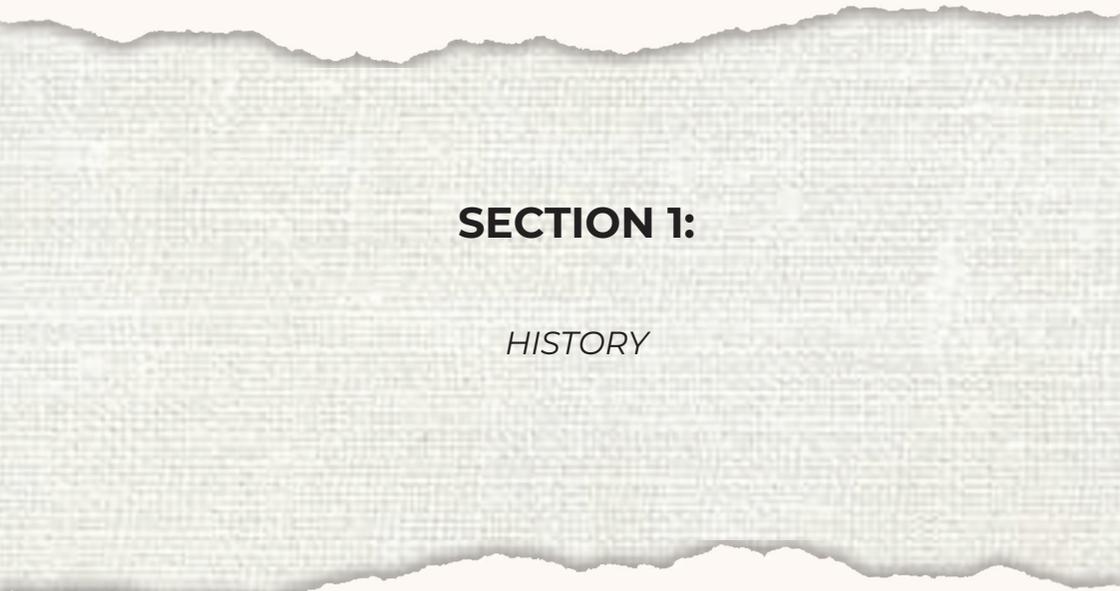
For the trees to produce a healthy number of pods(30-40 per year), they have to be very well cared for.

To get a quality price for your beans in the boutique market, every step must be done well.

It is now time for the Vanuatu Cacao farmer to see their cacao block as a business and that they can lift the standard of their families lives through Cacao.

This hand book is to give every Cacao farming family of Vanuatu the possibility of having a healthy happy life through Cacao.

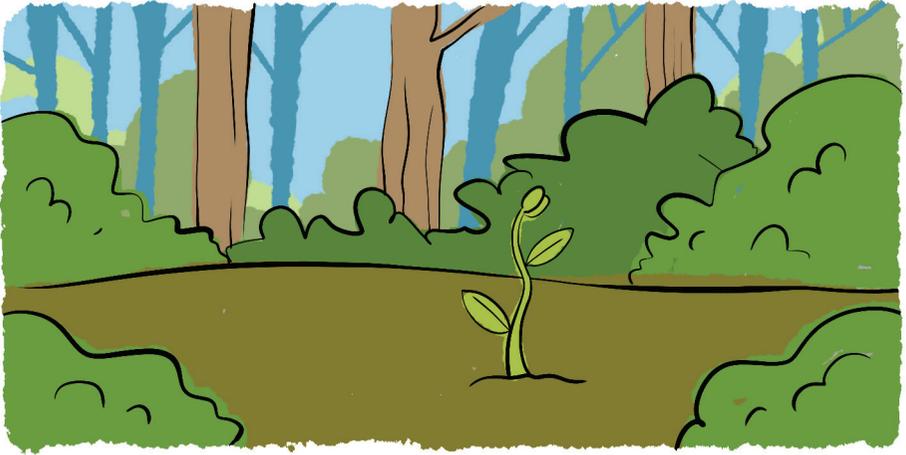
The how is in here, but the actioning of it and the future of Cacao as a means to healthy happy families, is in your hands as a Cacao farmer of Vanuatu!



SECTION 1:

HISTORY

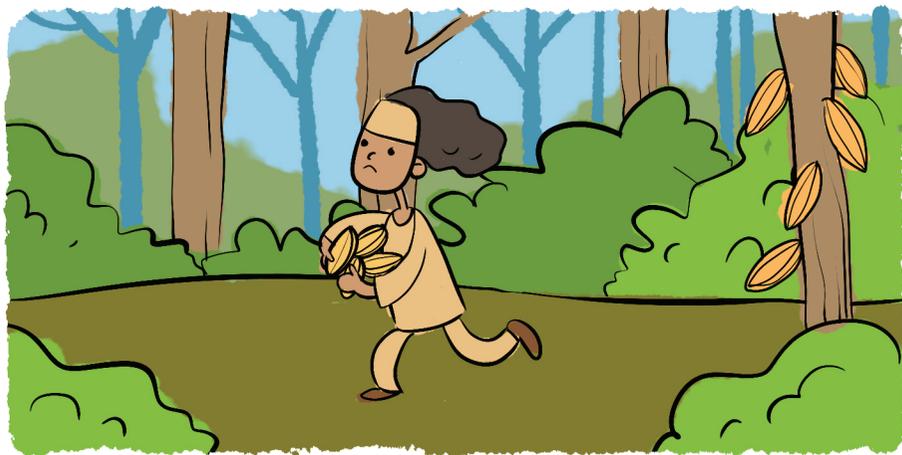
Cacao first grew wild in the Amazon jungle in central and south America.



One day in a village in the heart of the jungle, a Chofs son is sick and none of the local medicines could make him better. Everyone one in the village was very worried about their future Chief.



The Chief son's mother went into the jungle to look for a new medicine and she found Cacao. She took Cacao pods, where the beans were already fermented, removed the beans, took them back to the village, roasted the beans, removed the skin and ground them into a paste admixed the paste with water. She gave it to her son and after a few hours he started to get better.



That day this village and all of the Amazon jungle celebrated this new drink that had come into their lives.



The people of the village would drink this Cacao drink every day. It became their most healthy and precious drink.



It was consumed in this part of the world for over 5000 years before Europe discovered Cacao and brought it to their factories and turned it into chocolate. Eating and drinking Cacao in the village has a history of over 5000 years. Chocolate only has a history of 200 years.



In the villages of the Amazon, they had no power or special equipment. They would roast the beans on the fire, peel the beans and then grind the beans into a paste with stones and drink Cacao daily. They would also eat the roasted peeled beans all day long as a food.

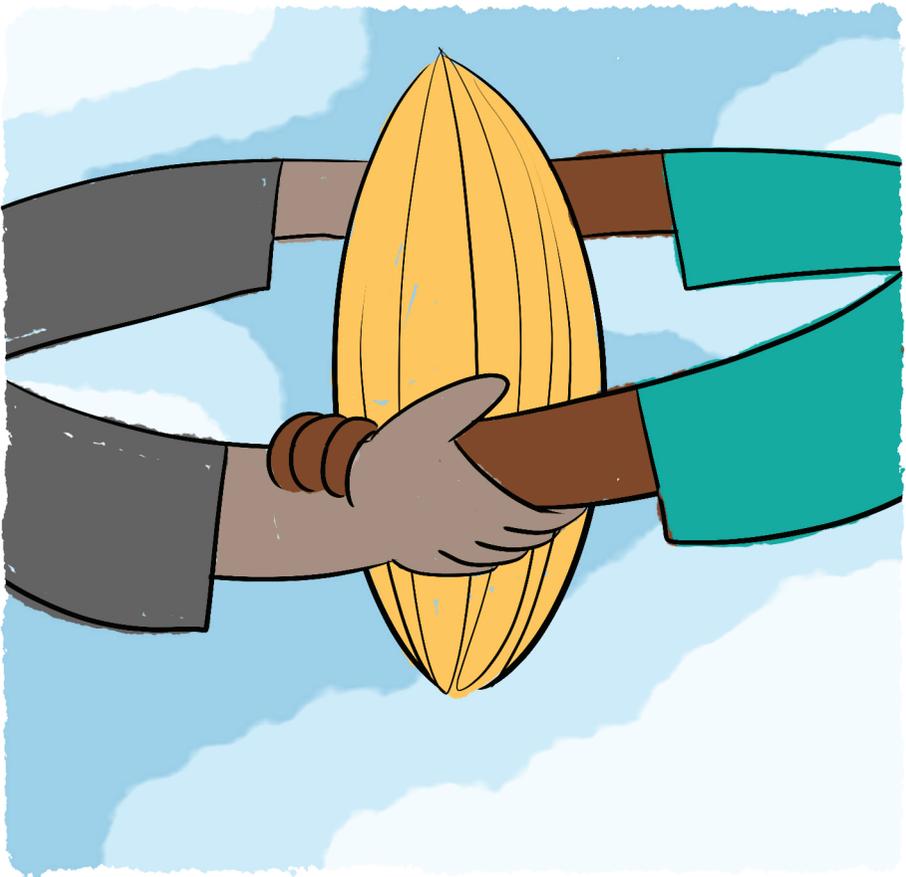


Cacao was considered one of their most healthy foods and a very important part of their diet. Over time this was forgotten and chocolate became the main use for Cacao.

Cacao is a very healthy food and should be enjoyed daily.



In Vanuatu, Cacao can be sold locally. In Samoa all the local people drink their own Cacao. It is called Koko Samoa. In Samoa they have a strong local market for their own Cacao. This is now the time for the people of Vanuatu to enjoy their own Cacao, and this change can be led by the Cacao famers and families and communities.



Section 2: Enjoying Cacao in the Village

As some Cacao farming families only sell wet beans, this section is showing how everyone who has Cacao trees can enjoy Cacao in the village by doing basket fermenting.

1. Basket Ferment for Village Cacao

In order to enjoy Cacao in the village, all Cacao farmers must be able to ferment and dry, on a small scale, their beans, alongside selling wet beans to Aggregators.

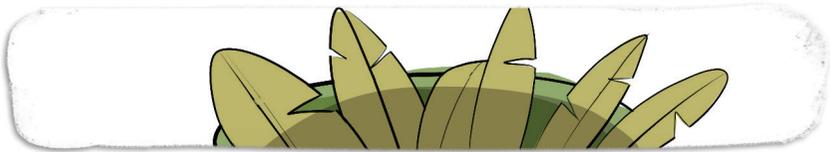
- 1) Weave 2 baskets that will hold 10kgs of wet beans.



- 2) Harvest approximately 100 ripe pods.



- 3) Line the baskets with banana leaves.



- 4) Day 1 Place the wet beans into one of the baskets in the early morning and cover with a thick layer of banana leaves.



- 5) Throw away any black beans as they will make all the beans taste bad.



- 6) On Day three transfer the wet beans into the second basket. Break up any clumps as you go. Transfer early in the morning, so all of the days heat is soaked up.



- 7) On day 6 transfer the beans into a new basket early in the morning, mixing well.



- 8) On day 7 check the beans and how they taste. Are they ready or do they need another day fermenting. Slice open a number of beans and they should be a dark brown colour. There should be a clean odour, with no fruit remaining. They should taste clean, without any green notes.



- 9) Lay the beans out in the sun to dry on woven mats. Take in at night and return to the sun each day for 4-6 days.



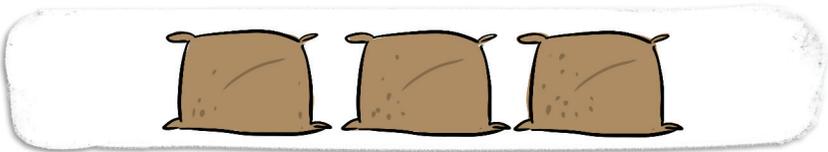
- 10) The beans should feel hard when squeezed between two fingers, when fully dry.



- 11) Taste the dried beans. How do they taste? They should taste bitter but also chocolatey and yummy. They should not taste sour, unripe or bad in anyway.



- 12) Store in woven bags ready for eating and drinking



2. Making Local Cacao for Village eating and drinking

a)Roasting & peeling the Beans

1. Make a fire and allow to burn until there are ambers



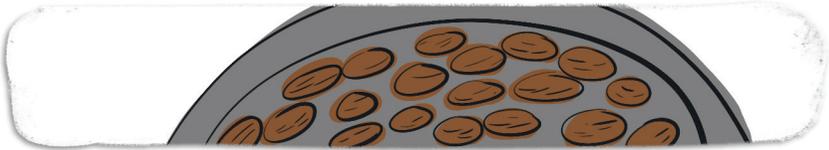
2. Place a pan or piece of iron over the low fire



3. Place beans on the pan, no oil



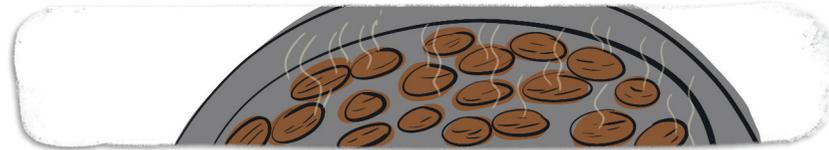
4. Allow beans to warm up and turn regularly



5. Hold hand over the pan. If too hot for hands, too hot for beans



6. Make sure all beans are touching the pan



7. Move the beans around the pan regularly



8. You will start to smell the yummy beans



9. Some beans will start to pop like popcorn



10. If the shells are turning black, the fire is too high



11. When the beans are ready, they will be fat, and when you squeeze them, the shell cracks



12. Remove beans from the fire and remove the shells



13. Store the shells in a jar for Cacao tea



b)Cacao Products you can enjoy

1. Cacao Tea

Place shells in kettle and boil.



2. Cacao Beans to eat

Enjoy eating the roasted peeled beans through the day



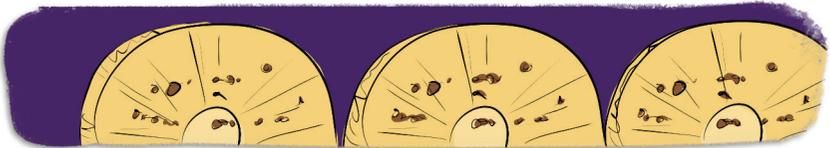
3. Cacao Nibs

Break the roasted peeled beans into pieces and store and use in the following ways:

-Slice open a banana and place nibs inside



-Sprinkle nibs over pineapple



-Sprinkle nibs over cooked greens



-Add nibs to baked puddings



c) Making Local Milo

1) Roast and peel the beans as above



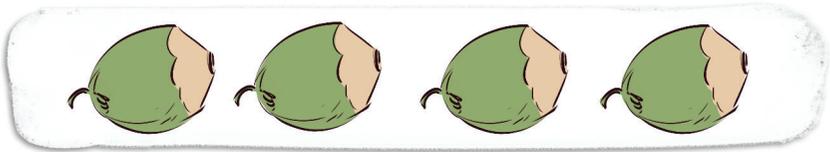
2) Place beans whilst warm into a Kava pounder



3) Pound until the paste becomes soft



4) Crack open green coconuts or you can use water



5) Place water of coconut water into a pot over high fire



6) Add the paste and allow to bubble

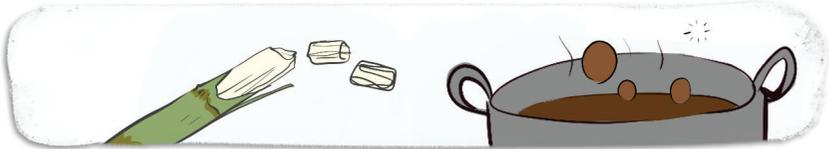


7) Sweeten with wild sugar cane

Get a bowl and place a large flat stone in the bowl. Cut the cane sugar into strips. Place the strip of cane sugar onto the large stone and smash it with a smaller stone so the juice runs into the bowl.



Squeeze thin strips into the bubbling local milo



1) Add freshly squeezed coconut cream for special occasions



d) Making local chocolate

1) Roast and peel the beans as above



2) Place beans whilst warm into a Kava poulder



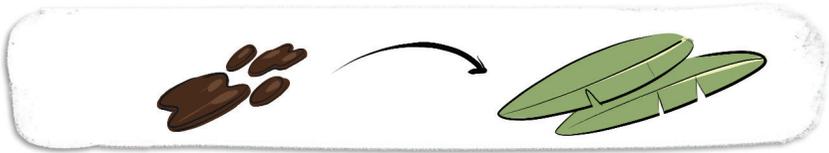
3) Add sugar to the poulder



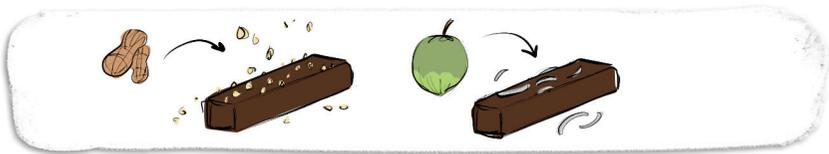
4) Pound the beans and sugar together until it becomes smooth



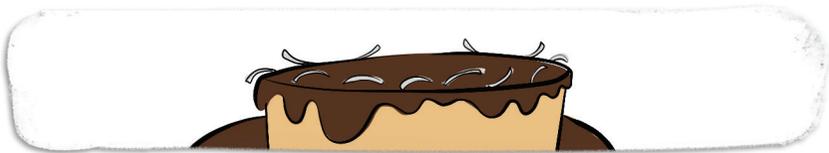
5) Scoop out and wrap in a banana leaf or baking paper and allow to set, once set it is ready for eating.



6) Another option is to spread out flat and add peanuts, coconuts and other local ingredients on top and allow to set like a chocolate bar.



7) Another option is to add the pounded paste and sugar to a chocolate cake instead of cocoa



e) Making local tropical chocolate smoothie

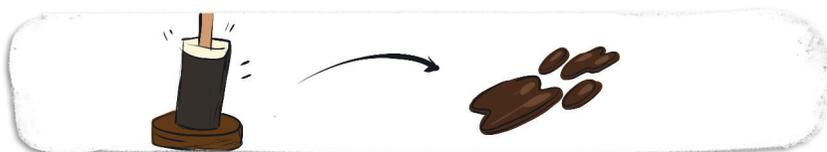
1) Roast and peel the beans as above



2) Place beans whilst warm into a Kava pounder



3) Pound until the beans become a paste



4) Add ripe bananas, coconut water, pawpaw and continue to pound



5) Scoop out and eat with a spoon, or add to rice for a sweet breakfast treat.





“Every day in every way care for your cacao block and it will in turn care for you and your family.”

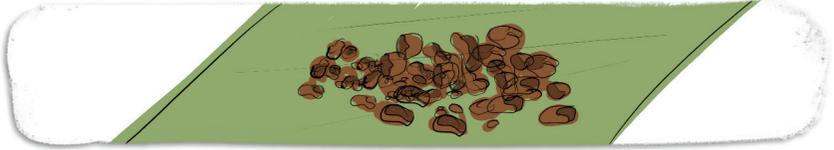
SECTION 3:

Selling local Cacao at the local markets

1) What products can be sold

The following products can be sold at the local market:

- a) Cacao Tea, wrapped in banana leaves or local bags



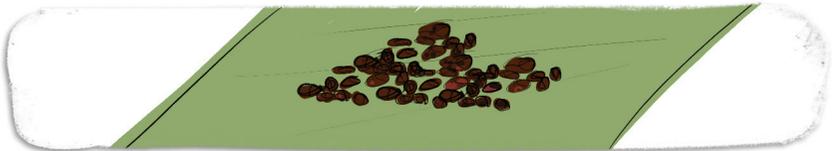
- b) Cacao beans sun dried



- c) Cacao beans roasted and peeled



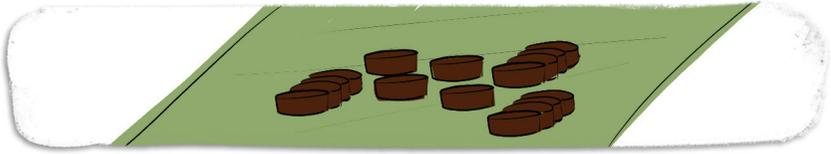
- d) Cacao nibs



- e) Cacao Paste for local Milo



f) Local Chocolate



g) Cups of Cacao husk tea

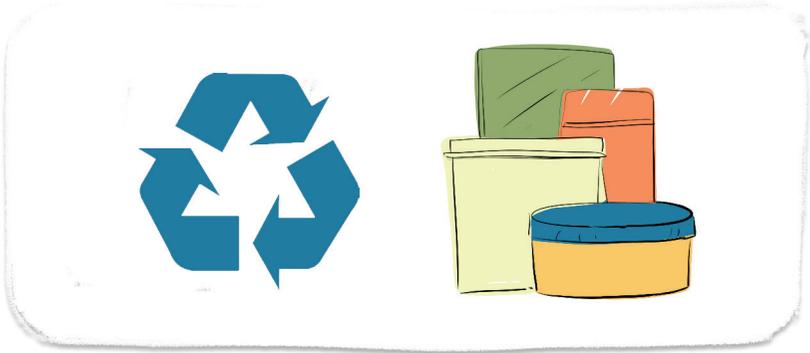


h) Cups of local Milo

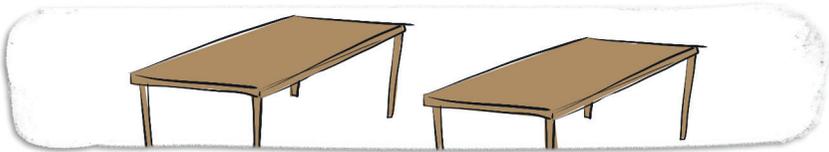


1) How to set up the market stall

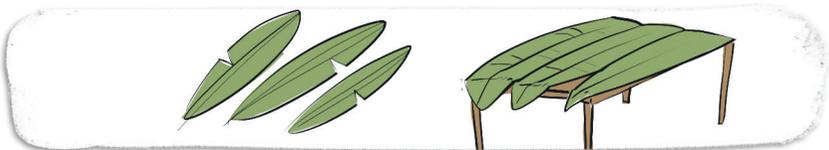
- a) In the village all of the above products need to be made and packaged in a local environmental way. **WANT TO DEVELOP THIS WHEN IN COUNTRY**



- b) The following will be needed for a market stall:
a. Table



- b. Bananas leaves to cover the table



- c. Cash box



a. Water for washing hands



b. Products for sale



c. Flask of Cacao Tea



d. Flask of Local milo or a small gas stove to make tea and milo at the market



a) It is important to have tasters for customers as this will be a new experience.





“Cacao is not only a cash crop to harvest for school fees and family events, it is a way to improve your families livelihood for the better each and every day.”

“Take good care of your block, your trees your post harvesting. Cacao can generate a healthy happy life for everyone but it takes consistent hard work and pride in doing a good job.”



SECTION 4:

*The Health Benefits of eating Cacao
every day*

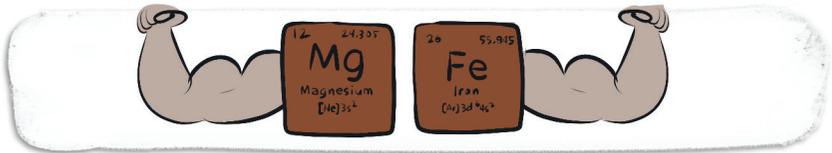
First for your family

Cacao is first for your family and community as it is so healthy. It is then for you to sell into your community for additional income, and then to sell either as wet beans or as dry beans to exporters.

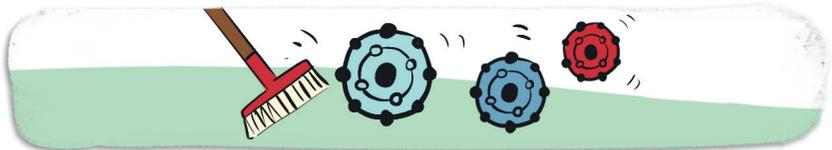
Why eat Cacao every day?

Cacao has the following benefits:

- 1) It is high in minerals such as magnesium and iron that helps the body to stay strong.



- 2) It helps remove what are called free radicals that can make the body sick, so the body stays healthy.



- 3) It helps with being happy and positive.



- 4) By eating it through the day, you get energy as does your family.



- 5) It helps with type 2 diabetes (when consumed without any sugar).



- 6) It is one of the best foods you and your family can eat every day for a healthy happy life.



When you eat Cacao every day you will know good Cacao and you will be able to improve the quality of your Cacao.

The best Cacao farmers in the world are not the ones who follow the rules, but those who learn the rules and then improve way beyond and create the material for new training manuals because they understand their Cacao so well and their own block.

8 Cacao Beans a day keeps the doctors away

You can enjoy Cacao as the roasted peeled beans or as a daily drink, but its healthy to eat a minimum of 8 beans every day.

SECTION 5:

*MANAGING YOUR CACAO BLOCK AS A
BUSINESS*

1) Thinking of your Cacao farm as a business:



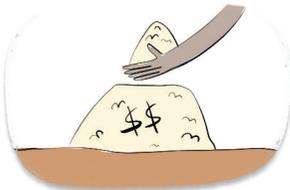
1) Every Pod that the tree produces is \$\$



2) The care taken of the trees, ensures more pods and therefore more \$\$



3) The care taken of the harvesting, the fermenting and the drying effects the end \$\$ you will receive for your beans



4) If you sell wet beans, then the volume of harvesting wet beans effect your weekly \$\$



5) Every Cacao farmer can ferment small amounts of beans to sell into the local community alongside selling wet beans.

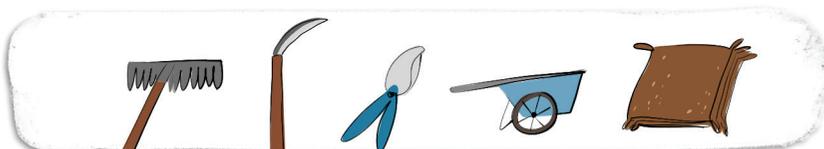
2) How to manage your Cacao farm as a business:

- 1) Work 5-6 days in your garden and Cacao block for a weekly stable income.



- 2) As Cacao has peak harvest times, when the peak harvest is on, save at least 30% of the money for:

- a. New tools



- b. New seedlings to expand your block



- c. Upgrading dryers



- d. Items such as school fees and doctors fees



a. Improving your families quality of life

i. Fresh water



ii. Fees for doctors



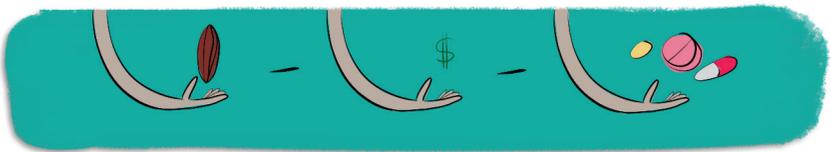
iii. School fees



iv. Healthy food



v. Medicine



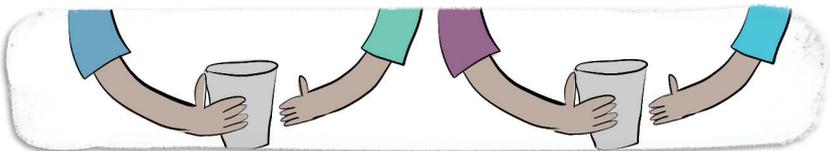
- 1) Work with your trees and your block to expand your weekly income. The more trees and the more pods on the trees, the more your weekly income will be.



- 2) There is a market all year round for Cacao beans. Exporters of beans don't just buy beans during the peak harvest, and so Cacao can give your family a steady income and a peak income when there is a higher season.



- 3) Earn more income for your family by encouraging your extended family and community to eat and drink Cacao.



3)Pricing and Pride

Pricing will be effected by the world stock market and during high season. This is determined by many factors. As a Vanuatu Cacao farmer you cannot effect this.

Instead you need to focus on your block, producing quality Cacao consistently and getting the best price possible all year round, by building your reputation for quality.

When you produce high quality Cacao you can be so proud and you have the potential to sell to boutique specialty buyers who pay for consistent high quality Cacao, and do not vary the price like the bulk buyers do.

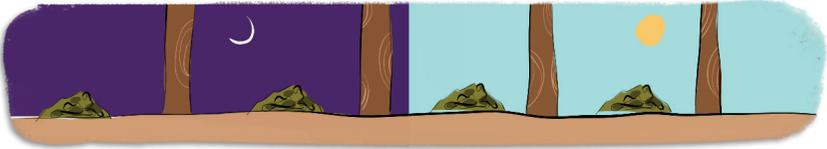
You can effect also a higher income for your family by making value added Cacao products as explained in this manual and selling them locally.

Cacao can bring in an income all year round for your family through your consistent hard work.

Be proud of being a Cacao farmer.

4)The rules of a successful business:

1) Consistently work every day on your business which is your Cacao farm.



2) Be proud of your business and endeavour every day to do the best job you can.



3) Think about the future and what your farm needs and your family needs.



4) Think about how your Cacao block can help provide what your family needs.



5) Save money from each sale so it can build into an amount that can be used for practical things.



6) Learn new things whenever possible that will help your business. Attend any trainings that are available, practice what you learn, ask advice from those who are already running successful Cacao blocks and businesses.



7) Trust your self and try new things and learn from your trees and your block in how to improve it.

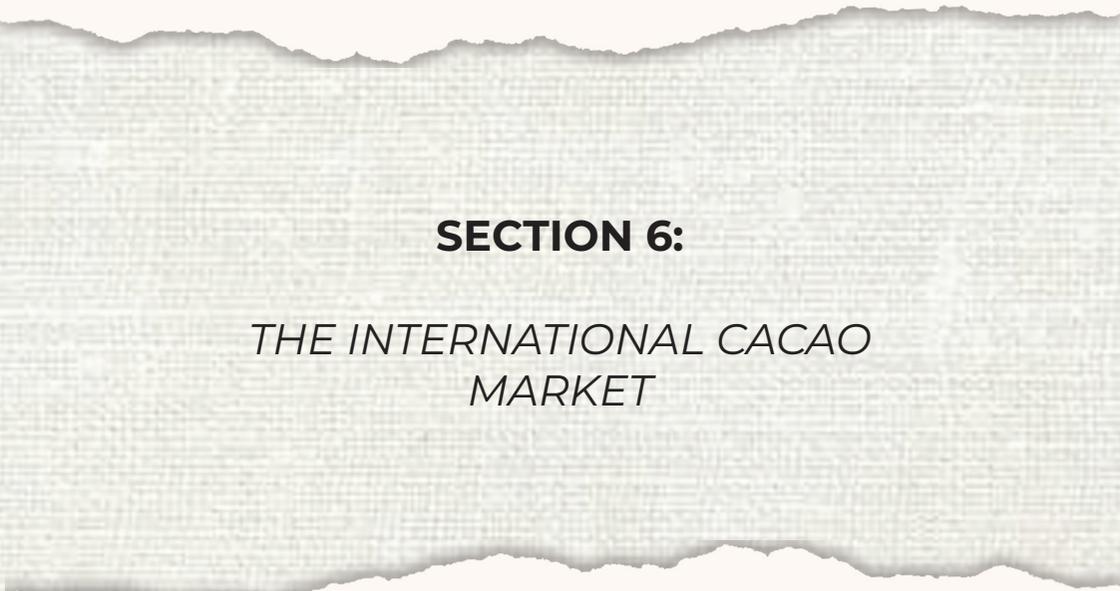


8) Don't always just do what everyone else has done. Believe in your self and your family and that your Cacao block, is your business and that it can support you and your family, because of all your hard work



9) Eat healthy local food so your body is strong to do the work needed.





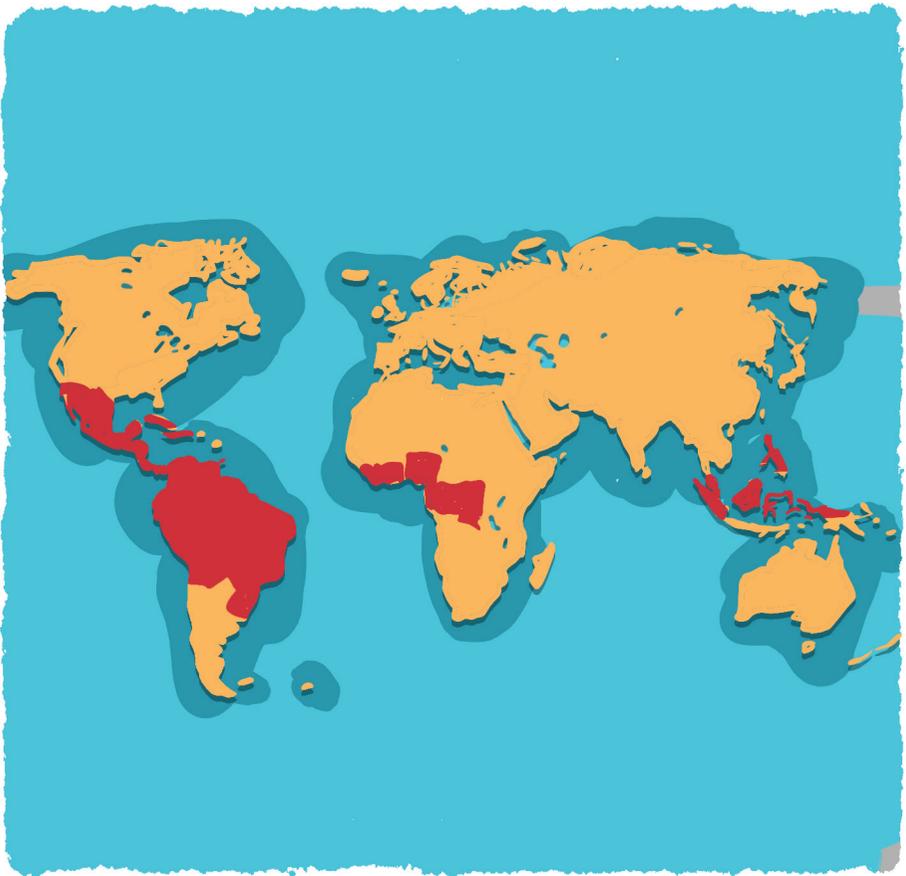
SECTION 6:

*THE INTERNATIONAL CACAO
MARKET*

There are two main markets in Cacao:

1)The Bulk market, where the price is decided on what we call the stock market, and this always changes and is affected by what is happening in Cacao all around the world, in countries just like Vanuatu where Cacao grows.

Cacao grows in hot countries 20 degrees north and south of the equator



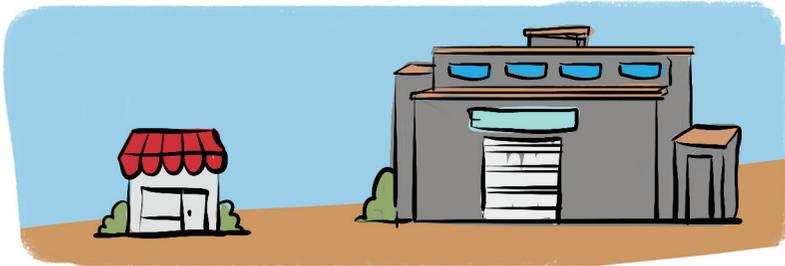
What happens in each of the countries effects the price of Cacao in Vanuatu

This market is not focused on quality and the price can go from very low to very high and back down to very low

2)The Boutique Market

The boutique market is much smaller than the bulk market.

The boutique market pays a long term healthy price but only for quality cacao.

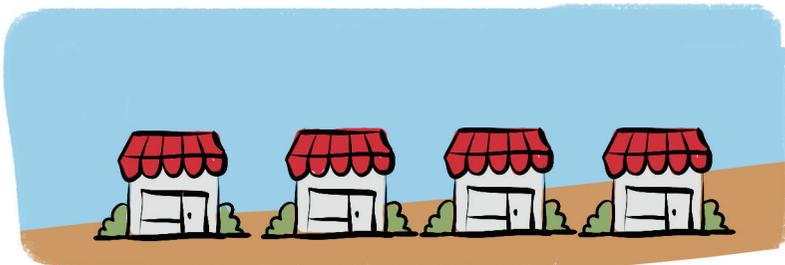


What is quality Cacao:

Quality cacao is sun dried. It can never have any smoke. It tastes like chocolate and tastes yummy. It cannot have any negative tastes such as an unripe banana. Quality Cacao will taste good to all cacao farmers.

3)The Future of Vanuatu Cacao

In order to guarantee a long term healthy price for Cacao, a cacao farmer has to focus on quality consistently. In this way, Vanuatu will attract Boutique Cacao buyers who wish to become long term partners.

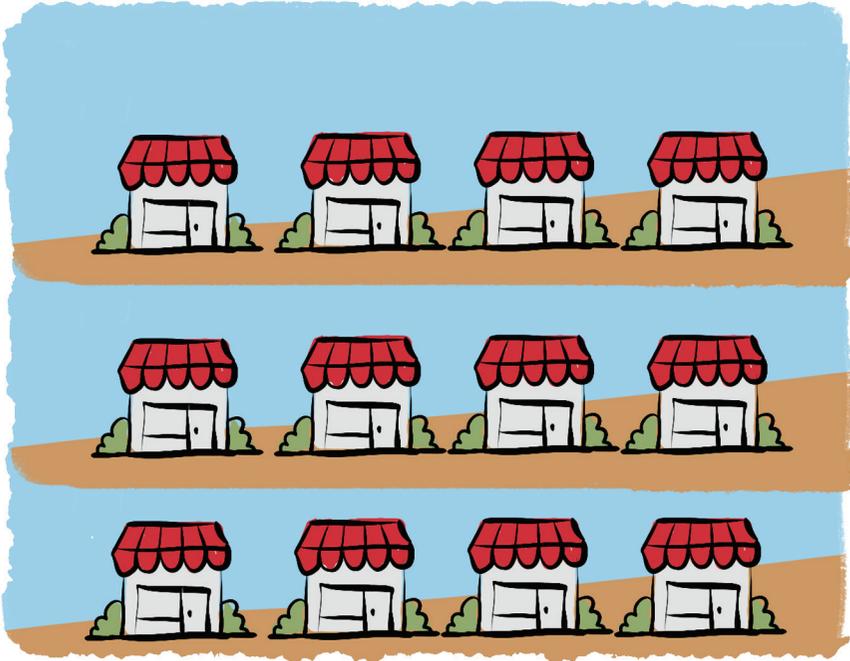


In this way a family can plan their income.

4) Relationship with Boutique Buyers

It is important in this market to build a relationship with boutique buyers, to work together for a long term future.

If a boutique buyer likes your beans and wants to build a relationship, it will be a long term and both buyer and farmer must be honest and loyal to each other.



CONCLUSION

Cacao farming is hard work, but to care for our families every day in a real way, it requires hard work. It is possible in Vanuatu that at the end of each day, every Cacao family can rest and know that their trees are taking care of them in every way because they are taking care of their trees. A healthy and happy family is possible through Cacao.