

United Nations Conference on Trade and Development

**9<sup>th</sup> MULTI-YEAR EXPERT MEETING ON COMMODITIES AND DEVELOPMENT**

**12-13 October 2017, Geneva**

**Land Ethics in Cacao:  
How the Bean-to-bar movement could foster development in producing countries**

By

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Le Cercle du Cacao

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.





# LAND ETHICS IN CACAO

*How the Bean-to-bar movement could foster development in producing countries*

*Mathieu Bours*

*MYEM – October 12 2017*

*Palais des Nations, Geneva, Switzerland*





LE CERCLE DU CACAO

*BEAN-TO-BAR*

*LAND ETHICS*

*PARADIGM SHIFT*



Since 2012

*Sourcing* from producing countries

*Trading* to Bean-to-Bar chocolate makers

*Information* through workshops and conferences in producing countries and in Belgium



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*BEAN-TO-BAR*

*LAND ETHICS*

*PARADIGM SHIFT*

Preservation



« Slow cacao »



Genetic pool of the species

Traceability



« Direct Cacao »



Transparency in supply

Ethics



« Hand in Hand cacao »



Partnerships

Long term  
horizon



Agroecological practices



Community relationships

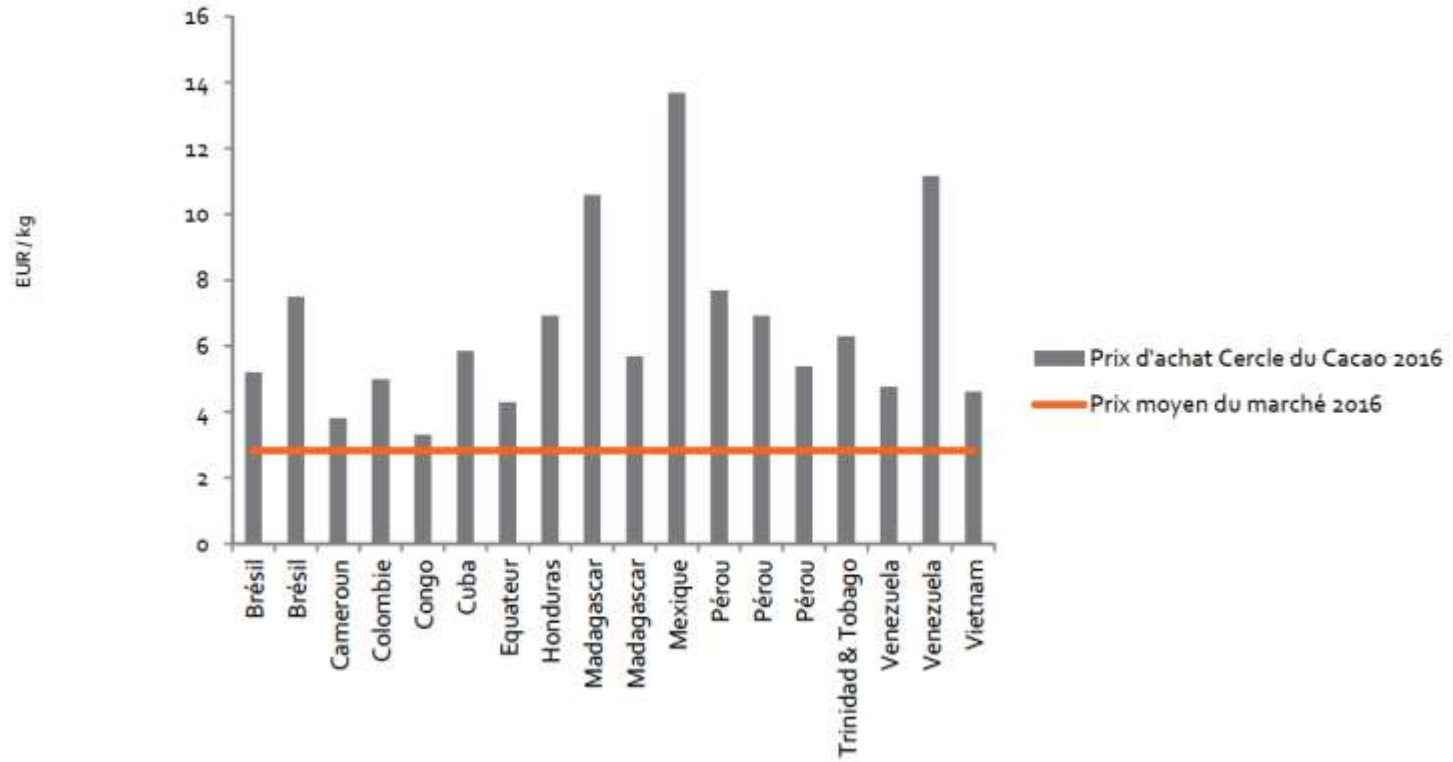


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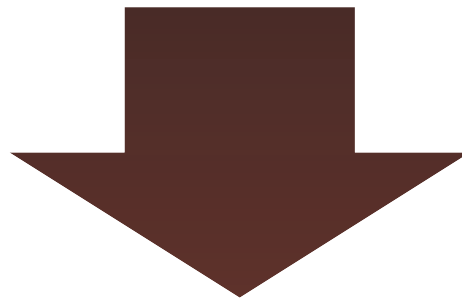
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## CACAO ECONOMICS

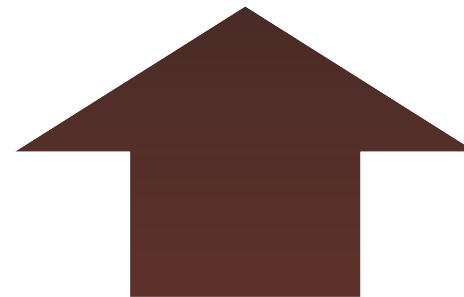


### Commodities

- Bulk cacao
- Fungibility
- Growers = mostly price takers

### Specialties

- Fine cacao
- Growers = potential price makers



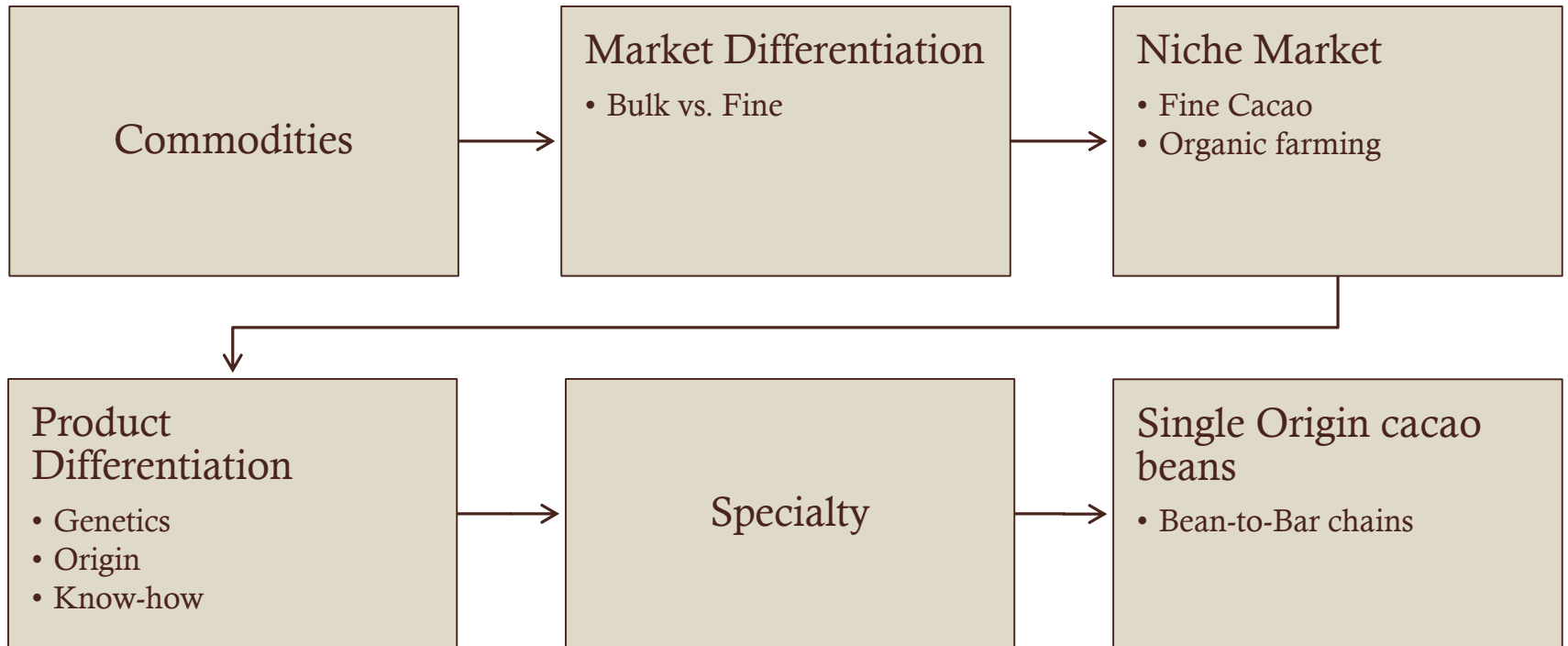


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*Sustainability*

Hand in  
hand

Slow

Direct

*Traceability*

Direct  
Contact

Segregation

Single Origin

*Transparency*

Certification

Quality Seals

Hands on

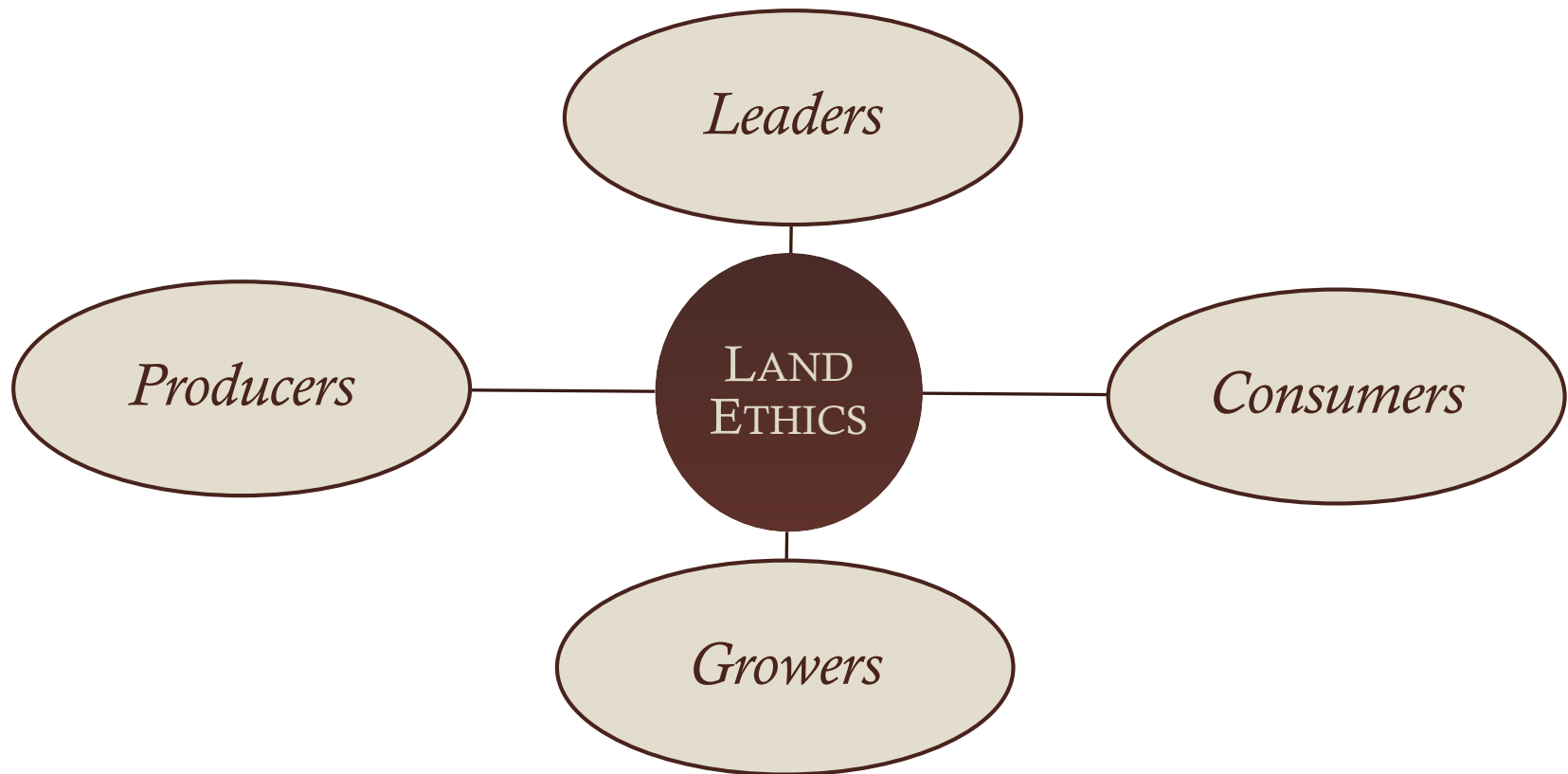


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### **GROWERS**

- *Genetics*
- *IPDM*
- *Training*

### **CONSUMERS**

- *Commodity → Specialty*
- *Slow & Direct Cacao*
- *Paradigm Shift*

### **INSTITUTIONS**

- *Law enforcement*
- *Training and education*





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**PARADIGM SHIFT**

Economics –οικονομία  
Management of the household



Ecology –οικολογία  
Study of the household

**Value**

- Utility → Ethics
- System, Community
- Environment



**Stakeholders**

- Growers
- State
- Buyers



**System**

- Creation of Shared Value
- Paradigm shift



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BEAN-TO-BAR

LAND ETHICS

PARADIGM SHIFT

*“In short, a land ethic changes the role of Homo sapiens from conqueror of the land-community to plain member and citizen of it.*

*It implies respect for his fellow-members, and also respect for the community as such.*

*[...]*

*An ethic to supplement and guide the economic relation to land presupposes the existence of some mental image of land as a biotic mechanism.*

*We can be ethical only in relation to something we can see, feel, understand, love, or otherwise have faith in.”*

**- Aldo Leopold**

