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

By

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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

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Since 2012

**Sourcing** from producing countries

**Trading** to Bean-to-Bar chocolate makers

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

Commodities
- Bulk cacao
- Fungibility
- Growers = mostly price takers

Specialties
- Fine cacao
- Growers = potential price makers
Commodities

Market Differentiation
• Bulk vs. Fine

Niche Market
• Fine Cacao
• Organic farming

Product Differentiation
• Genetics
• Origin
• Know-how

Specialty

Single Origin cacao beans
• Bean-to-Bar chains
**Sustainability**
- Hand in hand
- Slow
- Direct

**Traceability**
- Direct Contact
- Segregation
- Single Origin

**Transparency**
- Certification
- Quality Seals
- Hands on
LAND ETHICS

Leaders

Producers

Growers

Consumers

LE CERCLE DU CACAO

BEAN-TO-BAR

PARADIGM SHIFT
LE CERCLE DU CACAO

LAND ETHICS

BEAN-TO-BAR

PARADIGM SHIFT

GROWERS
- Genetics
- IPDM
- Training

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

INSTITUTIONS
- Law enforcement
- Training and education
Economics – οικονομία
Management of the household

Value
• Utility → Ethics
• System, Community
• Environment

Stakeholders
• Growers
• State
• Buyers

System
• Creation of Shared Value
• Paradigm shift

Ecology – οικολογία
Study of the household
“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