

# 2018 TRANSPARENCY REPORT

Certified




Corporation



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Daniel Coc, Field Manager at Maya Mountain



**Uncommon Cacao boldly  
embraces Transparent Trade  
to source quality cacao.**

**Why? Because chocolate and all of its people  
deserve better. We're challenging the broken  
commodity system and weaving new solutions for  
stability and success across the supply chain.**

**Farmer prosperity is a key  
ingredient in good chocolate.**

# The Uncommon Way

A person wearing a plaid shirt and a dark cap is carrying a large, full red sack on their shoulder. They are standing in front of a wooden structure with a sign that reads "AREA DE SECADO". The background shows trees and a clear sky. The image is overlaid with a white line diagram that branches from a single point at the top to four separate boxes containing text.

**TRANSPARENT TRADE**

**QUALITY &  
FLAVOR**

**AUTHENTIC  
LONG TERM  
RELATIONSHIPS**

**HIGHER PRICES  
FOR FARMERS**

**Chocolate makers are increasingly held accountable for the relationships they have with suppliers by consumers who want to see impact, authenticity, and transparency in the supply chain.**

# UNCOMMON CACAO



## IMPORTED & RECEIVED BY ECOM TRADING

We partner with Ecom Trading as a third-party service provider to administer our import contracts after we directly negotiate price and volume with the exporters. This partnership provides efficient and cost-effective logistics services during import to an approved warehouse and enables all of our exporters to be paid their full contract value as soon as they ship the beans.

**MAYA MOUNTAIN  
CACAO\***  
**Belize**

**CACAO VERAPAZ\***  
**Guatemala**

**CACAO DE COLOMBIA**  
**Colombia**

*Monte Grande*

*Cahabón*

*Chivite*

*Chimelb*

*Lachuá*

*Arhuacos*

*Sierra Nevada*

*Tumaco*

Bajo Mira

Cortepaz

Corpoteva

ASOCADMIR

## LEGEND

\*Uncommon Cacao subsidiary

SUPPLY PARTNER & **Country**

*Origin Products*

ORIGIN ASSOCIATIONS

KATBALPOM

ASOSELNOR

ASODIRP

**ABOCFA**  
**Ghana**

**ÖKO CARIBE**  
**Dominican Republic**





**PISA**  
**Haiti**

*EcoCacao*  
**Ecuador**

# Uncommon Pricing 2018

Uncommon Cacao provides stable market access for farmers producing high quality cacao.

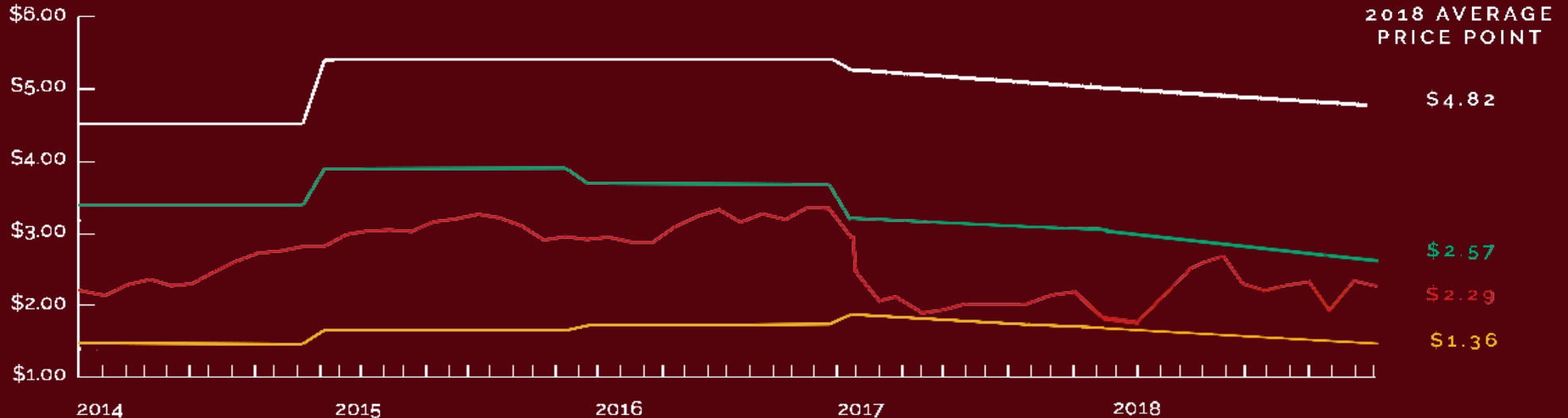
## Terminology

-  *Uncommon Export Price: Price paid to exporter*
-  *Uncommon Farmgate Price: Revenue paid to farmer*
-  *Commodity Price: World market price (NY ICE)*
-  *Average Cote d'Ivoire and Ghana official farmgate prices.*

## Transparent Trade Cacao



Transparent Trade is verifiable, published pricing for every transaction related to a cacao purchase along the supply chain, including information about who produced it and where.



# Uncommon Pricing 2018

All prices are converted to USD / kg of dry cacao

SUPPLY PARTNER	ORIGIN	FARMGATE PRICE (AVG.)	ASSOCIATION PRICE (AVG.)	EXPORT PRICE (AVG.)	LANDED PRICE (AVG.)	SALES PRICE RANGE	2018 VOLUME PURCHASED BY UNCOMMON
MAYA MOUNTAIN *	MAYA MOUNTAIN	\$3.07		\$5.66	\$6.03	\$7.20 - \$8.80	31.17 MT
ÖKO CARIBE	ÖKO CARIBE	\$2.87		\$4.20	\$4.51	\$4.90-\$7.30	37.80 MT
PISA	PISA	\$1.85		\$4.30	\$4.70	\$5.65 - \$7.70	28.91 MT
CACAO VERAPAZ *	LACHUÁ	\$2.60	\$3.45	\$5.40	\$5.94	\$7.00 - \$7.80	10.02 MT
CACAO VERAPAZ *	LACHUÁ CONVENTIONAL	\$2.23	\$2.99	\$4.80	\$5.27	\$6.90 - \$8.15	1.92 MT
CACAO VERAPAZ *	CHIMELB	\$3.10		\$2.60	\$2.96	\$6.10 - \$7.30	14.76 MT
CACAO VERAPAZ *	MONTE GRANDE	\$2.86		\$4.50	\$4.97	\$5.90 - \$11.00	4.62 MT
CACAO VERAPAZ *	CHIVITE	\$2.70	\$3.45	\$5.40	\$5.95	\$7.20 - \$8.80	5.64 MT
CACAO VERAPAZ *	CHIVITE CONVENTIONAL	\$2.31	\$2.99	\$3.97	\$4.38	\$6.10 - \$7.30	3.48 MT
CACAO VERAPAZ *	CAHABÓN	\$2.40	\$2.99	\$3.71	\$4.14	\$7.00 - \$7.80	14.34 MT
CACAO DE COLOMBIA	TUMACO	\$1.94	\$2.64	\$4.50	\$5.07	\$6.90- \$8.80	4.00 MT
CACAO DE COLOMBIA	SIERRA NEVADA	\$2.70		\$6.00	\$6.55	\$8.10 - \$8.80	3.00 MT
CACAO DE COLOMBIA	ARHUACOS	\$2.94	\$3.50	\$5.90	\$6.48	\$7.50 - \$9.00	8.20 MT
ABOCFA	ABOCFA	\$1.49		\$2.80	\$3.63	\$4.50 - \$5.00	6.50 MT
AGROARRIBA	ECOCACAO	\$2.61	\$4.50	\$5.38	\$5.84	\$6.60	12.60 MT

2018 AVG. GHANA + COTE D'IVORE FARMGATE PRICE : \$1.36

2018 AVG. COMMODITY EXPORT PRICE: \$2.29

\*UNCOMMON CACAO SUBSIDIARY

# Uncommon People

We measure our work and progress to keep ourselves and our partners accountable with data on our company operations, size, and metrics.



**3,771**

registered farmers purchased from in 2018



**1,308**

registered female farmers in the Uncommon network

**191**

2018 increase in number of registered farmers



**2,922**

total # organic certified farmers

**29%**

2018 increase in average farmer revenue per farmer

## INDICATORS

Metric	2016	2017	2018
Origins	11	13	13
Countries	5	6	7
Staff	26	16	14
Annual Farmer Revenue	\$604	\$1195+	\$1,540*
Certified Organic (ha)	2676	4040	4642
Total Cacao Purchased (MT)	139	228	193

*\*Calculated based on smallholder earnings only.*

*+ 2017 number previously reported only included Öko Caribe cacao sold to UC; we are updating this number for all of the cacao sold by Öko in 2017.*



# A Guide to Our Origins



## Drying Process

Most of our suppliers indicate that drying is the hardest part of cacao processing, as it is highly variable based on climate. Typically, beans go through multi-phase drying: a slower, indirect phase first to release volatiles from fermentation, and then a faster, direct phase to achieve target humidity of 5.5-7%. For each origin, we have shared an overview of the various stages that each origin uses by indicating the type of surface the beans are on, and the sun exposure they have. While this is an over-simplification, since these phases can affect flavor, we believed it important to share this information.

## Fermentation Protocol

Our suppliers use different fermentation volumes, times, and turns to achieve their target fermentation rates. Most of our suppliers use wooden boxes to ferment their cocoa beans, for a total of 5-8 days, depending on the origin. Within that time frame, some origins leave beans in a box for 24 hours, then turn, while some leave beans in the fermentation boxes for 48 hours, then turn. We have shared the “standard” fermentation protocol for each supplier by indicating the number of hours the beans stayed in the fermentation box, and the number of turns. This represents the most commonly used fermentation protocol for the 2018 season for each origin.

# A Guide to Our Origins

## Why we reference Ghana + Cote d'Ivoire Average Farmgate Pricing

Ghana and Cote d'Ivoire are among the only countries in the world that publish an official farmgate price. Ghana, in particular, regulates that price heavily and all farmers who deliver cocoa to buying stations must be paid that price. Since Ghana and Cote d'Ivoire represent together over 50% of the world's commodity cocoa production, this farmgate price serves as the best pricing benchmark we have for farmgate prices paid to smallholder farmers for commodity grade cacao. This is not a perfect comparison because in Ghana the cacao is purchased already dried, while we are buying from farmers as wet cacao. We translate that into equivalent price per dried Kg based on the wet:dry yields of each origin, but the value of a farmer selling their cacao right after harvest versus spending several weeks fermenting and drying before selling is not calculated into our figures.

## Premium v. Ultra Premium

Ultra-premium beans meet fermentation range expectations, are hand sorted, hit ideal moisture content of 5.5-7%, and hit the target flavor profile of the origin.

Premium beans are quality cacao that has passed through our rigorous approval process, but may not meet one or more of our defined parameters around fermentation, drying, hand sorting, and target flavor. As a result, these beans tend to be less expensive.

## How We Calculate Farmer Revenue

We calculate farmer revenue based on average sales to the association or exporter (total production divided by total number of farmers). We then multiply that by the farmgate price to get to an average farmer revenue number. Our goal is to demonstrate the viability of cacao and annual earnings from the crop for producers who sell into our supply chain.

# Maya Mountain Cacao

**Florencino Cowo, 42, has been farming cacao for 20 years, and manages his 3.5 acre family farm in Toledo, Belize. Read the full interview on page 35.**

*“Cacao is good because you only plant it once and then all you need to do is clean the bush and prune and it gives you fruit. Beans and corn are hard because you have to plant it every year and it’s easy to lose the whole crop. But cacao always comes back.”*

Founded in 2010, MMC put Belize on the craft chocolate map as the first exporter in the country to produce high-quality, centrally-fermented, transparently sourced cacao. MMC works with 300+ certified organic smallholder cacao farming families in the Toledo District, most of them indigenous Q’eqchi’ and Mopan Maya.



## 2018

### THE CRAFT

**48-48-48-24**

fermentation protocol  
(in hours)

- 1) Indirect sun in solar dryer with perforated tables
- 2) Direct sun on roll-out decks and cement drying

drying protocol

**86%**

well fermented  
(FCCI protocol)



ecotact bags

Amelonado and Upper Amazon Forastero hybrids

genetics  
(USDA)

**March-May**

harvest season  
(peak)



hand sorted



organic certified



BZ BIO 169

### BEAN QUALITY



quality:  
ultra-premium



total awards:  
58



awards in 2018:  
22

**FLAVOR NOTES:** honey  
pineapple  
raisin

### FARMER IMPACT



**308**  
registered farmers



**45**  
female farmers

**100.46**

average sales per farmer  
(dry kg equivalent)

**\$309**

average annual revenue from cacao, per farmer

**farmer resources**

organic training, monilia prevention inputs

### ENVIRONMENT



**biodiversity**  
avocado, banana, pineapple, mahogany

**.96**

avg. farm size (in hectares)

**295**

organic hectares cultivated

**160in**

annual rainfall

**15ft**

avg. altitude

### UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **126%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **147%** more than the 2018 average commodity price.

### 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG

VOLUME PURCHASED BY UNCOMMON	FARMGATE PRICE	EXPORT PRICE	LANDED PRICE	SALES PRICE RANGE
<b>37.17 MT</b>	<b>\$3.07</b>	<b>\$5.66</b>	<b>\$6.03</b>	<b>\$8.10-8.80</b>

# Öko Caribe

**Ramon Silverio Disla is Öko Caribe's "Promoter" - this means not only connecting with all the farmers in the network, but also making sure they know pricing, have technical assistance and agronomy work.**

Nestled in the heart of the cacao-rich Duarte province in the Dominican Republic, Öko Caribe is a gem amongst cacao suppliers. With more than 50 years of combined experience in cacao, owners Adriano and Gualberto have fine-tuned their systems to ensure consistent, superior quality in their 500+ tons of annual production. Öko Caribe maintains close relationships with its 115 farmers through technical training, in agronomic practices and organic certification.



2018

## THE CRAFT

**48-48-24-24**

fermentation protocol  
(in hours)

1) Solar dryer on mesh tables  
2) solar dryer on cement patio

drying protocol

**93%** well fermented  
(FCCI protocol)

**March-June** harvest season  
(peak)

 hand sorted

 organic certified

## BEAN QUALITY



quality:  
ultra-premium



total awards:  
50



awards in 2018:  
12

**FLAVOR NOTES:** honey  
strawberry  
nutmeg  
coconut oil

## FARMER IMPACT



**115**  
registered farmers

**115**

**4100 kg**

**\$11,783**

**farmer resources**

organic certified farmers

average sales per farmer  
(dry kg equivalent)

average annual revenue from cacao, per farmer

loans to farmers, organic training



**10**  
female farmers

## ENVIRONMENT



**biodiversity**  
plantain, orange,  
avocado, zapote,  
coconut, mango

**7.4** avg. farm size (in hectares)

**900** organic hectares cultivated

**61in** annual rainfall

**361ft** avg. altitude

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **111%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **83%** more than the 2018 average commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG



# Lachuá

**Inocente Caal Quinich is a 19 year old cacao farmer, and has an 8 hectare farm. He is also the fermentation manager for ASODIRP.**

*“I want people to come visit Lachuá and learn about fermentation here”*

The “Eco-region Lachuá” around Lake Lachuá is home to Q’eqchi’ Maya families, many of whom live off grid and rely on production of cacao, honey, cardamom, corn and other crops for their livelihoods. Cacao farmers are organized into three certified organic community associations, ASODIRP, ASOSELNOR, and K’AT’BALPOM, each with its own fermentation and drying operation.





### 2018

## THE CRAFT

**48-48-48-24-24**  
fermentation protocol  
(in hours)

Indirect sun in  
solar dryer on  
mesh or wooden  
tables

drying  
protocol

**82%**  
well  
fermented  
(FCCI protocol)

grain pro



Iquitos-dominant  
Trintario,  
Amelonado,  
Nacional

genetics  
(USDA)

**March-  
June**

harvest  
season  
(peak)



hand  
sorted



organic  
certified



GT-BIO-169

## BEAN QUALITY



quality:  
ultra-premium



total awards:  
29



awards in 2018:  
9

**FLAVOR NOTES:** lemon curd  
strawberry  
mocha

## FARMER IMPACT



**81**  
registered  
farmers



**19**  
female  
farmers

**81**

organic certified farmers

**145 kg**

average sales per farmer  
(dry kg equivalent)

**\$367**

average annual revenue from  
cacao, per farmer

**farmer  
resources**

organic trainings, paid  
fermentation manager

## ENVIRONMENT



**biodiversity**  
timber, mandarin,  
pineapple, banana,  
plantain, mango

**.91**

avg. farm size (in  
hectares)

**74.2**

organic hectares  
cultivated

**114in**

annual rainfall

**900ft**

avg. altitude

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **91%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **136%** more than the 2018 average commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG

VOLUME PURCHASED BY UNCOMMON	FARMGATE PRICE	ASSOCIATION PRICE	EXPORT PRICE	LANDED PRICE	SALES PRICE RANGE
<b>11.92 MT</b>	<b>\$2.60</b> (ORGANIC)	<b>\$3.45</b> (ORGANIC)	<b>\$5.40</b> (ORGANIC)	<b>\$5.94</b> (ORGANIC)	<b>\$7.60-8.30</b> (ORGANIC)
	<b>\$2.23</b> (UNCERTIFIED)	<b>\$2.99</b> (UNCERTIFIED)	<b>\$4.80</b> (UNCERTIFIED)	<b>\$5.27</b> (UNCERTIFIED)	<b>\$5.90-7.50</b> (UNCERTIFIED)



# Cahabón

**Sebastian Tiul is the president of the ADIOESMAC association. Read the full interview on page 36.**

*“I like that now I have learned to dry and ferment cacao, because this improves the quality of my cacao”*

Perched on a mountaintop overlooking the extensive jungled hills of the Cahabón region, the association of ADIOESMAC processes cacao using cascading wooden fermentation boxes and a combination of greenhouse dryers, raised bamboo decks, and drying patios. These beans are known for their size and are known as “potato beans,” coming in at 46 beans per 100g.





## 2018

### THE CRAFT

**48-48-48-24-24**

fermentation protocol  
(in hours)

1) Indirect sun  
in solar dryer on  
wooden tables  
2) Direct sun on  
cement patio

drying  
protocol

**86%**

well  
fermented  
(FCCI protocol)



grain pro

**May-  
August**

harvest  
season  
(peak)



hand  
sorted

### FARMER IMPACT



**64**

registered  
farmers



**25**

female  
farmers

**217 kg**

average sales per farmer  
(dry kg equivalent)

**\$521**

average annual revenue from  
cacao, per farmer

**159%**

increase in average annual  
revenue in 2018

**farmer  
resources**

organic trainings, paid  
fermentation manager

### ENVIRONMENT



**biodiversity**

gliricidia, timber,  
mandarin, pineapple,  
banana, plantain

**.67**

avg. farm size (in  
hectares)

**50**

total hectares  
cultivated

**114in**

annual rainfall

**2100ft**

avg. altitude

### BEAN QUALITY



quality:  
ultra-premium

#### FLAVOR NOTES:

cashew butter

banana

oreo cookies

### UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid  
**76%** more than the avg. Ghana +  
Cote d'Ivoire farmgate price.

The exporter earns **62%** more  
than the 2018 average  
commodity price.

### 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG

VOLUME PURCHASED BY UNCOMMON	FARMGATE PRICE	ASSOCIATION PRICE	EXPORT PRICE	LANDED PRICE	SALES PRICE RANGE
<b>14.34 MT</b>	<b>\$2.40</b>	<b>\$2.99</b>	<b>\$3.71</b>	<b>\$4.14</b>	<b>\$7.00-7.80</b>



# Monte Grande

**Isidro Cardona has been managing 7 hectares of cacao on the Monte Grande family farm since it was planted 7 years ago.**

*“I want the world to know that this cacao plantation gives work to many people that manage the plantation, including installing pipes for watering, and harvesting cacao.”*

Monte Grande is a family-owned farm near the border with Chiapas, Mexico. The farm, which includes cacao, rubber, and palm, was purchased in 1867 by the Conde family with six gold coins. This region of Guatemala, known as “Costa Sur,” was historically the country’s center of cacao production and genetic research. The cacao farm is 19 hectares and expanding with 11 hectares of seedlings grown in the farm’s own nursery designed for water conservation and multi-crop propagation.



2018

THE CRAFT

48-48-24-24-24  
fermentation protocol  
(in hours)

- 1) Indirect sun in solar dryer on wooden tables
- 2) Direct sun in wooden boxes on cement patio

drying protocol

76% well fermented (FCCI protocol)



grain processor

August-December harvest season (peak)



hand sorted

BEAN QUALITY



quality: ultra-premium



total awards: 3



awards in 2018: 3

flavor notes: raspberry fudge cream

ENVIRONMENT



biodiversity

plantain, banana, rubber, oil palm

161in

average annual rainfall

1600ft

average altitude

20ha

total hectares cultivated

FARMER IMPACT



200

farm employees

origin structure family owned estate

UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

The exporter earns **110%** more than the 2018 average farmgate price.

2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG



# Chivite

The community of 125 families in the town of San Juan Chivite is based entirely within a 180-hectare cacao farm. Cacao cultivation remains the source of over 90% of the community's income. Today, the Chivite Organic product comes from 18 association members living in San Juan Chivite and Chicanchiu, a neighboring village. The villages and farms are accessible only by swinging bridge over the wide, rushing Cahabón river; to sell cacao, association members carry 100-lb sacks over the bridge on their backs. These association members are also purchasing and processing uncertified cacao from San Juan Chivite and other neighboring villages, to increase revenue streams for themselves and community members.





2018

## THE CRAFT

**48-48-48-24-24**

fermentation protocol  
(in hours)

1) Indirect sun  
in solar dryer on  
wooden tables  
2) direct sun on  
patio

drying  
protocol

**81%**

well  
fermented  
(FCCI protocol)



grain pro

**April-  
June**

harvest  
season  
(peak)



hand  
sorted



organic  
certified



GT-BIO-169

## BEAN QUALITY



quality:  
ultra-premium



total awards:  
6



awards in 2018:  
5

**FLAVOR NOTES:** candied lemon  
banana  
mango

## FARMER IMPACT



**18**  
registered  
farmers



**18**  
organic  
certified farmers

**420 kg**

average sales per farmer  
(dry kg equivalent)

**\$1113**

average annual revenue from  
cacao, per farmer

**farmer  
resources**

organic trainings, paid  
fermentation manager

## ENVIRONMENT



**biodiversity**  
gliricidia, timber,  
mandarin, pineapple,  
banana, plantain,  
mango

**1.1** avg. farm size (in  
hectares)

**74.2** organic hectares  
cultivated

**114in** annual rainfall

**600ft** avg. altitude

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid  
**98%** more than the avg. Ghana +  
Cote d'Ivoire farmgate price.

The exporter earns **136%** more  
than the 2018 average  
commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG

VOLUME PURCHASED BY UNCOMMON	FARMGATE PRICE	ASSOCIATION PRICE	EXPORT PRICE	LANDED PRICE	SALES PRICE RANGE
<b>9.12 MT</b>	<b>\$2.70</b> (ORGANIC)	<b>\$3.45</b> (ORGANIC)	<b>\$5.40</b> (ORGANIC)	<b>\$5.95</b> (ORGANIC)	<b>\$7.40-7.90</b> (ORGANIC)
	<b>\$2.31</b> (UNCERTIFIED)	<b>\$2.99</b> (UNCERTIFIED)	<b>\$3.38</b> (UNCERTIFIED)	<b>\$3.97</b> (UNCERTIFIED)	<b>\$4.20-7.50</b> (UNCERTIFIED)



# Chimelb

**Carlos del Cid has been managing this beautiful farm for 6 years.**

*"I like that cacao gives you a good crop for the effort you put into farming it"*

Finca Chimelb is a private farm in Lanquín, Alta Verapaz, and at 250 hectares of cultivation, is the largest active cacao farm in Guatemala. Finca Chimelb employs approximately 400 workers and provides social security for all employees. Finca Chimelb has an exceptionally diverse clonal garden to evaluate both heirloom and new clones, monitor tree productivity and compatibility, and use data to increase yields. The farm espouses environmentally friendly cultivation, intercropping cacao with rubber trees and hardwoods and using cover crops to control soil erosion.



2018

## THE CRAFT

**48-48-24-24-24**

fermentation protocol  
(in hours)

1) Indirect sun  
in solar dryer on  
wooden tables  
2) Direct sun on  
cement patio

drying  
protocol

**79%**

well  
fermented  
(FCCI protocol)



grain pro

**February-  
June**

harvest  
season  
(peak)



hand  
sorted

## BEAN QUALITY



quality:  
ultra-premium



total awards:  
5



awards in 2018:  
3

**FLAVOR NOTES:** blackberry  
plumeria  
espresso

## ENVIRONMENT



### biodiversity

plantain, banana, cardamom, rubber,  
coffee

**1572**

hectares of preserved forest

**140**

total farming hectares

**114in**

average annual rainfall

**800ft**

average altitude

## FARMER IMPACT



**85**

farm  
employees

### origin structure

family owned estate

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

The exporter earns **127%** more than the 2018 average farmgate price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG





# PISA

**Nocelyn Preval, 32, works directly with producers, supervises buying, and verifies cacao quality.**

*“If it wasn’t for PISA coming into the North to start buying cacao in 2014 at the price they started to buy at, a lot of cacao trees would not exist today. That made producers begin to cultivate cacao again, even young men who were not interested in working the land are now planting cacao and plantain.”*

PISA is committed to changing the way cacao is processed and exported from Haiti. PISA is one of the only companies purchasing and centrally fermenting wet cacao, and as a result are able to sell it at a higher price for its higher quality. Farmers now earn approximately four-times as much money as they did before PISA, and are simultaneously incentivized to protect their trees from the environmentally degrading charcoal market. In 2018, PISA helped the farmers in their network to form an association, called APRCANO.



# UNCOMMON CACAO

TRANSPARENT TRADE

# PISA

# HAITI

Region: Acul du Nord

2018



## THE CRAFT

**48-48-48-24-24**

fermentation protocol  
(in hours)

- 1) Direct sun on cement patio
- 2) Indirect sun in covered drying tables

drying protocol

**90%**

well fermented  
(FCCI protocol)

**March-June**

harvest season  
(peak)



hand sorted



organic certified

## BEAN QUALITY



quality:  
ultra-premium



total awards:  
15



awards in 2018:  
3

**FLAVOR NOTES:** vanilla  
blueberry  
hazelnut butter

## FARMER IMPACT



**1373**

registered farmers



**642**

female farmers

**1373**

organic certified farmers

**68.13**

average sales per farmer  
(dry kg equivalent)

**\$126**

average annual revenue from cacao, per farmer

**farmer resources**

organic trainings

## ENVIRONMENT



**biodiversity**

yam, avocado,  
mango, citrus,  
plantains

**.64**

avg. farm size (in hectares)

**879**

organic hectares cultivated

**66in**

annual rainfall

**187ft**

avg. altitude

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **36%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **88%** more than the 2018 average commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG



# Tumaco

**Blanca Vivera, a member of the Cortepaz Tumaco association and second generation farmer, cultivates fruit trees, plantains, and cacao. Cacao is her favorite crop, as when she has time she transforms it to artisanal chocolate.**

*“The association has helped people manage their cacao farms. Those that are managing have found profitability, those that haven’t applied the training have not found profitability.”*

On the southern pacific coast of Colombia, Tumaco is a region that has been historically hard hit by political conflict and narco trafficking. Cacao de Colombia worked with four community cooperatives in 2018 to improve and encourage centralized processing and drying. Because of this, and Cacao de Colombia’s expertise in high-quality flavor development, farmers today earn 70% more income from cacao than they did when selling dried beans to the commodity market supply chain, and have a true sustainable alternative to coca production or involvement in narco groups.





## 2018

### THE CRAFT

**36-24-24-24-24-24**

fermentation protocol  
(in hours)

- 1) Indirect sun on covered bamboo tables
- 2) Indirect sun on mesh drying tables

drying protocol

**97%**

well fermented  
(FCCI protocol)

**October-December**

harvest season  
(peak)



hand sorted

### BEAN QUALITY



quality:  
ultra-premium



total awards:  
16



awards in 2018:  
11

**FLAVOR NOTES:** chocolate  
tobacco  
whisky

### FARMER IMPACT



**586**

registered farmers



**310**

female farmers

**122.56 kg**

average sales per farmer  
(dry kg equivalent)

**\$238**

average annual revenue from cacao, per farmer

### ENVIRONMENT



**biodiversity**

timber, plantain,  
coconut, orange,  
banana, plantain

**4.5**

avg. farm size  
(hectares)

**2538**

total hectares cultivated

**91in**

annual rainfall

**20ft**

avg. altitude

### UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **43%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **97%** more than the 2018 average commodity price.

### 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG



# Sierra Nevada

**Pedro Pablo Bolivar took over his parents cacao farm, which produces 1000 kilos/ha, more than any other farm in the region.**

*“I take cacao training very seriously, because I know better quality will bring a better price for my cacao”*

Cacao de Colombia recently installed a state-of-the-art fermentation and drying center in the lower-altitude community of Aracataca, where they primarily source cacao from approximately 13 farming families in the department of Magdalena, in the Sierra Nevada foothills. Farmers' degree of technical expertise stands out as exceptional: farmers are even running their own pollination trials to improve quality and yields, which are currently around 700 Kg/hectare in the region.





2018

THE CRAFT

24-24-24-24-24-24  
fermentation protocol  
(in hours)

1) Indirect sun on wooden drying deck, raked every 30 minutes  
2) Indirect sun on wooden drying deck, raked every hour

drying protocol

83% well fermented (FCCI protocol)

May-November harvest season (peak)

hand sorted

BEAN QUALITY



quality: ultra-premium



total awards: 5



awards in 2018: 3

FLAVOR NOTES: almond butter  
nutmeg  
kiwi

FARMER IMPACT



13 registered farmers



1 female farmers

770 kg

average sales per farmer (dry kg equivalent)

\$2,100

average annual revenue from cacao, per farmer

farmer resources

agronomy training

ENVIRONMENT



biodiversity  
avocado, zapote, erythrina, and cedar

2.5

avg. farm size (hectares)

25

total hectares cultivated

31in

annual rainfall

3ft

avg. altitude

UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **99%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **162%** more than the 2018 average commodity price.

2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG





# Arhuacos

**El Mamo Camilo is one of the spiritual leaders of the Arhuacos community.**

*“I am interested in learning about chocolate makers who care about the raw product. I’m also concentrated on making sure that the earth is honored, and that nature stays in balance.”*

The Arhuacos are one of three indigenous groups that preserve the biodiversity sanctuary of the Sierra Nevada in Colombia. They believe that the balance of humanity is in the respect of all beings and the earth and that their territory, the Sierra Nevada, is the center of the universe. The Arhuacos derive their livelihoods mainly from sustainable agriculture including harvesting of native cacao deep in the jungle close to the Venezuelan border.



## 2018

## THE CRAFT

**24-24-24-24-24-24-24**

fermentation protocol  
(in hours)

- 1) Indirect sun on wooden drying deck, raked every 30 minutes
- 2) Indirect sun on wooden drying deck, raked every hour

drying protocol

**87%**

well fermented  
(FCCI protocol)

May-  
October

harvest season  
(peak)



hand sorted

## ENVIRONMENT



### biodiversity

avocado, citrus, timber

**2.2**

avg. farm size  
(hectares)

**200**

total hectares cultivated

**31in**

annual rainfall

**1600ft**

avg. altitude

## FARMER IMPACT



**90**

registered farmers



**7**

female farmers

**150kg**

average sales per farmer  
(dry kg equivalent)

**\$435**

average annual revenue from cacao, per farmer

farmer resources

trainings for fermentation manager

## BEAN QUALITY



quality:  
ultra-premium

### FLAVOR NOTES:

white grapes

lavender

walnuts

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **116%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **158%** more than the 2018 average commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG





# ABOCFA

**Esther Djamatey, 45, has been farming cacao for 6 years and has a 2 acre cacao farm in Ghana.**

*“When I see flowers and fruits I become happy because I can see future income, which I use for school and food, and to share with my siblings.”*

ABOCFA is a Ghana based farmer cooperative known for producing the highest quality traceable cacao in the region. This cacao provides the classic rich, fudgey and chocolatey flavor consumers have come to know and love in chocolate. Organic certified in 2009 and Fair Trade certified in 2010, ABOCFA is one of four Organic/Fair Trade farmer cooperatives in Ghana. Their focus on child labor issues in the cacao supply chain is an important step in enfranchising communities to eradicate the instances of child slavery and labor that have plagued the cacao supply chain in West Africa. We piloted supplying this origin in 2018 with support from Taza Chocolate.





## 2018

### THE CRAFT

**48-48-48**

fermentation protocol  
(in hours)

Direct sun in thin  
layer on raised  
bamboo mats

drying  
protocol

**93%**

well  
fermented  
(FCCI protocol)

September-  
April

harvest  
season  
(peak)



organic  
certified

### ENVIRONMENT



#### biodiversity

palm trees,  
plantains, coconut,  
cassava

**2.3**

avg. farm size (in  
hectares)

**2128**

organic hectares  
cultivated

**43in**

annual rainfall

**610ft**

avg. altitude

### FARMER IMPACT



**924**

registered  
farmers

**924**

organic  
certified farmers

**844 kg**

average sales per farmer  
(dry kg equivalent)

**\$1293**

average annual revenue from  
cacao, per farmer

**farmer  
resources**

organic training, seedling  
distribution, agronomy  
assistance



**215**

female  
farmers

### BEAN QUALITY



quality:  
premium

#### FLAVOR NOTES:

cheerio

peanut butter

fudge

### UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **13%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **22%** more than the 2018 average commodity price.

### 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG



\*Paid as bonus to farmers at end of harvest

\*Contracted by Taza Chocolate. Pricing set by Taza's floor price of \$2800/MT



# EcoCacao

EcoCacao is a Fairtrade and Organic Certified association, and is one of 6 associations that comprise the UOPROCAE group. Located in the coastal Esmeraldas region of Ecuador, EcoCacao is committed to preserving and regenerating the forests of Punta Galera, which is the last reasonably sized humid tropical forest next to the sea in the country. Several NGOs have worked with EcoCacao and other UOPROCAE members since 2005 on environmental and cacao related projects, most notably a practice known as regenerative agriculture. The aim in this type of farming is to actually restore rainforest within cacao farms, rather than deforest in order to plant cacao. Since 2016, there has not been explicit funding for the regenerative agriculture project, and it has become obvious that for it to survive, the cacao needs to sell at a price that can sustain the training program, management, and audit of the regenerative practices that cacao farmers within EcoCacao are using. Uncommon Cacao partnered with Endorfin to pay regenerative premiums so this important project can continue.



## 2018

## THE CRAFT

**48-24-24-24**

fermentation protocol  
(in hours)

**86%**

well fermented  
(FCCI protocol)



grain pro

**July-September**

harvest season  
(peak)



hand sorted



organic certified

## ENVIRONMENT



**biodiversity**

mango, coconut, orange, timber, and oil palm

**pilot project in cacao for regenerative agriculture**

**346** organic hectares cultivated

**21in** annual rainfall

**26ft** avg. altitude

## FARMER IMPACT



**103**

organic certified farmers



**19**

female farmers

**2.9**

average farm size (in hectares)

**391 kg**

average sales per farmer  
(dry kg equivalent)

**\$1021**

average annual revenue from cacao, per farmer

**farmer resources**

organic training, seedling distribution, agronomy assistance

## BEAN QUALITY



quality: ultra-premium

### FLAVOR NOTES:

brownie edges

jasmine

cinnamon

## UNCOMMON PRICING VS. TRADITIONAL COMMODITY MARKET

At this origin, farmers are paid **92%** more than the avg. Ghana + Cote d'Ivoire farmgate price.

The exporter earns **135%** more than the 2018 average commodity price.

## 2018 UNCOMMON NUMBERS: TRANSPARENT TRANSACTIONS USD/KG

VOLUME PURCHASED BY UNCOMMON	FARMGATE PRICE	ASSOCIATION PRICE	EXPORT PRICE	LANDED PRICE	SALES PRICE RANGE
12.6 MT	\$2.61	\$4.50	\$5.38	\$5.84	\$6.60

# Farmer Interview

*"I had cacao since before when people planted it only for home use. There was no market back then. Then Mr. Scott from Hershey started to buy cacao and gave us seeds to plant. I was able to extend my farm by 2 acres.*

*I am always expanding my farm slowly. It has to be something I can maintain. I only plant what I can manage and I will expand it until I get enough. I will keep going every year.*

*My hope is that people keep buying Maya Mountain Cacao from Belize and pay a higher price for the farmers. It is hard work we do here. We use the money to buy things we can't grow."*

**-Florencino Cowo  
Maya Mountain Cacao, Belize**



# Farmer Interview

*"My farm is 8.7 hectares, and I've been involved in growing cacao for 25 years.*

*From producing cacao I've been able to educate my children using the income from farming. Now that we have access to a better market and higher prices for cacao, I am more than happy to keep producing cacao.*

*I want to produce more volume to help develop the Cahabón community by exporting the cacao with good prices and perfect quality. I would also love my relatives to continue growing cacao and to be able to make a nice living and educate their own families."*

**-Sebastian Tiul  
Cahabón, Guatemala**



# Women who lead #middlewoman

Over the past 9 years building one of the first women-led global cacao supply chains, we recognize the unique strengths of women in power and what we can accomplish through collaboration, partnership, and leadership.

**50%**

of the full-time team at Uncommon Cacao is female

**66%**

of the Uncommon Cacao leadership team is female

**100%**

of U.S. full-time team is women

**35%**

of farmers in the Uncommon network are female

# Contact Us

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# Glossary of Calculations

MAYA MOUNTAIN		ORIGIN DATA PROVIDED BY	TITLE
Conversion BZD to USD Retention wet:dry	<b>1.98</b> <b>2.9</b>	Minni Forman	Managing Director
CACAO VERAPAZ Conversion QTZ to USD Lachua Wet:dry Chivite wet:dry Cahabon wet:dry	<b>7.7</b> <b>2.6</b> <b>2.7</b> <b>2.8</b>	Roy Fraatz	Quality Manager
ABOCFA Ghana Cedis per kg	<b>7.6</b>	Stephen Ashia Official Ghana Farmgate Price	General Manager
ÖKO CARIBE Dominincan Pesos to USD Wet:dry ratio	<b>50</b> <b>2.5</b>	Gualberto Acebey	Co-Owner, Co-Founder, General Manager
PISA Gourds to USD Wet:dry ratio	<b>71.43</b> <b>2.5</b>	Aline Etlicher	Research and Development Manager
CACAO DE COLOMBIA Colombian Peso to USD Sierra Nevada wet:dry Arhuacos wet:dry Tumaco wet:dry	<b>3145</b> <b>3.3</b> <b>3.26</b> <b>3.3</b>	Edilmer Figueroa	Quality Manager
ECO CACAO Retention wet:dry	<b>2.58</b>	Francisco Peñarietta George Fletcher	General Manager, UOPROCAE Regenerative Project Manager, EcoCacao