



CACAO FARMER SERVICES



**2019
PROGRAM MANUAL**

PROCESS

Step 1 - Send a Sample for Evaluation

Send a 1-4 pound sample for each new harvest. Samples must reflect the quality of the whole harvest. If some ferments went well, and some ferments did not - send a 1/2 pound sample of each ferment and the total amount of beans in each ferment.

Send samples to: Mānoa Chocolate Hawaii
Attn: Cacao Evaluation
315 Uluniu Street - Suite 203
Kailua, HI, 96734

Step 2 - Receive Recommendations

Mānoa Chocolate will provide a bean evaluation write-up within 2-3 weeks of receiving the samples, which will include options for next steps. The options available each harvest season depend on the following factors:

- Bean quality
- Harvest size
- Mānoa's Production schedule/availability
- Farmer's goals

Step 3 - Determine Next Steps

We will follow-up with a phone call to review the evaluation and determine the farmer's goals based on our feedback. In general, there are 3 options:

- Option 1 - Sell
- Option 2 - Make
- Option 3 - Join the "Bean-To-Bar-To-Market" Program (availability is dependent on bean quality)

Once options are discussed and conferred, Mānoa will draft a **Work Order** for the farmer/customer approval before sending off the to Mānoa Production Team/Project Manager.

Step 4 - Go!

Lead times for each project are case-by-case depending on the size of the harvest and the Mānoa Chocolate Hawaii production schedule. Estimated lead times and pricing will be laid out in the Work Order form.

OPTIONS

Option 1 - Sell

Sell your fermented dried cacao beans in bulk to Manoa Chocolate Hawaii. The price per pound varies each harvest depending on bean quality. Mānoa Chocolate will offer a clear price in the bean evaluation form.

High quality beans are complex and utilized in 70% dark chocolate.

Lower quality beans are not as complex and would be utilized in milk chocolate. Milk chocolate will have lower price point.

Option 2 - Make

Rather than selling your dried cacao, you can get your beans made into chocolate bars, roasted nibs, one pound blocks, etc. If you are interested in anything other than chocolate bars, you can request a quote by sending your inquiry to: admin@manaochocolate.com

Chocolate Bar Options

Path A - Get Bars Back With Your Private Label

Path B - Get Bars Back in Mānoa Chocolate Packaging + Your Logo

Path A - Get Bars Back With Your Private Label

Turn your beans into chocolate bars! You provide the custom mold and packaging design to fit the specs we provide for our machine. We'll manufacture the bars, dress them in your custom packaging and ship them back for a service charge per bar. You can then retail the bars after a farm tour or on your website!

Example Client: Lydgate Farm, Kauai - <https://steelgrass-farm.myshopify.com/collections/all>

1. We recommend retailing your bars for at least \$10 per bar
2. For planning purposes, dark chocolate (70%) yields about 8 bars/pound and milk chocolate (50%) yields about 10 bars/pound of dried seed
3. Smaller Batches (50 lbs min of dried seed) - cost is \$5.00 per bar
4. Larger Batches (200+lbs min of dried seed) - cost is \$3.50 - 4.50 per bar
5. Sample pyramids to help sell your chocolate - \$13 per pound
6. Shipping costs are not included. Additional service charges may apply depending on the complexity of the order. Any additional charges would be determined in the Work Order form prior to starting the project.

Path B - Get Bars Back in Mānoa Chocolate Packaging + Your Logo



This option is only available to select farms following each new bean evaluation. If Mānoa Chocolate deems that the cacao is of high enough quality, we'll provide the Mānoa Chocolate Hawaii molds and outer packaging with space for your farm's logo as shown in the image below. In this path, the same pricing scheme applies for the manufacturing services as detailed in Path A above, however we remove the burden of farmers having to secure their own chocolate molds and packing. Because the bars would also be sold under our label, we ask that those farms taking this path retail exclusively under their independent websites and gift shops, not to other stores or retailers.

Example Clients:

Kualoa Ranch on O'ahu: <https://www.kualoa.com>

21 Degree Estate on O'ahu: <https://21degreesestate.com>



Option 3 - Join the Mānoa “Bean-To-Bar-Market” Program!



This program was created in partnership with select farmers on O’ahu as a creative way for them to make more money without having to focus on marketing and selling their own chocolate bars. Farmers in this program stand to make 3-4 times the amount than if they were to simply sell off their cacao beans. The trade-off is that farmers are paid over several months, rather than all at once. Mānoa Chocolate only accepts a few growers into the program each year, and the growers accepted each year will change depending on the results of each ferment and our production capacity at the time. *Example Clients:* Ben Field of Mapele Fields of Kahalu’u and Charlie Reppun of Waiahole.

Program Details

1. Farmer sends cacao bean sample for evaluation. If the cacao is of exceptional quality, we’ll recommend that the farmer joins the program.
2. The raw cacao beans are sent to Mānoa and turned into 70% dark chocolate.
3. The bars are then sold under the Mānoa label in our Tasting Room with the option for the farm’s logo, estate name, and/or sub-region to be included on the outer packaging.
4. Farmers receive \$4.00/bar and are paid in monthly installments up until all the bars from that batch are sold out.
5. Farmers may be given the option to buy some of their bars back for personal enjoyment and to give to family and friends at a special Farmer’s rate of \$3.50-\$5.00 per bar.