

Cacao Awajún

Región Amazonas Perú



We deliver Peruvian Fine Flavor
Organic Cocoa Beans to the
Chocolate Industry



DESARROLLADORA
CONDORCANQUI S.A.C.

OUR STORY

•Nestled within the heart of the Peruvian Amazon, home of the ancient Awajún culture, is the source of unequaled fine flavor cocoa beans that grow in the wild, far from any contaminants or fertilizers, and hand picked individually by the centuries old Awajún Native Communities.



VALUE PROPOSITION

- Product is high quality fine flavor organic dry cocoa beans that sells to high end fine chocolate manufacturers providing them with a key ingredient for the manufacture of chocolate of unequaled and differentiated taste
- Our products not only provide you with the proven highest quality cocoa beans in the world, but in addition they incorporate you as a critical partner in helping achieve our purpose of being environmentally conscious and highly respectful of the native tribes of the Peruvian Amazon.



WHAT OUR CUSTOMERS GET

- Access to fine quality organic cocoa beans
 - Quality of product that is uniform and consistent
 - Reliable volume supply of product
 - Traceability of product origin
- Alternative is access to “bulk” or ordinary, non-organic and untraceable supply of cocoa beans.



OUR OFFER

- Our cocoa beans are unique fine flavor high quality hand picked and naturally grown in the upper Marañon river of the Peruvian Amazon
- We engage directly with farmers and their communities to ensure a sustainable high grade quality and volume of product
- All cocoa trees and farmers are individually traceable, providing uniform quality and volume assurance, in addition to insuring environmentally responsible farming to avoid deforestation practices



UNIQUE ORIGIN

- Access to the growth region and farmers that is not readily available to competitors. It requires extensive knowledge of the region and personal one to one contact with the farmers
- We have unequalled access to more than 850 farmers of fine cacao beans located in the basin of the Marañón river within the Amazon region of Peru that allows us access of up to 300 tons per year supply of prime quality cocoa beans all year round



BUSINESS PRACTICE

- We engage directly with farmers and their communities, to ensure a sustainable specialty grade high quality and volume of product
- Our operations help eliminate systemic poverty within the community of farmers by creating long term sustainable growth opportunities for our farmers
- Our cocoa beans are “naturally organic”: the growth region, impedes any entry or use of fertilizers
- Compliance with International Trade Regulations



THE ORIGIN OF THEOBROMA CACAO

The history, domestication and early uses of cacao are somewhat limited. It is believed to have been first domesticated in Mesoamerica. However genomic research shows that the origin and greatest diversity lies in the upper Amazon region specific to NW South America, dating since approximately 5,300 years ago.

TRACEABILITY

- Traceability ensures a uniform high quality product by tracking each stage of production along the supply chain
- We have the capability of tracing the cocoa trees as well as more than 850 farmers dedicated to the production of fine flavor cacao
- Traceability boosts consumer confidence by allowing for audit of product quality, manufacture and sustainable business practices along each stage of the production and distribution process.



THE MARAÑÓN BASIN

- The **Marañón basin**, is the 7th largest within the Amazon region, with an área that comprises 358,000 km². There is a great quantity of flora and fauna species that are endemic to this region **due to its relative seclusion**.
- It is located near the ecuator where water streams from the northern and southern hemisphere merge
- The **majority of Amazon rivers** flow from west to east, starting in the Andes towards the Amazon plains. Nevertheless, the initial stage of the Marañón river flows from south to north, **dividing the Andes mountains** into two chains, after which its course changes direction by 90 degrees as it flows at great speeds through a strait called “Pongo de Manseriche”, until it reaches the Amazon plains. Its waters carry unique sediments and nutrients that are particular to the Amazon basin.

THE AWAJÚN PEOPLE

- Our farmers, **the Awajún people**, are an ancient tribe that has been living over several centuries in the Peruvian Amazon region far from western civilization. Their belief regarding the origin of the world lies in the existence of a **spiritual world that encompasses all aspects of their lives**.
- These are found in myths and stories transmitted from one generation to the next through several centuries of their secluded existence. They have developed expertise regarding all types of plants including those that are medicinal and hallucinogen. They have been making use of hallucinogen plants to help them get in touch with their concept of a spiritual world.
- One of the ancient **ceremonies and practices of the Awajún tribe** consisted in the **reduction of the heads of enemies**. During conflicts with other tribes, once the enemy was captured, he would be sacrificed and his head would be chopped off and carried on the tip of a sword. Subsequently, the preparation of the head would take place. This practice included carefully retrieving the skull and maintaining only the skin and hair which would be then boiled for about half an hour and subsequently filled with hot pebbles in order to dry the reduced head. The entire process was performed with great care in order for the reduced head to maintain as much as possible a similarity with the original head. This ceremony was done to prevent the spirit of the victim from taking revenge on the executor.
- Currently the Awajún tribe has more contact with the outside world and has been exposed to Western civilization. Any visitor to their region **need not fear having their head chopped off and reduced**.

Peru Operations

Fine flavor high quality cocoa beans naturally grown in the Peruvian Amazon region of the upper Marañón river are hand picked by the Awajún Native Communities

The Awajún people have been collecting cocoa beans for centuries in their own natural habitat

All cocoa farmers and cocoa trees are individually traceable

Sourcing is sustainable and environmentally responsible taking care not to incur in any deforestation practices

Sustainable sourcing defined as one that satisfies the needs of current generations without compromising future ones, guaranteeing an equilibrium that comprises market growth, respect for the environment and social well being

World Cocoa Market

The cocoa market is projected to reach USD 26.3 billion by 2027 growing at a CAGR of 4.5% from 2022 to 2027.

The chocolate market is projected to reach USD 160.9 billion by 2027 growing at a CAGR of 4.7% from 2022 to 2027.

Increasing sales of chocolate confectionery products to be consumed as comfort food is responsible for making it a regular grocery items in households. Chocolate is considered a traditional gift on special occasions and festivals such as Christmas, Easter, Halloween, and Valentine's Day in American and European countries, a trend which is now adopted in some Asian countries such as India, China, and Japan.

The seasonal and festive sales of chocolate products highly impact the market as a large portion of chocolate products are consumed in this segment.

The Cocoa and chocolate market has been growing in accordance with the rising demand for health benefits of cocoa in chocolate products are the key drivers for the chocolate market. In addition to this, chocolates are being consumed as a premium and comfort food which is a rising trend among consumers, further proliferating the market growth.

UNITED STATES MARKET

North America dominated the Cocoa and chocolate market, and is projected to grow with a CAGR of 4.43% during the forecast period (2022 - 2027)

The key players in the North American Cocoa and chocolate market include Mondelez international (US), Blommer chocolate (US), Hershey (US) and Mars Inc. (US). The rising demand for chocolate in North America enhances the growth of cocoa simultaneously in the region as it is the key raw material used in the production of chocolate.

Moreover, the increasing demand for chocolate among consumers triggers the demand for cocoa butter as it provides the chocolate with its melt-in-the-mouth texture.

The U.S. accounted for the highest chocolate consumption and production in the North American region. In Canada, chocolate is becoming more expensive due to the rising cost of raw materials, particularly sugar but the rising popularity of giving chocolates as gifts, Canada is likely to see a significant increase in the acceptability of pricey chocolates in the upcoming years.

Luis Alfaro Espinosa

Experience: 25+ years in top Peruvian management teams mostly in Banking BBVA & BCP and Real State Grupo Romero. 5 years in Barcelona Planella & Bonet Real State. Founder & Director of agro exports family business, Valuable experience in PCM Presidencia del Consejo de Ministros as Advisor to the Prime Minister 2015/2016.

Founder of Desarrolladora Condorcanqui SAC an entrepreneur initiative for de development of Awajún Native Communities in Peruvian northern Amazon Forest. Fine or Flavor Cocoa Investigation and Genetics

Education:

Business Administration – Universidad de Lima
Finance Diploma – Escuela Superior de Negocios para Graduados ESAN

MBA – PAD Escuela de Dirección
Universidad de Piura / IESE Universidad de Navarra

Fluent in English, Spanish & Catalan



Partners and Resources



Yakathea
Cooperativa
Amazonas



APROCAM
Cooperativa
Amazonas



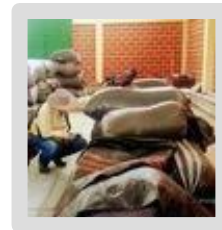
Elemento
Chocolate



genetics



Pan Binacional
Perú Ecuador



TAJIMAT/DC
SAC

