


**SG**

# Magazin

INDUSTRIE • HANDEL • MARKETING • VERTRIEB

## SCHWERPUNKT

Snackanbieter wollen die Kunden mit kreativen Konzepten für sich gewinnen

## INDUSTRIE

Halloren läutet nach der Restrukturierung eine neue Ära ein

## SCHWEIZ

Backwaren- und Schokoladen-Hersteller mit stabiler Entwicklung

## VERBAND

Gelungene Premiere der SG-Frühjahrsgala in Hamburg

## INTERNATIONAL

Bulgarian start-up Cardinal Bites offers nutrition bars with high-quality protein



schwarzwaldecht. knuspergut.

## Barry Callebaut completes expansion of Australian factory

• Barry Callebaut is celebrating the recent completion of their 11,000 m<sup>2</sup> factory expansion in Campbellfield/ Australia. The new plant officially opened on 24 March 2022, after initially being obtained as part of the GKC Foods Pty Ltd acquisition in 2020. According to the company, this development is part of their greater endeavour to be the leading chocolate company in Australia. "This factory expansion underlines Barry Callebaut's ongoing commitment to Australia," said Jo Thys, President of Asia Pacific, echoing his statement on the recent opening of Barry Callebaut's Singapore headquarters. The brand has invested heavily in its presence in Asia as of late, possibly an indication of its expectations for market growth in that region of the world. "The facility further strengthens our regional footprint in Asia Pacific, producing safe and high-quality products. The move is in line with our ambition to locate production close to our customers", Jo Thys adds.

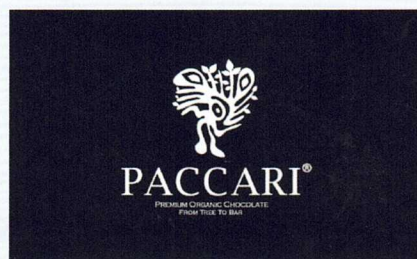
With the rising price of fuel impacting many worldwide, it also makes logistical sense to keep production local to consumers where possible. The expansion introduced new factory lines that will greatly increase the capacity of the facility. The chocolate makers are now able to offer locally produced liquid chocolate, compound, buttons, chips as well as specialities such as coatings and fillings.

## Koa Impact and Seedtrace to disrupt transparency standards

• The Swiss-Ghanaian start-up Koa Impact is known for its upcycling of cocoa side streams by processing cocoa pulp into attractive products such as cocoa juice, cocoa concentrate and powder. In this way, the company provides cocoa farmers with an additional income. But Koa is going one step further and now also wants to create complete transparency in payment.

"We pay farmers with mobile money via South African telecommunications operator MTN. The transaction automatically notifies our German tracing partner Seedtrace who then compares the details of the payment from Koa with MTN's information," explains Anian Schreiber, co-founder and Director of Koa Impact. If the data matches, the information is verified and irreversibly stored on the blockchain hosted by Topl.

"Existing certification labels often validate transactions through non-transparent, error-prone control procedures, with farmers regularly only receiving a portion of the funds claimed to be earmarked from them", said Schreiber. "To combat this, Seedtrace created a system that removes the room for error and enables customers to monitor the extra income paid to farmers." Providing fair payment is one of Koa's focus areas, but the idea is to make the final product, as a whole, traceable from "seed to shelf", the company writes. The international team hopes its initiative will set a new standard for cocoa payments.



Graphic: Paccari

## Pacari celebrates 20 years and changes its company name

• In 2002, Carla Barboto and Santiago Peralta founded the bean-to-bar manufactory Pacari in Quito, Ecuador with a very special ecological and social focus. The aim was to change the world of cocoa, away from traditional values and practices, from middlemen, stock exchange prices and exploitation, towards direct and fair trade and humane cooperation with cocoa farmers. In the meantime, Pacari has travelled a successful path and achieved international recognition with its premium chocolates, also in the form of many awards.

Today, the total value added locally enables over 4,000 small farmers to live independently from their cocoa harvest. More than 80 employees currently work at the company headquarters in Quito. To underline the importance of the Pacari community, the company founders changed the name on the occasion of the anniversary: Pacari becomes Paccari – with the additional "c" standing for comunidad (community), consciencia (conscience), creatividad (creativity), and confianza (confidence). The name change will be communicated first in the social media channels. In the course of the year, the changes will also appear on the website and on the packaging.

## WTO and EU fund initiative to address cadmium contamination in cocoa beans

• The International Cocoa Organization is spearheading a project to better understand cadmium levels in cocoa in Latin America and the Caribbean. This was made possible through financial contribution from the World Trade Organization (WTO) and the EU. Cadmium, a naturally occurring chemical element, can have adverse health effects when consumed in contaminated foodstuffs. It is naturally found in trace amounts in a lot of soil, which are taken up mostly by root in vegetables and fruits. The element is present across various food items, but is not considered dangerous for human health when consumed below certain limits. The initiative will be implemented in Colombia, Ecuador, Peru, and Trinidad and Tobago for a total cost of USD 551,000, with a grant of USD 382,000 from the WTO's Standard and Trade Development Facility (STDF) and € 60,000 in co-financing from the EU. Participating countries will provide the remainder of the financing requirements as their counterpart contribution.

Michel Arrion, Executive Director of the International Cocoa Organization (ICCO), says: "This milestone project brings together national and international institutions, academic bodies, cocoa producers and other key stakeholders to provide substantive contributions in knowledge and expertise, innovative methodologies, and effective communication platforms to share and reinforce best practices to mitigate cadmium contamination in cocoa beans for the ultimate benefit of all stakeholders."