

CACAO-TRACE: A GAME-CHANGING APPROACH TO SUSTAINABLE SOURCING

By focusing on superior taste and creating more value for all parties involved, Cacao-Trace is the only sustainable cocoa sourcing program that is redefining the standard for chocolate.

At Puratos, we are building a **truly sustainable future** for cocoa with a game-changing strategy. The traditional way of working in the chocolate industry does not provide a sustainable future. Prices paid for cocoa are too low. This forces many cocoa farmers to stop cultivating cocoa and convert their plantations or simply quit agriculture. In recent years, the industry has focused on helping farmers produce more cocoa, but this has resulted in even lower prices.

Cacao-Trace differentiates itself by focusing on **taste improvement**.

Our exceptional **fermentation** expertise with an unparalleled international network of post-harvest centers **is the key for creating superior tasting chocolate**.

We train our farmers and help them to deliver cocoa beans of superior quality.

Together with our customers and their consumers, we reward our farmers with a **sustainable extra revenue** for their superior quality cocoa beans. The Cacao-Trace program guarantees a **premium price** and a unique **Chocolate Bonus** of 10ct per kg sold. This means a 3 to 4 months additional income in some countries. 100% of this Chocolate Bonus ends up in the farmer's hands because Puratos takes care of the structural costs.

Join our exceptional world of exceptional chocolate!