

Distribution of pitch discussing Colombia's sustainable cacao efforts for exports publications, ahead of Earth Day

Colombia's Sustainable Cacao Production Efforts

Hi X,

As we look towards Earth Day, coming up on April 22nd, I wanted to reach out on behalf of [ProColombia](#), the agency charged with promoting exports from Colombia, to share information about the country's sustainable cacao production efforts.

Colombian cacao is some of the world's finest – [95% of Colombia's cacao exports](#) are considered "Fine Flavour" by the International Cacao Organisation, and in the past few years the country's cacao production has been rapidly increasing. The crop has been identified as a priority for Colombian agricultural growth, both for domestic consumption and international export. In fact, according to [Confectionary News](#), Colombia's cocoa export business has risen by 54% since the beginning of 2021, registering 5.1% year-on-year growth with revenues of almost \$32M USD by the end of last year.

Colombia has always made sustainability a priority, and cacao production is no exception. Colombia became the first country in Latin America to commit to the sustainable production of cacao, alleviating deforestation as a consequence. This is part of an initiative called, [Cocoa and Forests Initiative](#), which is a global effort to ensure deforestation-free cacao .

Some sustainability-focused chocolate companies in Colombia, which export their products to the United States include:

- [Luker Chocolate](#) - A Colombian family-owned chocolate manufacturer, founded in 1906. Through direct sourcing and a full integration of the value chain from bean to chocolate bar, they have developed an in-depth knowledge of Colombian Fine Flavor Cocoas and how to express their uniqueness through a portfolio of exceptional fine chocolates crafted at origin. As a company with strong ties to cacao -growing communities in Colombia and a firm belief in the power of creating shared value, they also started The Chocolate Dream, a unique collaborative sustainability plan with a long-term vision to improve wellbeing in the communities we work with.
- [Chocolate Cordillera](#) - For 60 years, Cordillera Chocolate has been training cacao growers on multiple subjects such as good agricultural practices, sustainability issues, disease control and productivity. Their Yariques farm is the only cacao farm in Colombia certified in Carbon Capture and the Best Agricultural Practices (BAP) and Colombia is also home to their biggest solar panel project, which produces the 15% of energy needed by the plants.

[ProColombia](#) remains committed to the principles of sustainability, and is aligned with sustainable Colombian cacao production.

In sharing this information, I welcome the opportunity to connect and learn more about what you're working on and provide more information on ProColombia and Colombia's cacao production. I'm also happy to connect you with representatives from Luker Chocolate and Chocolate Cordillera if you're interested.

Best,

X, *on behalf of ProColombia*

Ketchum, Inc. is a registered agent for ProColombia under the Foreign Agents Registration Act (FARA)