



Rafael Correa Delgado
President of the republic of Ecuador

María Belén Moncayo
Coordinating Minister for Heritage

Director for Flagship Projects
Coordinating Minister of Heritage

Historic photos:
Historical Archive of the Ministry of Culture (AHMCE)
Historical Archive of Guayas,
Pedro Fuentes
Manuel Quintana

Concept and realization
Freddy Villacís
José Tobar
Edgar Jaramillo

Bucci Design
Editorial Design

Photography
José Tobar
Francisco Valdez / IRD France
Sylvia Benítez
Shutterstock

Heritage Ministry Coordinator
Gran Colombia and Sodiro. Antiguo Hospital Eugenio Espejo
Telephone: (593 2) 3948 260
www.patrimonio.gob.ec
Quito - Ecuador.

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PRESENTATION

Our ancestors had in the seeds of the cacao the most valuable coins known to man. For them it was a natural product gifted by the gods for the benefit of humans, but also for the establishment of closer ties between the world of mortals and the world of divine beings. The cacao was so valuable to our ancestors as a good for trading like gold for Europeans. Cacao was always a natural miracle that due to its nutritional and medicinal benefits became the object of worship and ritual tool that helped to link the members of the community. It took centuries for the divine cacao to reach all corners of the world and to become a favorite product for the most demanding and diverse palates. The cacao grown in Ecuador played a major role in the expansion of fruit consumption everywhere. This catalog tells the story.

CACAO , the fine aroma of our identity invites us to move back in time and discover the history of the origin of one of our flagship products, unfortunately ignored by most of the population and little known by the producers themselves . This catalog presents images that allow us to remember the golden age of cacao and discover the events and transformations that this boom meant for the country, in the economic, cultural, natural, social and political aspect. Also, we remember the events that led to the debacle of the product worldwide and the consequent abandonment of the historical territories of cocoa and the loss of their cultural manifestations. We will go to the resurgence of this noble product, currently held by 100,000 small producers, and a whole chain of actors who benefit from its benefits.

We will better understand the cultural traits associated with the production of cacao by knowing the bicultural activity carried out by the inhabitants of the provinces of cacao, and how this knowledge and activities have become heritage of our nation. For three centuries (from the XVII to XX), this crop contributed to the configuration of the exporting port cities and shaped their local cultures. Cacao sculpted the material heritage of those communities, drawing its cultural landscape, creating a vernacular architecture that remains alive and leaving traces in the memory of a unique industrial heritage. Cacao also influenced the birth of the intangible heritage such as oral forms of transmission of knowledge, the development of an original utilitarian crafts, elements of traditional cuisine, demonstrations of music and dance partner, and the presence of living human treasures among the inhabitants of those areas.



In this context, we address the comprehensive study of cacao beyond the point of view of production, investigating the anthropological, economic and social elements that define certain areas of our territory. With this diagnosis, we have designed a series of actions to rediscover, through a fresh look, the ancestral knowledge that are linked to the daily experience of the cacao producer, particularly in the processes of collection, production and consumption traditional.

Through this exhibition we invite all citizens to participate in the metamorphosis that is generated in rural areas, with the help of the usufruct of tangible and intangible heritage acts that mobilizes people. We show the various dimensions of this noble product, by collecting historical memory, which is crucial for the preservation of identities and plays an essential role in shaping the future of cacao villages. At the same time, we give back to the community a part of your story, full of surprises for those who come to it with real curiosity.

The national management of fine cacao aroma requires the effort of coupled state institutions and civil society, to reposition the product nationally and internationally. We must redouble efforts to strengthen the dynamics of the economy incorporating cultural property and social demands, and the management of resources. Our goal is to benefit those producers' multifunctional activities, generating more jobs and better conditions for consolidating farming, conservation and heritage protection. We appreciate the importance of cacao and its main elaboration of chocolate, and its different areas of cultural knowledge, such as culinary, morality, music, performing arts, visual arts and other expressions of equity.

The Citizen Revolution Government aims to reposition the image of cocoa as a symbol product of Ecuador, implementing strategies related to the ancestral knowledge about nature management and use of resources from the culture. Learning from ancestral ways of life and wisdom, we can sustain and ensure food sovereignty of all Ecuadorians. Cacao is the fine aroma of our identity, because it reflects hope and joy, because it smells as the promising future of these new times we are living on the Fatherland. The fine aroma of cacao is an emblem of Ecuador again.

María Belén Moncayo
Coordinating Minister for heritage

INTRODUCTION

The presence of fine cocoa aroma in Ecuador is ancient. Recent scientific research not only realizes its early presence, but its cultivation and consumption by people who lived in the southeastern part of Ecuador 5,000 years ago. For effect of trans regional population movements, this species spread to other areas of the country, mainly towards the coastal area and western flanks of the Andes.

Since the seventeenth century cacao production is recorded as a commercial export and since then it has been subject to the vagaries of the market and changing economic policies, marking successive booms and decay. Certainly the boom of the late nineteenth and early twentieth centuries is the period most prominent in the Ecuadorian history, production boom detonated varied processes of substantial transformation to society not only from the economic point of view, but political, social and cultural. Demographic changes, the formation of towns and changes in administrative assignments, as well as the insertion of Ecuador to the world market system and the revitalization of the national economy from such integration are just some of these important changes.

This long tradition of cacao production in Ecuadorian land, which is a continuum that has continued till today, has left a legacy of practices and knowledge linked to their culture and customs that have been passed from generation to generation and have acquired a patrimonial character. These practices and knowledge are immersed in processes of transformation and permanent recreation. This puts them at risk of disappearance or alteration so they need to be strengthened by his re-cognition and re-valuation. It will be preserved in this way as an element that helps to strengthen the identity of people that have been traditionally associated with its cultivation and consumption.

The vocabulary used by people linked to the cultivation of cacao and its own activity is expressed through oral tradition and is part of the intangible heritage, such as the existing place names in cacao producing regions. There is also a flora and fauna associated closely with cacao orchard, which contribute to its natural diversity, often threatened and endangered. And if it comes to diversity, it should be noted that in the garden of cacao not only converge diversity of knowledge, but diversity of aromas, flavors, species and landscapes.

Speaking of fine cocoa aroma is talking about the past, present and future of Ecuador. Its value is not limited to its potential agricultural and commercial exploitation; its value was further measured in terms of the relationship and linkages to small and medium producers have developed their culture, their habits and customs. Its value is heritage and culture.

Sylvia Benítez

THE ORIGIN OF CACAO

RECENT STUDIES SHOW THAT AT LEAST ONE VARIETY OF THEOBROMA CACAOS HAS ITS SOURCE IN THE UPPER AMAZON AND THAT WAS USED IN THE REGION FOR OVER 5,000 YEARS.



Foto Francisco Valdez, IRD France

Palanda in the upper Ecuadorian Amazon to 1040 m above sea level.

A scientific cooperation agreement between the Institute for Scientific Research for Development (IRD, France) and the National Institute of Cultural Heritage (INPC) takes archaeological research project in Palanda, Zamora Chinchipe. Among other achievements, the project team highlighted a new archaeological culture called Mayo-Chinchipe where the use of cacao was confirmed from 5300 years ago before the present (3300 BC.), at the site Santa Ana -La Florida, located 1,040 meters above sea level.



Photo Francisco Valdez, IRD France



Photo Francisco Valdez, IRD France

Architectural structure at the site of the discovery of the Mayo - Chinchipe culture. Photos of Francisco Valdez, IRD France.





Botella con efigie, vistas frontal y trasera. Cultura Mayo-Chinchiipe. Foto Francisco Valdez, IRD France

The use and early domestication of cacao in Santa Ana Florida was identified by studies at the University of Calgary, by analyzing microscopic debris trapped inside various ceramic containers as these photos. The analysis showed the presence of starch granules from various species, which are formed and can be found in the organs and tissues of most plants, including roots, tubers, rhizomes, bulbs, stems, leaves, flowers, fruits and seeds of species such as cocoa.

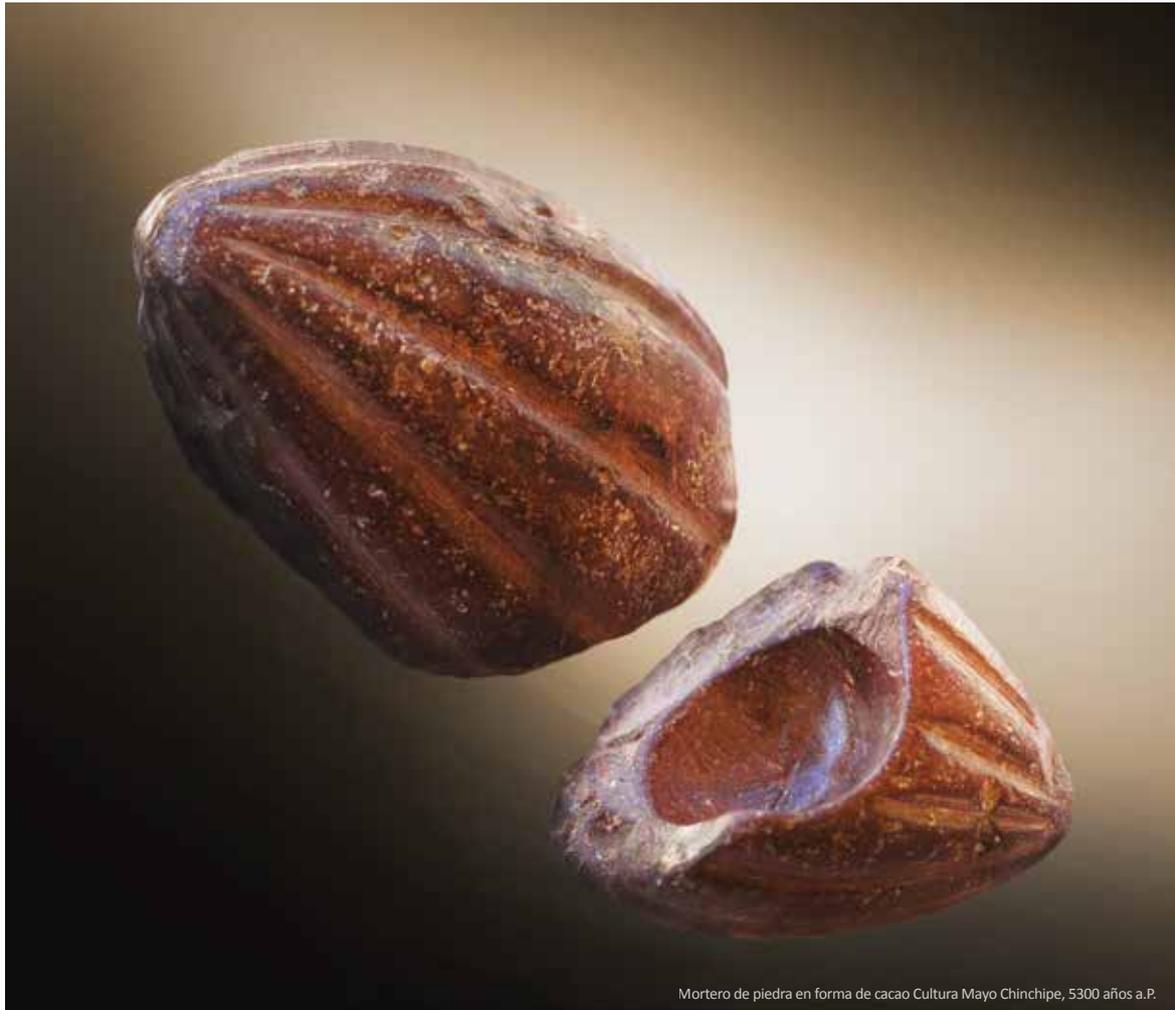


Photo Francisco Valdez, IRD France



One of the containers where they found traces of cocoa is shaped like a seashell Spondylus.

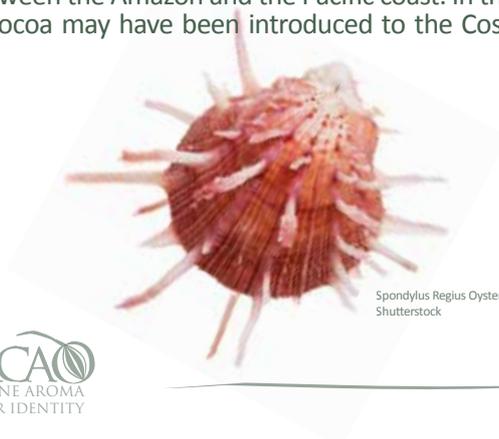
MAYO - CHINCHIPE CULTURE ALSO INTERACTED WITH THE ANDEAN REGION AND THE PEOPLE LIVING ON THE PACIFIC COAST, THE PROOF IS -SPONDYLUS- SEASHELLS AND CONCHES AS THOSE FOUND AT THE SITE NOT ONLY SANTA ANA - FLORIDA, BUT ALONG THE BASIN OF THE RIVER CHINCHIPE .



Mortero de piedra en forma de cacao Cultura Mayo Chinchipe, 5300 años a.P.

Foto Francisco Valdez, IRD France

These mollusks were not taken as food but valued for their symbolic values and ideological views. Evidence suggests that from the fifth millennium before present and there was a well-established network of symbolic interaction - economic between the Amazon and the Pacific coast. In this exchange of highly valued exotic products, Amazonian cocoa may have been introduced to the Cost from very early times.



Spondylus Regius Oyster
Shutterstock



COCOA ROUTES

COCOA WAS A VERY POPULAR PRODUCT THAT WAS USED AS A BEVERAGE AND AS A PATTERN OF TRADE. THAT IS HOW ROUTES TO THE PACIFIC COAST AND OTHER PARTS OF THE CONTINENT WERE OPENED.



Mascarón de la cultura Cultura Mayo-Chinchepe.
Foto Francisco Valdez, IRD France

According to researcher Juan Carlos Motamayor, cacao originated in the upper Amazon (in the area between the Caquetá, Napo and Putumayo, near the border between Peru, Ecuador and Colombia) , cocoa also located its center of dispersion.

As an exotic product of symbolic exchange - economic highly valued, cocoa moves in three directions, the most important north (Central America and southern Mexico), another to the west (Peru, Ecuador and Colombia) and the last, a little further east (Orinoco Basin and lower Amazon , Venezuela , Brazil, Guyana and Trinidad) .



Almendras secas de cacao
Shutterstock

COCOA IS KNOWN IN THE WEST THANKS TO THE SPANIARDS WHO FIRST DISCOVERED IT IN MEXICO.

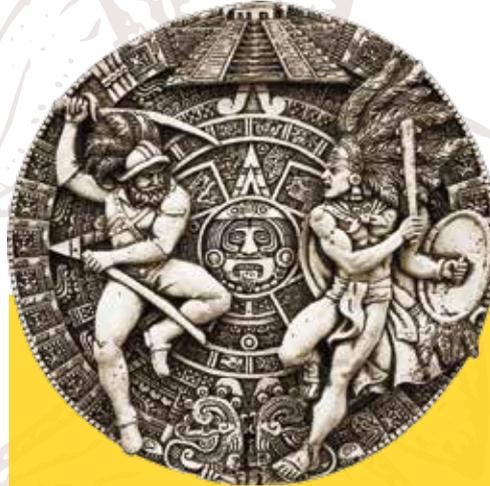
COCOA TRAVELS TO MESOAMERICA



Pirámide Maya de Chichén Itzá / Shutterstock

Cocoa immigrated from the Amazon to Mesoamerica, to the Maya and Aztec civilizations, where it was used as currency and sacred drink.

The Indians pounded cocoa almonds to powder and then placed these powders in jars, poured water and stirred up with spoons. Then they poured the mixture of foam in containers for the beverage or they drank it with the mouth wide open to not miss a single drop.



Lucha entre españoles y Mayas / Shutterstock

THE "XOCOLATL" COLUMBUS, MOCTEZUMA AND CORTÉS

The first encounter of the Spanish conquerors with cocoa occurs during the fourth voyage of Christopher Columbus (1502) on the island of Guanaja, in the present Republic of Honduras.

The first mention of cocoa in the Spanish language corresponds to Bernal Díaz del Castillo (1632) in his book True History of the New Spain, which describes the encounter of Emperor Moctezuma (1502-1520) and, Hernán Cortés, identified by the Aztecs as the reincarnation of the god of cocoa Quetzalcoatl, offering to take the "xocolatl" or drink of the gods.

In 1528, Hernán Cortés who will enter the cocoa in Spain, along with the tools for making chocolate.

HISTORY AND MYTHOLOGY OF AZTECS AND MAYAS



Representación Azteca sobre el cacao / Redibujo: Buccidesign

In pre-Hispanic Mexican mythology there were two gods of cocoa Quetzalcoatl (Aztec) and Ek Chuah (Maya).

Quetzalcoatl gifted the cacao tree to his men as a gratitude to his wife, who sacrificed his life guarding the treasure of the city. The princess blood fertilized the earth and that is how the cacao tree was born (cacahuaquahitl), whose fruit was bitter. It was bitter as the suffered of the princess but strong as the blood she had to spill.



CHOCOLATE CAME TO SPAIN FROM MEXICO IN 1528.

Calendario Maya / Shutterstock



Antigua ilustración sobre el cacao del artista Riou, publicada en Le Tour du Monde, Paris, 1867 / Shutterstock

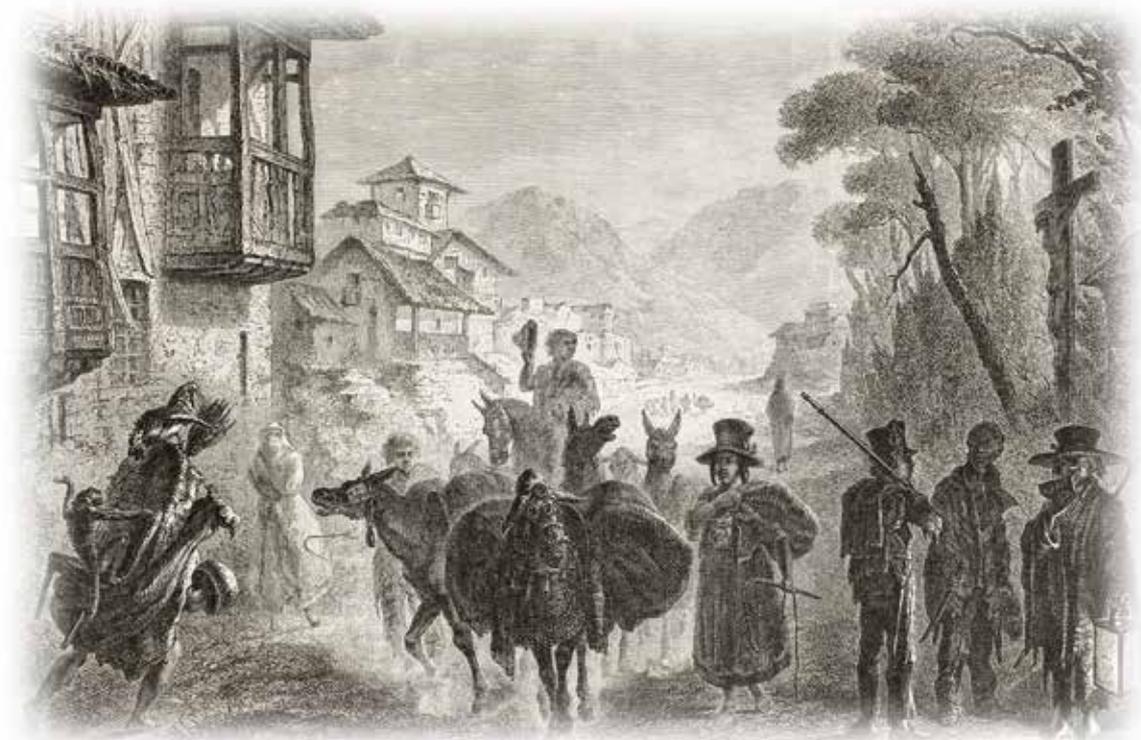


Joven cazador junto a un árbol de cacao de cuatro años. Finca El Levante propiedad de Juan Pólit. Chone, 1912
Foto: Francisco Gámez / Archivo Histórico del Ministerio de Cultura (AHMCE).



THE HISTORY

COCOA IS CULTIVATED AND EXPORTED ON THE COAST OF THE AUDIENCIA OF QUITO, SINCE THE SIXTEENTH CENTURY. FROM THE MOUNTAINOUS TEXTILE CRISIS, THE " GOLD NUGGET " STARRING THE EXPORT BOOM OF THE COAST DURING THE LAST DECADES OF COLONIAL RULE.



Gente en una calle de Quito, Ecuador. Ilustración del artista Fuchs Charton, publicada en Le Tour du Monde, Paris, 1867 / Shutterstock

Chocolate colonization began in Mexico in 1550, with the Spaniards, when a religious added sweet and vanilla to the "xocolatl. Only the court and the European royalty, soon happened to have a more widespread use, which resulted as a great demand in Western Europe in its cultivation and exportation, initially consumed the drink.

Quito's land had exclusive mills and wool, but since the sierra textile crisis, cocoa occupies a privileged place in exports as a result of the enormous production of the basin of Guayas.

The cocoa trade became the motor of the economy in Quito (during the late eighteenth and early nineteenth century) and later of the Republic of Ecuador. Cocoa plantations, shipyards and other port-related activities attracted Sierra workers. It was the Serrano demographic contribution that contributed with labor, to increase cocoa production. The port of Guayaquil took advantage of its location on the trade routes of the Pacific between Acapulco, El Realejo, Callao and Valparaiso, and the coastal trade between Choco and Peru.



CACAO WORKERS



Cacaotales La Rosa. Provincia del Guayas, 1894
Fotógrafo desconocido. Archivo Histórico del Ministerio de Cultura (AHMCE).

In the eighteenth century, the demand for agricultural exports from the American tropics increases and cocoa was one of the most desired fruit. The "gold nugget" begins this way its history of production and export. Small farmers in the coast and the sierra are recruited into the new estates built on the banks of the Daule River and Babahoyo River, especially to facilitate the transportation of production through the rivers to the port of Guayaquil.

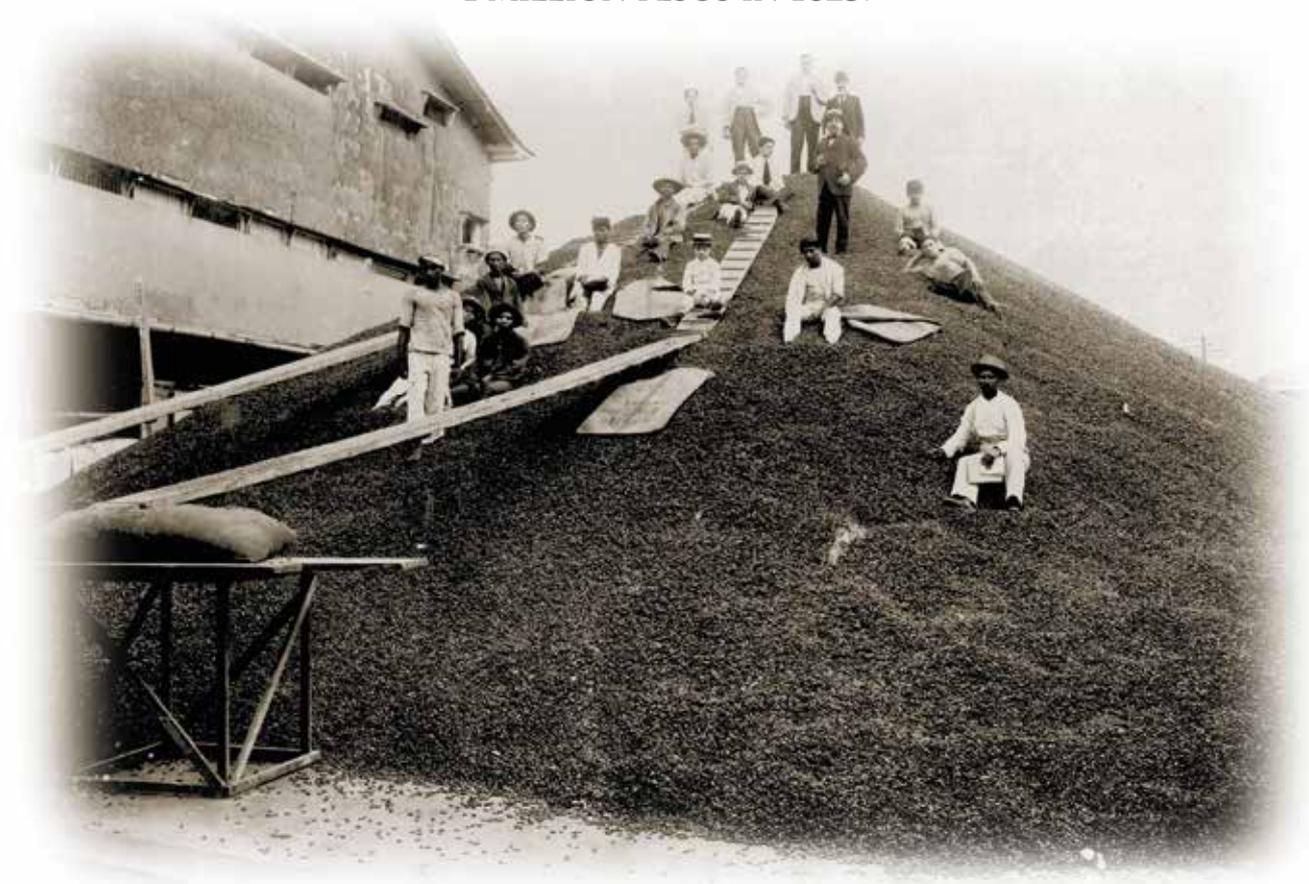


Ilustración de hacienda cacaotera "La Bola de Oro"
Autor desconocido / Retoque BuccidDesign



FIRST COCOA “BOOM”

IN 1740 TEXTILE EXPORTS FROM THE MOUNTAINS FALL BELOW THE 200 THOUSAND PESOS. COCOA BEGINS TO FILL THE FLOOR WITH VARIATIONS RANGING FROM 700,000 PESOS IN THE PERIOD OF 1786-1810, TO SETTLE AT 1 MILLION PESOS IN 1823.



Embarque de cacao en el malecón de Guayaquil, 1920. Sacos de cacao de la Casa Bancaria y Exportadora de L. Guzmán e Hijos. Fotógrafo no identificado / Archivo Histórico del Guayas.

In the eighteenth century, when the Quito working manufacturing bankruptcy, like the Potosi mines and other natural resources that had Spain, tariffs on several products, including cocoa, which enjoyed good demand in Spain and released I was consumed by the great social circles and royalty.

These bourbon reforms that favored products of primary agricultural exports benefited the Royal Audience of Quito and Guayaquil

especially because cocoa formed a key marketing circuit in Spanish colonies such as Mexico, Chile, Peru and Spain itself.

The cocoa, roasted, ground and mixed with sugar and liquids such as milk-preparation was already known as a stimulant drink in Spain and Europe since the sixteenth century, became popular and its consumption is triggered resulting an increase in its demand.

WEALTH GENERATORS

THE COCOA CRISIS DETERMINED THE CYCLES AND THE EXPORTATIONS OF THE COAST. THE BENEFITS THAT CACAO LEFT WAS VERY HIGH. THEY REPRESENTED AN ESTIMATE OF 70% OF THE PRODUCTION'S VALUE.



Capataz y campesinos en cacaotales La Rosa, Guayaquil, 1894. Fotografía no identificado / Archivo Histórico del Ministerio de Cultura (AHMCE).

The cocoa boom determined a production structure that came in their best moments to round 100,000 loads. Between the 1790s and 1800, there were three million cocoa trees on the coast. Each worker could serve up a thousand trees, so the manpower requirement would have been of three thousand workers.

During the best years, with foreign sales of one hundred thousand annual charges, the benefits of cocoa production totaled about 300 thousand pesos annually.

A few powerful traders dominated cocoa export. In 1804, ten of them caught 434,753 of the 494,000 pesos, which in total added the cocoa exported, the same as 88% of the market. The remaining 60 billion pesos was for almost 50 medium and small merchants.

The reality was the same in subsequent years. In 1806, the twelve largest traders exported 343,187 of the total 455,050 pesos; namely, 75%. In 1810, eleven captured 60%; in 1811 six, in 1812 ten 81%, and in 1813, thirteen were 55%.

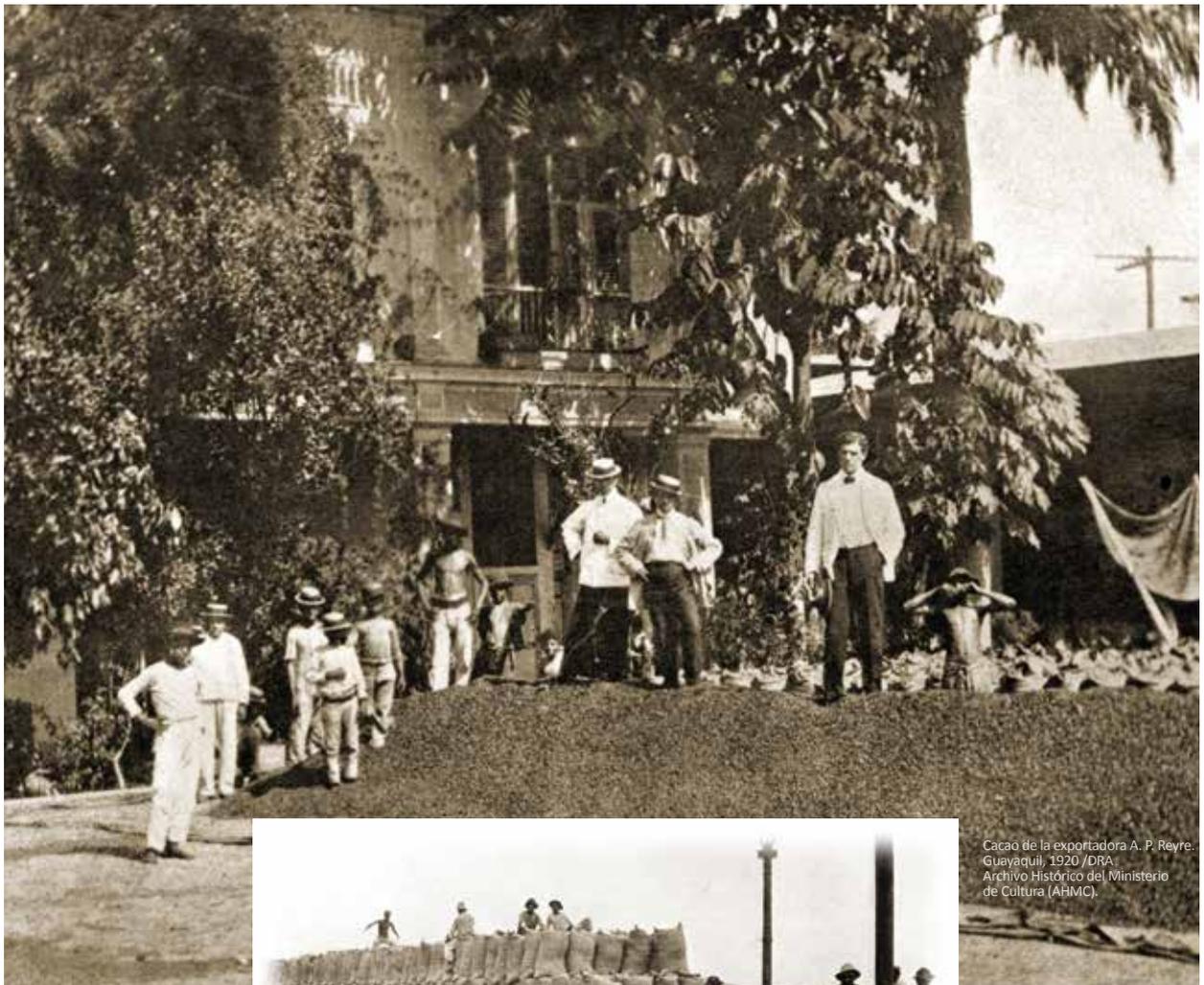


Dos hombre cosechando cacao
Region Litoral, 1920.
Archivo Histórico del Ministerio de Cultura (AHMCE).



THE SECOND COCOA “BOOM”

EUROPE IS SEDUCED BY THE TASTE OF COCOA AND THE COUNTRY RETURNS AGAIN TO ITS POTENTIAL PRODUCER AND EXPORT.



Sacos de cacao de la Casa Bancaria y Exportadora de L. Guzmán e Hijos. Guayaquil, 1920. Fotógrafo desconocido / Archivo Histórico del Ministerio de cultura (AHMCE).

Cacao de la exportadora A. P. Reyre. Guayaquil, 1920 / DRA Archivo Histórico del Ministerio de Cultura (AHMC).

The global demand for cocoa rose again and Ecuador already had experience in this crop.

Its drying and post-harvest was well managed and the infrastructure was adequate to meet the new demand. Thus, the country resumes its cocoa farms and "top" farms increase their production that is removed by river to Guayaquil, distribution center and export of Ecuadorian cocoa.



THE "GRAN CACAO"

SOTOMAYOR, THE MOON, STAGG, THE PUGA, THE ASPIAZU, THE MORLA, THE SEMINAR ...



Mujer de la alta sociedad del litoral.
Fotógrafo no identificado
Archivo Histórico del Guayas



Comisión comercial de Bélgica.
Señores Chambers y Seminario
Archivo histórico del Guayas

Since the late nineteenth century until the outbreak of World War I, a period of opulence was regarded as the "gold nugget", which was characterized by the possession of large farms. The owners were called "Gran Cacao" for its economic and political power, and by their travels to Europe, especially France. A report published in Hamburg noted that in the period 1870-1897, global consumption of cocoa had grown by 800%. As an example, the brothers Seminario, rivers, properties were taking a day trip canoeing on the river.

THE ECONOMIC BOOM

THE COCOA FEVER OCCURS IN ECUADOR SINCE THE LATE NINETEENTH CENTURY AND CULMINATES IN THE EARLY TWENTIETH CENTURY. THE NATIONAL TREASURY GETS BENEFITED FROM THE EXPORT OF THE "GOLD NUGGET" AND THE COUNTRY RECEIVES HUGE RESOURCES THAT SERVE TO PUBLIC WORKS.



Al interior de un vapor de la época.
Archivo Histórico del Guayas

Vapor en el muelle de Vinces, listo para zarpar río abajo. 1912 / DRA.
Archivo Histórico del Ministerio de Cultura (AHMCE).

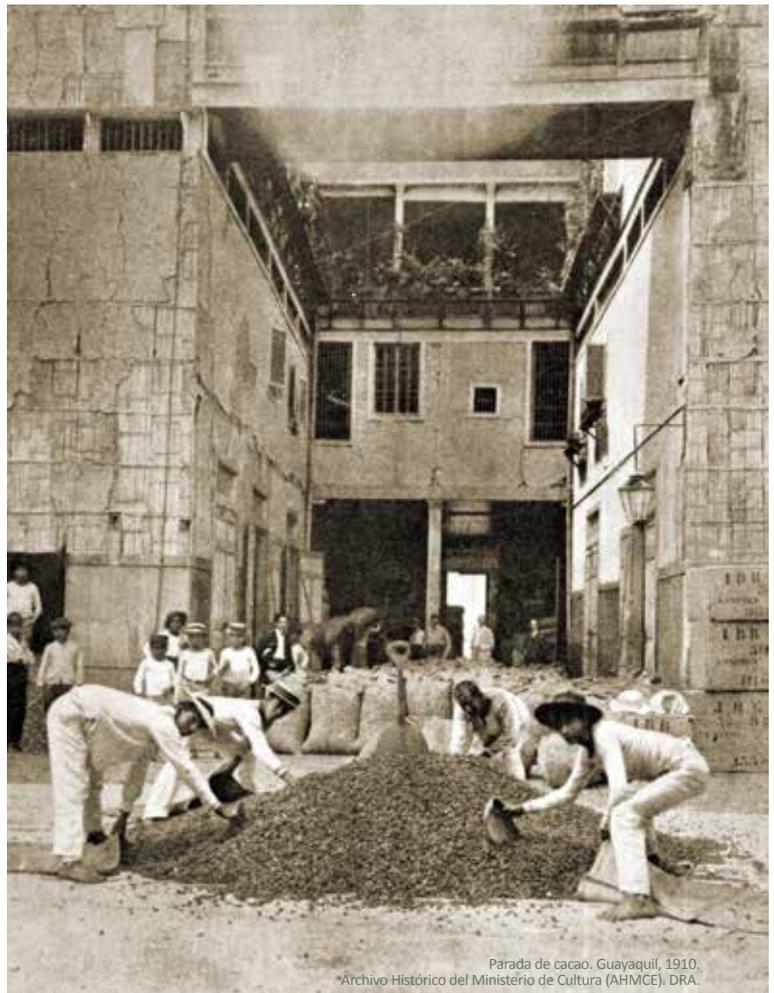
RIVER TRANSPORTATION WAS KEY TO GET GUAYAQUIL THE COCOA FROM THE COASTAL POPULATIONS OF DAULE AND BABAHOYO RIVERS.



THE BANK OF ECUADOR AND COMMERCIAL BANK AND AGRICULTURAL WERE REPRESENTATIVE OF THE TIME PERIOD AND WERE LINKED TO THE MAJOR COCOA PRODUCERS.



Banco del Ecuador. Guayaquil, 1920.
Archivo Histórico del Guayas



Parada de cacao. Guayaquil, 1910.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

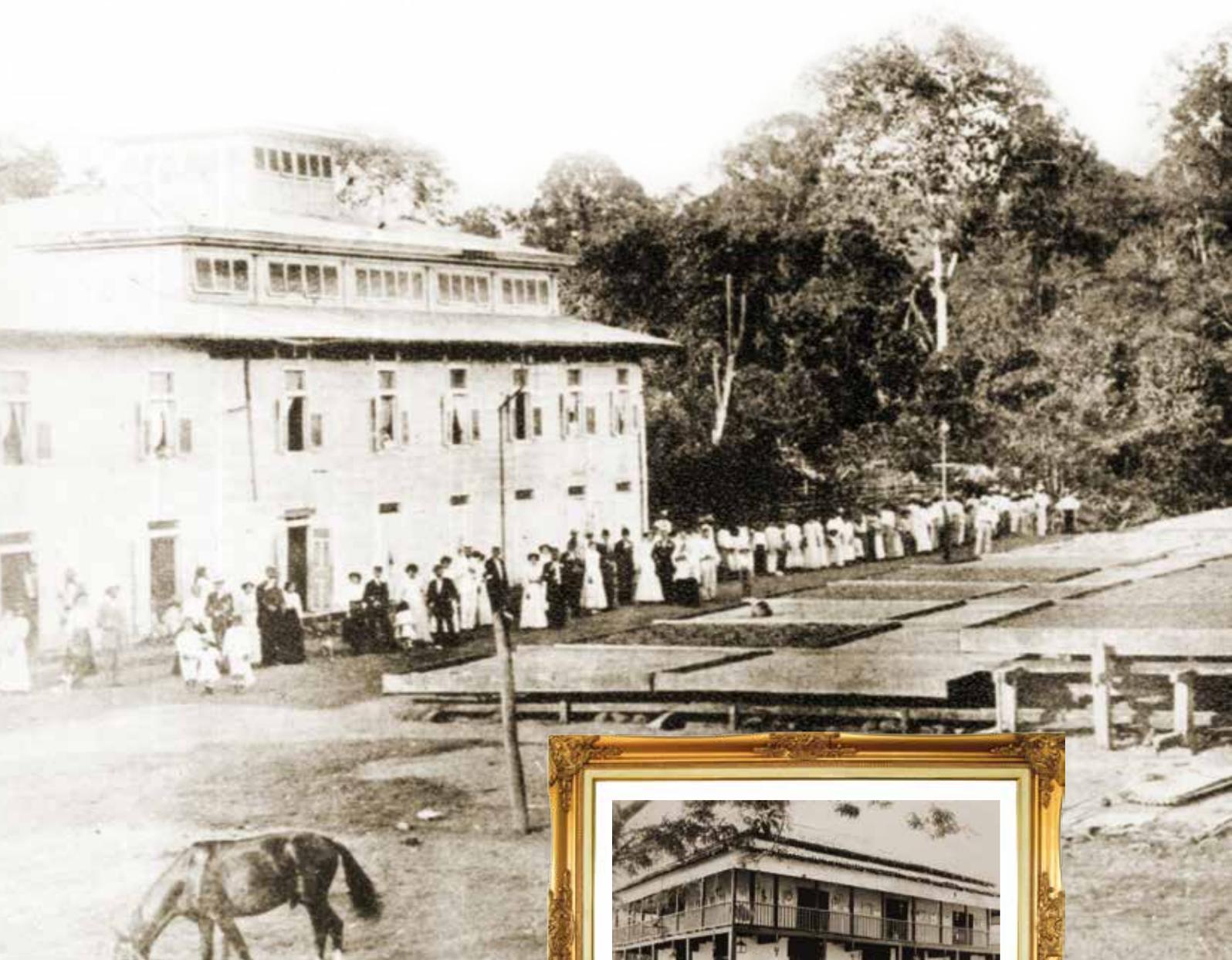


Cacao listo para la exportar. Casa exportadora A. P. Reyre. Guayaquil, 1920.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

Since the late nineteenth century until the outbreak of the First World War in the twentieth century, a period of opulence was regarded as the "gold nugget", characterized by large farms owned by the "Great Cocoa ". The economic and political power of these local landowners and some foreigners was incalculable, like their properties.

Their travels to Europe, especially to France, enabled them to adopt their customs, cuisine, and fashion trends, were brought to the continent like the seaplane. Another of those landowners married a French woman and decided to buy a peerage, to be called the Conde de Mendoza.

ONE GOLDEN AGE



Hacienda La Providencia de propiedad de Juan Pólit Chone Manabí, 1912. DRA Archivo Histórico del Ministerio de Cultura (AHMCE).



Casa de la Hacienda Trinitaria de José Joaquín Olmedo, Babahoyo. Archivo Dr. Manuel Quintana.



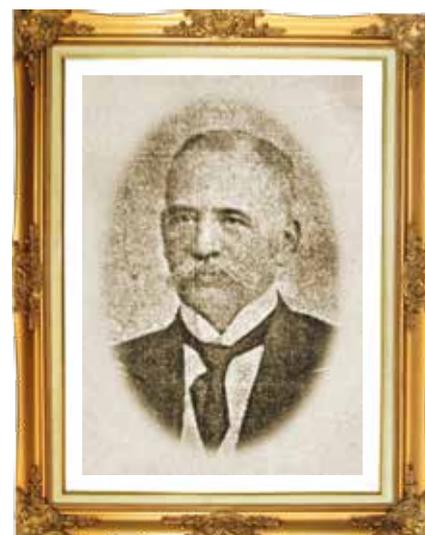
THE COCOA BOOM WAS USED BY THE OLIGARCHY OF THE TIME TO INVEST IN DISTRIBUTION, EXPORT, TRANSPORT, VAPORS, BANKS AND SIMILAR CREDIT.



Grupo de gente en un parque de Babahoyo. Fotógrafo no identificado

People like Pedro Aspiazu Coto came to possess up to one million hectares of land with 100,000 hectares of cocoa. The Puga family and seminary established several farms in what became known as "Dark Garden" in Pueblo Viejo and Windows. Between the Seminar and Aspiazu, were romances between the two that ended up forming a family, which formed the "cream of the crop" of the economic power of the "Gran Cacao" then.

In the second decade of the twentieth century began the second order of the "Cocoa Boom". In 1916 came the plague "witch broom", in 1918 the "Monilla" and 1914-1919 influenced the low international demand for cocoa, the First World War. At the same time, the English, French and Dutch colonies in Africa, significantly increased their production of cacao. Consequently, the production level in Ecuador lowered, people began to abandon the farms and the "Gran Cacao" gradually ceased to be such



Lautaro Aspiazu
Uno de los "gran cacao"
Archivo de Manuel Quintana
Babahoyo, Los Ríos

LARGE AND LUXURIOUS HOMES ALONG THE BABAHOYO AND DAULE RIVERS OF FRENCH AND SPANISH STYLE, WITH 10 TO 15 ROOMS, WAS ANOTHER SYMBOL OF THIS STAGE OF THE COCOA BOOM.



At the top, the house of the cocoa farm Tenguel, owned by I. Jacinto Caamaño. Guayas Province, 1894.

Archivo Histórico del Ministerio de Cultura (AHMCE)/ DRA.

At the bottom, patio and cocoa farm house the property Huaques Rosa E. Illinworth. Coastal Region, 1920.

Archivo Histórico del Ministerio de Cultura (AHMCE)/ DRA.



LABORERS AND FARMERS

The extraordinary cocoa boom experienced by the country, between the late nineteenth century and early twentieth century, was made possible by the presence in plantations and farms of thousands of laborers and farmers, who through their efforts helped to increase the capital of their employers, so-called "great cacao".



These small workers who sacrificed their work and gave a vital contribution to the history of cocoa, have also left a legacy, rich in knowledge and practices linked to the cultivation, harvesting, post-harvest and other uses that have been transmitted from generation to generation.



At the top, a laborer harvesting. Coastal Region, 1920.

At the bottom, pawns of the export house of Julian Aspiazu. Guayaquil, 1910.

Fotos: Archivo Histórico del Ministerio de Cultura (AHMCE)/ DRA.

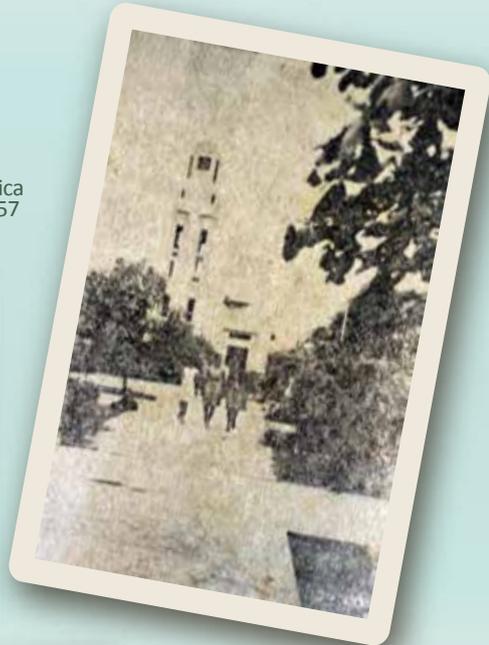
MOCACHE
Malecón de la ciudad
Manuel Quintana 1957



QUEVEDO
Casa Municipal de Quevedo
Manuel Quintana 1957



PALENQUE
Calle comercial céntrica
Manuel Quintana 1957



PUEBLO VIEJO
Paseo Público Evaristo
Manuel Quintana 1957



VINCES
Malecón, al fondo palacio Municipal
Arq. Jorge Ubilla



BABAHOYO
Malecón
Autor desconocido



COCOA VILLAGES RIVERS



The Daule and Babahoyo rivers, to get lost in the great river Guayas, Guayaquil made, distribution center and export of large-scale production of the famous "Cacao Arriba" and other wealth coming from the coastal towns of Vinces, Babahoyo, Pueblo Viejo, Palenque, Mocache and Quevedo, mainly.

These people grew and depressed to the sound of booms and cocoa sunsets, but eventually, over time, did not succumb but came to life itself.

Currently they keep the cocoa vocation, however more wealth is produced here, the same as continuing to drop by the "Cocoa Arriba".



AT THAT TIME THE QUALITY OF ECUADORIAN COCOA PRODUCED IN THE STRIPS OF RIPARIAN BANKS ENJOYED GREAT REPUTATION AND ACCEPTANCE IN THE MAJOR EUROPEAN MARKETS AND IN THE UNITED STATE.



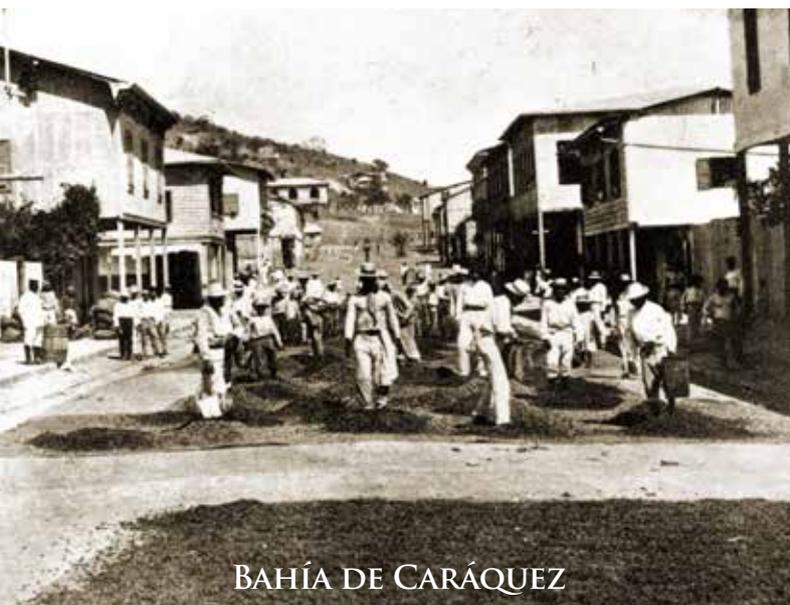
Cacao ecuatoriano en la Feria Internacional de Muestras de Cacao de la Empresa "Ocre", en Nueva York, 1934
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

Ecuadorian cocoa beans are easily differentiated from grains of other countries and they could be found in five different grades: the "Up", from high tributaries of the Guayas River, considered superior to all and came from a resistant tree and long life. Specimens of 100 years of this type of cocoa were characterized by their abundant production of large fruit with many grains and only 6 or 7 ears, were enough to make 1 pound of dry beans. The scent and taste are fine and highly aromatic.



OTHER COCOA VILLAGES

Secado de cacao en las calles de Bahía / Francisco Gámez, 1912.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.



BAHÍA DE CARÁQUEZ

Música en celebración del 10 de agosto de 1920 / DRA.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

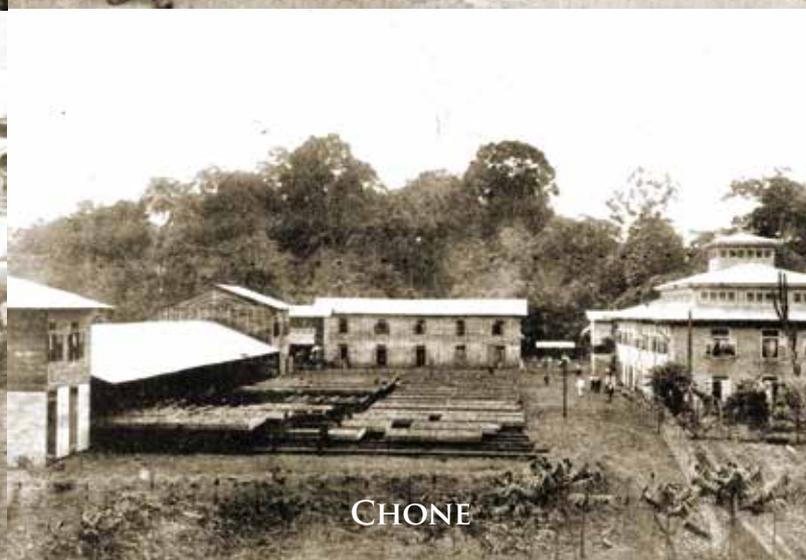


NARANJAL



MACHALA

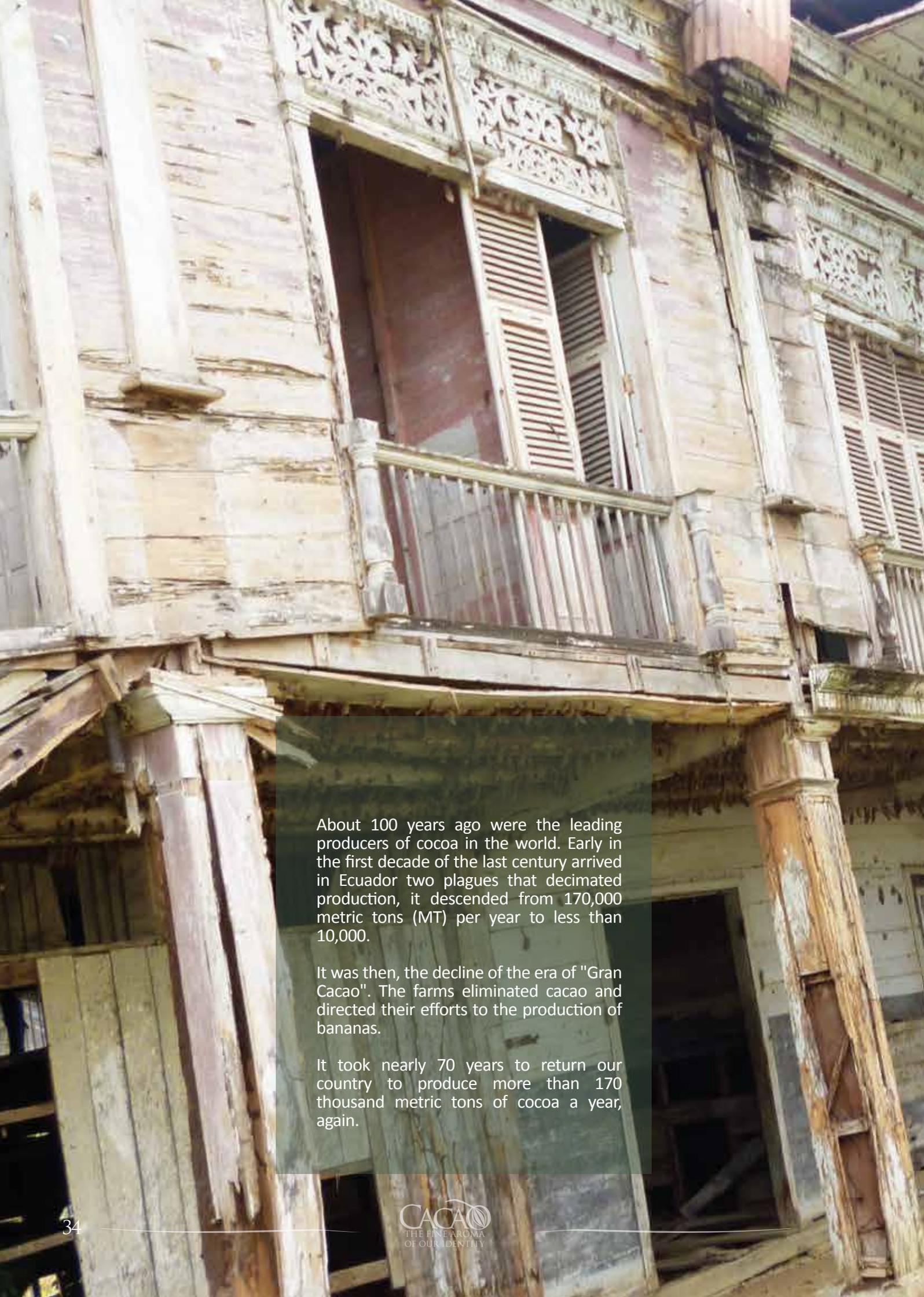
Cargando sacos de cacao en tren. Machala, 1920.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.



CHONE

Tendales de la Hacienda La Providencia en Chone, 1909.
Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

The "Balao" distinct aroma, had larger and darker than "Up" seeds and was at the lower end of the Guayas River, east of the Strait of Jambelí, generated a heavier crop. The "Machala" of Balao-like characteristics, was grown near the town of that name and south of the town of Balao. The "Bahia de Caraquez", like the previous two, was exported from the province of Manabi; and the "Esmeraldas" of fine quality that is rarely found in trade.



About 100 years ago were the leading producers of cocoa in the world. Early in the first decade of the last century arrived in Ecuador two plagues that decimated production, it descended from 170,000 metric tons (MT) per year to less than 10,000.

It was then, the decline of the era of "Gran Cacao". The farms eliminated cacao and directed their efforts to the production of bananas.

It took nearly 70 years to return our country to produce more than 170 thousand metric tons of cocoa a year, again.



Hacienda cacaotera de la familia Aspiazu.
Provincia de Los Ríos.
Foto: Sylvia Benítez 2012

RISE AND FALL OF COCOA

SINCE THE LATE NINETEENTH CENTURY UNTIL THE OUTBREAK OF THE FIRST WORLD WAR IN THE TWENTIETH CENTURY, A PERIOD OF AFFLUENCE LIVED IN OUR COUNTRY. FOLLOWING THE CONFLICT, THE ARRIVAL OF VARIOUS PESTS AND THE START OF COCOA CULTIVATION IN AFRICA, THE COCOA ACTIVITY IN ECUADOR COLLAPSED.



Jornaleros y peones de la Casa Exportadora A. P. Reyre. Guayaquil, 1920 / Archivo Histórico del Ministerio de Cultura (AHMCE). DRA.

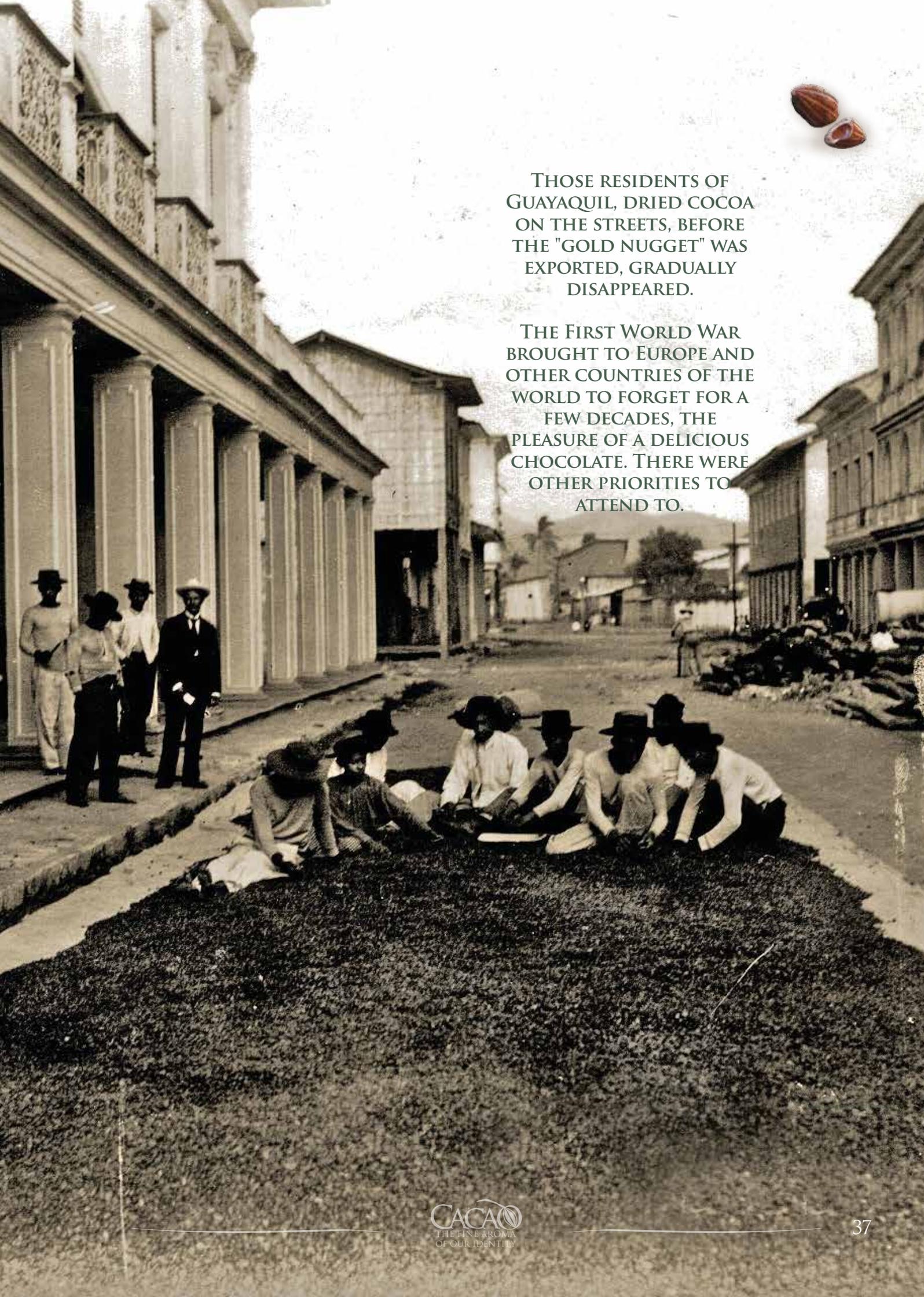
For 1895 there were 58.6 million trees in the country, spread over 4,827 cacao plantations. Ten years later, in 1905, an estimated 80 million trees on approximately 6,000 farms and cultivated area of 130,000 hectares. Vicente Gonzalez Spleen offered alarm bells when he wrote that Britain, Germany and other European powers began the cultivation of cacao in its colonies Ceylon, Sumatra, Madagascar, Trinidad, Martinique, Ghana, Nigeria, Ivory Coast and Cameroon.

Bazo González warned in time to the future harvests about the serious competition for Ecuadorian cocoa from 1894-1905, stood at the head of world exports, with sales increased 220 million pounds in 1877 to nearly a million in 1917. The outlook urged the creation of the National Agriculture Society in 1903, for mutual protection, composed of Morla, Contreras, Rivadeneira, Sotomayor, Aspiazu, Icaza, Seminar, Guzman and Moon.



THOSE RESIDENTS OF
GUAYAQUIL, DRIED COCOA
ON THE STREETS, BEFORE
THE "GOLD NUGGET" WAS
EXPORTED, GRADUALLY
DISAPPEARED.

THE FIRST WORLD WAR
BROUGHT TO EUROPE AND
OTHER COUNTRIES OF THE
WORLD TO FORGET FOR A
FEW DECADES, THE
PLEASURE OF A DELICIOUS
CHOCOLATE. THERE WERE
OTHER PRIORITIES TO
ATTEND TO.



"THE GOLD NUGGET"

COCOA WAS NAMED PRODUCT SYMBOL OF ECUADOR IN 2006 FOR THEIR QUALITY, UNIQUE FLAVOR AND AROMAS, AS WELL AS ITS HISTORY AND CULTURAL, SOCIAL AND ECONOMIC SIGNIFICANCE.



Cocoa, which was the first exchange pattern and then the "drink of the gods" in the pre-Hispanic world, became popular in Europe when it was added to sugar and mix with milk. Shortly after the candy bar, which boosted demand for the "gold nugget", which has since grown steadily developed.

Currently, Europe consumes between 10 and 11 kg of chocolate per capita annually, while in Ecuador, between 500 and 800 gr. Demand keeps growing and no substitute can be foreseen, with the same existing attributes.



THE ECUADORIAN COCOA IS PRESTIGIOUS IN DEMANDING MARKETS SUCH AS JAPAN, UNITED STATES AND EUROPEAN COUNTRIES SUCH AS SWITZERLAND, ITALY, BELGIUM, WHERE THE BEST CHOCOLATES IN THE WORLD ARE MADE.

When the cocoa is born and grows green, it has a rugged look and when it is ripe the color is bright yellow, so it is called the "gold nugget".

The ear can weigh a pound or more and within it there is a pulp that surrounds 40 almonds on average. With 15 or 20 a kilo of cocoa pods is achieved. The size of an almond is approximately 3 cm and its weight can vary from 1 gr to 1.6 gr. Ghana cocoa that is the standard in the world and a benchmark for measuring the quality physically does not go beyond 1.1 gr. The fermented almond and the dried cocoa is the final product exported.



Mazorca de cacao fino de aroma de una finca de la Amazonía, provincia del Napo. Foto: José Tobar

When we talk about national cocoa, we refer to a product with a unique social wealth in our country since there are around 100,000 families cultivating it.

Small farmers with holdings of less than 10 hectares work 95% of these crops. With their daily effort they have made Ecuador maintained the first production of cacao in the world, with approximately 62% of global volume.

Besides cocoa production is the Ecuadorian production for exportation, with the largest history in the country's economy.



Almendra de cacao fresca / José Tobar



Sacos de exportación / José Tobar



Manteca de cacao / Shutterstock



Fabricación de chocolate / Shutterstock



Chocolate / Shutterstock



Mazorca de cacao fino de aroma de la finca de Máximo Pincay en Quinindé.
Foto José Tobar



FINE AROMA COCOA

SEVERAL TYPES OF COCOA, BUT ONLY ONE IS THE FINE AROMA, ECUADORIAN COCOA, ALSO CALLED NATIONAL, CREOLE OR "TOP", SEEKING THE BIG CHOCOLATIERS OF THE WORLD, FOR ITS AROMA AND UNIQUE FLAVOR.AT



Cacao fino de aroma / Shutterstock

Criollo cacao (originally from Ecuador), cocoa Forastero and Trinitario cocoa, are the centers of migration or dispersal of cocoa in the old classification of the types of cocoa three groups are identified. However, after a study conducted in 2008 with over 1200 samples, the scientist Juan Carlos Motamayor came to establish 10 genetic groups of cacao.

The new classification maintains the three traditional groups -Criollo, Stranger and Stranger Trinitarian and subdivided the genetic group: Amelonado, Contamana Curaray, Guiana, Iquitos, Nanay, Maranon and Purus.

However, the engineer Freddy Amores INIAP says that genetic diversity is almost endless as each town has different flavors and sensory profiles. If there are 500 river systems in the Amazon region and if each cocoa develops its own base or genetic structure, then 500 would result in different types of cocoa.

The truth is that the Ecuadorian cocoa, Fine Aroma, is indispensable to make the best chocolate in the world. In countries like Belgium, the Codex Alimentarius says a Choc-Premium Olate must contain at least 12% of fine cocoa aroma in your formula.



Huerta de cacao en Mocache.
Foto José Tobar



A NOBLE CULTIVATION

COCOA DEVELOPS SHARING BIODIVERSITY AROUND IT. CACAO GROWS ASSOCIATED WITH OTHER PRODUCTS SUCH AS CORN, BANANAS, CITRUS AND CASSAVA, EFFECTIVELY CONTRIBUTING TO CARBON SEQUESTRATION AND CONTRIBUTES IMPROVING THE ENVIRONMENT.

Every three months, the cocoa renews its leaves, which are born pinkish and then turn green. The garden soil is covered with a blanket of leaves or older leaves that fall to complete its cycle of the tree. This is a vital environmental benefit, because when it decomposes it releases nutrients that feed the same plant, microorganisms and other species that live in the soil.



Flor del cacao / Foto: José Tobar

An orchard of cocoa is also a habitat for birds, butterflies, squirrels, birds and insects. The Forcipomyia is an insect of the family of ceratopogonidae that helps pollinating the plant.



Alberto Zamora, Cacaotero de Calceta, Manabí. / Photo: José Tobar

ALBERTO ZAMORA, MANABITA COCOA, SHARE AN ORGANIC RECIPE:

"I take care of fodder and I fight pests with natural cocoa products prepared by myself. For example, I do vinegar Noni: I put the fruit in a plastic bowl and leave it there to rot. Then I pour water with lemon, garlic, and soap and mix everything together to ferment it. With the extract I make my own fertilizer for fodder and to control my plants from the plague."



The fine aroma of our identity / Shutterstock

ECUADORIAN PRODUCERS WORK WITH ORGANIC COCOA, WITHOUT CHEMICALS, AS REQUIRED BY INTERNATIONAL MARKETS.

QUININDÉ / ESMERALDAS

Árbol de cacao en Quinindé de 10 años



MOCACHE LOS RÍOS

Árbol de cacao en Mocache de 70 años



BORBÓN ESMERALDAS

Árbol de cacao en Borbón de 80 años



In the past, the cocoa trees were left to grow freely and to reap the ears they used long wooden or reed instruments, called "poladeras".

That is why today you can still see trees 20 to 25 meters high and are 60, 80, 100 and even 120 years old, especially in the coastal provinces.



Today, cacao trees are used to grow no higher than five meters in order to make the process easier and more quickly.

The optimal age for producing cacao is from 8-30 years, however by various methods, the plant can be rejuvenated. There are rejuvenated trees of about 100 years, yet productive.



THE PLAGUES

WHICH HAS BEEN MEASURED IN 100 COCOA PODS, PESTS AFFECT 50 TO 60 OF THEM, CAUSING SERIOUS DAMAGE TO THE PRODUCER. THE "MONILLA", A FUNGUS THAT EXPELS A WHITE POWDER THAT TRAVELS WITH THE WIND, COMBINED WITH "WITCH'S BROOM" HAVE BEEN THE CAUSE OF LOW PRODUCTIVITY IN RECENT TIMES FOR COCOA.



Plagas del cacao / Archivo: José Tobar



THE "WITCH BROOM"

The main pests affecting the cocoa plant are two: the "broom" and "Monilla". Following the arrival of these pests into the country in the second decade of the twentieth century, productivity decreased by 50%, a situation that persists to this day.

Of 100 cocoa pods that occur in the country, pests kill from 50 to 60. The "Monilla: are some fungi that multiplies and travels with the wind".

THE "MONILLA"

Cacaoteros de organizaciones del país / Foto: José Tobar



Small Ecuadorian cocoa workers formed the Ecuadorian National Association of Producers of Fine Cacao Aroma; it is a trade organization that includes 441 organizations around the country linked through 10 provincial tables that represent approximately 32,000 families.



THE ORGANIZATIONS

SMALL COCOA WORKERS UNDERSTOOD THAT JOINING TOGETHER THEY ARE STRONGER IN PRODUCTION, EXPORTS AND INNOVATION. ACROSS THE COUNTRY THEY HAVE FORMED ORGANIZATIONS THAT WORK TOGETHER TO IMPROVE THEIR WORKING CONDITIONS AND LIFE.



Foto de cacaotero del Guayas / Foto: José Tobar

This collegiate body works on three main fronts: the adoption of the Draft Law on the Promotion and Development of the National Fine Aroma Cocoa; strengthening associations, institutions of the chain value and project implementation on the reactivation of the National Fine Cacao Aroma project.

MAPA ORGANOLÉPTICO DEL CHOCOLATE ECUATORIANO



Fuentes: INIAP (Instituto Nacional Autónomo de Investigaciones Agropecuarias), Conservación y Desarrollo, 11 organizaciones productoras de cacao.
Comité de catadores: Brad Kintzer, TCHO; Carla Barboto, Pacari; Chloé Doutre-Roussel; Ed Seguire - Chocolate Research Fellow, Mars Global Chocolate; Gary Guitard.

Adaptación infográfica: Buccidesign



Percibiendo el aroma del cacao
Foto José Tobar 2012



AROMAS AND FLAVORS

THE CHOCOLATE WAS ANCESTRALLY A DRINK UNSWEETENED. CURRENTLY, THE MOST DEMANDING MARKETS JUST LOOK FOR CHOCOLATES WITH COCOA PERCENTAGES UP TO 60%.

Or chocolate is necessarily better if it is sweeter. Sugar, vanilla and milk, hide and override the original organoleptic or sensory profiles of cocoa and overshadow the flavors of good chocolate. A bar with smaller proportions of cacao 50%, not quality.

In Europe, a chocolate high in cocoa Fine Aroma is very appreciated, further containing 100% cocoa.



Barra de chocolate / Shutterstock

To enjoy a good chocolate, we simply need to use our senses: taste, smell, sight and touch.

There are basic and specific flavors, the former are sweet, salty, bitter, astringent and acid. Our taste buds help us to feel them. The sweet was detected in the tip of the tongue, acid on the sides, bitter at the back of the throat and astringency is a feeling that can be felt throughout the mouth.



Specific flavors like floral, fruity sensations are rather related to aromas and flavors that we know. In this respect, the sense of smell is key to detecting such flavors.

With our eyes we can also assess a chocolate. "The food comes by sight," he says. If a bar is seen visually bright or dim, dark or light, attractive or unpleasant, also it helps us evaluate the quality of the product.



Edgar Renteria in Bourbon prepares to cut down a cocoa with his "poladera"
Photo: José Tobar



THE HARVEST

THE HARVEST IS A TIME OF JOY FROM THE COCOA FAMILY. AFTER MONTHS OF CARE, FINALLY CACAO LEAVES HIS GREEN EAR, IT BECOMES A YELLOW EAR AND IS READY TO BE LYING OR HARVESTED.



Family Amazonian cocoa at harvest.
Photo: José Tobar

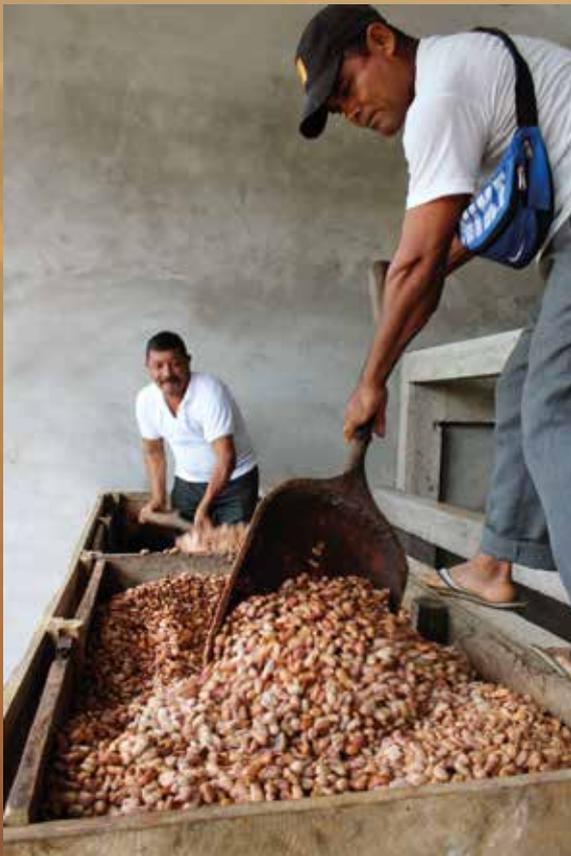
The harvest of cocoa pod in tall trees is done with poladeras, long instruments, usually made of cane or other thin, flexible materials. In smaller trees they use an axe or a normal mower is used.

Once the ear is down the tree, the product is stacked and then placed in a basket in a pouch of plastic jute or those in which urea or plastic cans that cater to deposit the harvested fruit is sold.



POSTHARVEST

FRESH COCOA PULP COMES FROM FARMS TO THE COLLECTION CENTERS WITH A HUMIDITY OF 60 TO 70%. DRYING IS AN ART THAT HAS BEEN PASSED FROM FATHER TO SON ANCESTRALLY AND IS VITAL TO OBTAIN A PRODUCT WITH UNIQUE AROMA AND FLAVOR.



In the gathering of the Association of Cocoa Producers of Muisne, Olmedo Castro removed the cocoa mass.

Photo: José Tobar

The pulp or cocoa mass arrival of farms is stored for 3 to 4 days in wooden boxes. This pulp contains sugar, that when fermentation is converted into alcohol and then it turns in an acetic acid. The anaerobic fermentation is a phase that allows microorganisms alive to generate in the mass and chemical processes within almonds.

Alcohol makes the almonds porous, then the acetic acid penetrates and it oxidizes the components of cocoa. Thus, the theobromine which gave bitterness, sourness or astringency, and grows down a cocoa flavor. Acetic acid also acts on caseins and develops the aroma of cocoa.

Shoveling the cocoa mass from one box to another, a process that takes place every 24 or 48 hours, oxygen takes a better entry, there is a better distribution of the temperature and the homogenization of the cocoa mass is facilitated.

Cocoa remover bull



Cement awning in Vince's'



Awning of wood in Quininde



Awning under plastic sheeting





DRY COCOA OUTDOORS THAT IS A CEREMONIAL PATIO, AWNINGS, AND CANOPIES AND ROOFING, PUTS ON "DANCED" SNAKING SHOWY FORMS IN VARIOUS SHADES OF COCOA. IT IS SUN-DRIED APPROXIMATELY TO A MOISTURE OF 7%.



In Naranjal, in the province of Guayas, dryer winds cocoa almonds.
File: José Tobar

Canopies drying



Pocketing dry cocoa



Cacao collection center





Cob, almonds and cocoa derivatives
File: José Tobar 2012



ROASTING AND GRINDING

HOME PREPARATION OF CHOCOLATE INVOLVES A SOMEWHAT LONG RITE, BUT NEVER TEDIOUS CULMINATING IN THE ENJOYMENT OF A CUP OF CHOCOLATE, PRIVILEGED FAMILIES THAT ARE GROWING AROUND THE "GOLD NUGGET".



Cacao tostándose en tiesto / José Tobar



Almendra de cacao tostada, descascarándose / Shutterstock



Cacao tostado y sin cáscara / José Tobar



Chocolate casero / Shutterstock

The homemade chocolate preparation part of roasted cacao beans on a clay pot, stirring constantly with a wooden spoon. After about 10 minutes of roasting, the husks begin to come off and reveal black cocoa beans.

Is then grinded, - before on stone, now on home mills - and a pasty substance to which is given different forms, the best known is the ball of cocoa, which is preserved until the preparation of chocolate is obtained.

Rilla begins to peel and reveals black beans and cocoa.

In the right occasion, this cocoa ball is added to boiling water, then a small amount of sugar, cinnamon and anise is added, a rich homemade chocolate is made.



Chocolate casero / Shutterstock

NIBS, SMALL PIECES OF TOASTED CACAO ARE OBTAINED AFTER DERAILING ALMONDS. THEY ARE THE RAW MATERIALS FOR CHOCOLATE.



Variedad de chocolates gourmet
Shutterstock



OUR CHOCOLATE

IF ECUADOR HAS THE BEST COCOA IN THE WORLD, FINE AROMA, WHY NOT MAKE THE BEST CHOCOLATE IN THE WORLD? THAT IS THE CHALLENGE FACING THE SMALL AND LARGE COCOA TODAY IN OUR COUNTRY.

In Ecuador there are 100,000 small cocoa producers, around 39 exporters of cocoa and a dozen active medium and large companies engaged in the production of cocoa derivatives.



There are several small companies in provinces such as Tungurahua and Azuay specialized in producing handmade chocolate for local consumption.



Chocolates fabricados en el Ecuador
Archivo: José Tobar



The cocoa market chain is distorted. A 50-gram chocolate costs 2.50 euros in Europe. With 26 pounds of cocoa (1 MT), for which they paid 2,500 euros, 20,000 bars of chocolate are produced, that amounts to 50,000 euros.

The chain is very large because they spend seven hands before a chocolate reaches the mouth of a European: the local broker, wholesaler, exporter, international broker, the toaster, the chocolate manufacturer and distributor.

That is why in Ecuador have developed several initiatives to produce fine chocolates export, under the premise of adding value to our cocoa that has experience and international acceptance for more than 200 years ago.

In recent years, companies like Pacari, Kallari, Green Leaf, Republic Cocoa Caoni, among others, have managed to perfect their manufacturing and exports to markets where they compete successfully with chocolatiers and world-renowned tradition.



Pasta o licor de cacao obtenida en la molenda
Shutterstock

The chocolate production process starts on the selection of almonds, which are released immediately from any existing impurity.



Group factory workers Pacari organic chocolates.

Archivo: José Tobar 2012



THE INDUSTRIAL PROCESS

SKS PRODUCTS MANUFACTURED IN OUR COUNTRY EXPORT CHOCOLATES WITH ORGANIC COCOA FINE AROMA. THEY HAVE OPTIONS WITH NATIONAL EXOTIC FRUITS SUCH AS PEPPERS, HERB VERBENA, BLUEBERRIES, AND COCONUT, AMONG OTHERS.



Fabricación de chocolates en fábrica de Pacari.
Archivo: José Tobar 2012

They enter the toasted almonds with moisture content of 6% for 20, 30 or 40 minutes. Then they are crushed and ventilated to separate the chaff from the solid domestic product or cocoa nibs, which are the basis for developing most derivatives.

The next step is grinding where through heat the semi-paste or "liquor" Cocoa is obtained. From here formulations are developed according to the type of chocolate, this is 50, 60, 70, 80% cocoa (the remainder are added such as sugar and cocoa butter). Chocolates are also made with 100% cocoa, highly sought in Europe.

Then the hot liquid and slurry is poured into molds and sticks obtained are cooled in a special freezer. The final step is the packaging of the product.

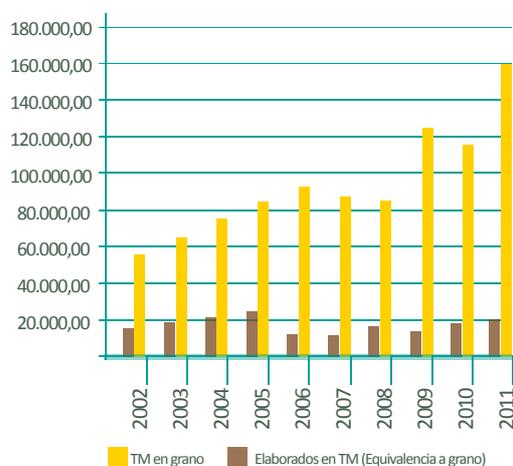
For the preparation of cocoa powder or cocoa nibs, they are subjected to a pressing which separates fats, thus obtaining a solid cocoa cake that when it is sprayed it produces cocoa powder.



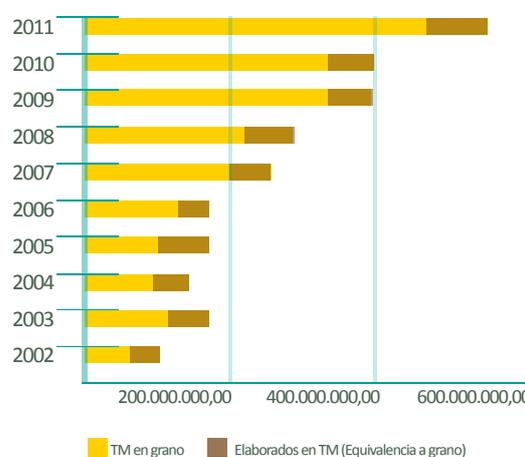
THE FUTURE OF COCOA

DURING THE GLOBAL CRISIS OF 2008, COFFEE AND COCOA WERE THE ONLY PRODUCTS THAT WERE KEPT IN A RANGE OF STABLE PRICES, WHICH IS A CLEAR INDICATOR OF THE PROMISING FUTURE OF THESE TWO PRODUCTS.

Cocoa exports in volume (Tm)



Exports of cocoa USD



Cocoa production in Ecuador has experienced a growth, and in the last 10 years the tendency has almost tripled.

In 2002 there were 73,924 metric tons of cocoa beans and 187,527 in 2012. This increase has been on par with stable and high prices in the international market. Apart from the oil activity, cocoa is the fifth product that generates more revenue to the country. In 2011 it achieved a turnover of USD 530 million

Currently, China, Russia and India start consuming chocolate and this raises important expectations of increased global demand for cocoa. Today, Ecuador has nearly 700 000 suitable and unoccupied hectares for growing cacao.

The reactivation of Fine Aroma Cocoa MAGAP (Ministry of Agriculture, Livestock and Fisheries), intended for the next 10 years to encourage the planting of 60,000 new hectares of cocoa and 30,000 rehabilitated old cocoas and install 20 nurseries with latest technology and ability to deliver plants and plant genetic material of high quality. Training and technical assistance to farmers, are mechanisms that complement the project.

At home we have the best cacao in the world, but our level of productivity is almost the lowest in the world with 5-7 quintals per hectare / year. It aims to support the producer to generate quality cocoa, in greater numbers, with the goal of 30 quintals per hectare / year.

CADA AÑO, LA DEMANDA GLOBAL DE CHOCOLATE CRECE. EACH YEAR, GLOBAL DEMAND FOR CHOCOLATE GROWS. THERE IS CURRENTLY A DEFICIT OF 200,000 METRIC TONS OF COCOA ANNUALLY, I.E. THAT THE WORLD CONSUMES 200,000 MORE THAN IT IS CAPABLE OF PRODUCING TM. ECUADOR COULD EVEN TRIPLE COCOA PRODUCTION WITHOUT RISK OF IMPACT ON PRICES.



EVERY MORNING, AT
LEAST 50 MILLION
PEOPLE IN THE WORLD
ENJOY A TASTY
CHOCOLATE IN YOUR
BREAKFAST.

Photo: José Tobar. Modelo: Andrea Muñoz

CACAO, THE FINE AROMA OF OUR IDENTITY

THE COORDINATOR OF HERITAGE MINISTRY CREATED AN OBJECTIVE TO RESCUE, PROTECT AND SAFEGUARD OUR HERITAGE WITH THE ELEMENTS OF OUR DIVERSE AND COMPLEX IDENTITY, WHICH WILL ALLOW US TO BUILD THE IDEAL OF INCLUSIVE, DEMOCRATIC, PROUD AND SOVEREIGN WE DREAM AND WHICH WE FIGHT, EVERY DAY.



Pueblo del cacao y chocolate, actualmente



Proyecto a ejecutarse

In this context, we address the comprehensive study of fine cocoa aroma, beyond the point of view of production, historical, anthropological and cultural perspective, which allows the recovery of our roots and the incorporation of cultural property in the economy, insertion of social demands and the management of resources and procedures that preserve and protect the heritage, but above all generate the Good Life.

As Ministry Coordinator of Heritage, we work to identify, visualize and disseminate knowledge and ancestral wisdom that relate to the everyday experience of the farmer, in this case, the cocoa producer, particularly in the processes of collection, production and traditional consumption.

Among our activities, we made photographic exhibitions giving back to the communities and families engaged in cocoa production and the entire country, a fragment of the visual heritage that provides valuable information for the early land-related activity "gold nugget" and the production boom meant for the country a series of economic, demographic and political changes as well as cultural and natural throughout its history.

Participation in events, allows to strength the chain production and export sovereignly alternative markets, creating jobs and generating the return flow of wealth into the country.

In the province of Napo, the Cultural Cocoa Landscape Guide, an instrument that has allowed descending autonomous governments and local institutions developed, properly manage the land; the guide contains several productive cultural projects, among which are:

Cultural Route of cocoa and chocolate, highlights the symbolic aspects, history, and traditions and seeks to promote the product directly and indirectly to the whole region, for both product and territory, are inextricably linked by a shared identity.

In order to contribute to the operationalization of the route, the CCM in coordination with other institutions promotes the implementation of Chocolate and Cocoa Village located in the community of Santa Rita, Archidona dedicated to the understanding and management of the "chakras" it will improve the productivity of cocoa, while traditional houses will be rehabilitated and food, craft enterprises will be encouraged.



Following intervene in the execution of Eco Cultural Center of Cocoa and Chocolate, located in Canton Island Tena, space designed to promote local traditions and cultural expressions of the province, taking as central origin, customs, traditions and Park Road assets related to the fine cocoa aroma as a product of territorial identity.

We will spend the day in the garden located in the canton Carlos Julio Arosemena Tola, in this area the cocoa production process and spices sector will be known through the tour of ecological trails, natural mazes and tasting of elaboration products concerned on the basis of this noble product.

All these elements allow us to evaluate the importance of cocoa and its main elaborate chocolate, in other areas of knowledge of culture: Culinary, morality, music, performing arts, visual arts and other expressions of equity.

We support the strategy that holds the state to reposition the image of cocoa as a product symbol of Ecuador, reinforcing dynamic that relate to the management of ancestral knowledge about nature and the use of resources from productive actors from the country, who, from agriculture, reflect the significant processes of a way of life that makes them holders and guarantors of food security and sovereignty of all Ecuadorians.



