

COCOA

THE FOOD of the GODS

The *Theobroma* ("food of the gods" in Greek) or cacao tree is native to the Amazon Basin. Human consumption dates back 4,000 years to the pre-Olmec people of Mesoamerica.



The Mayans made XOCOLATL, a thick bitter drink, from

GROUND CACAO

WATER

CORN

SPICES

During the Aztec Empire, cocoa beans were used as currency, and only eaten once their quality degraded.



The Aztec Emperor **MONTEZUMA**

is said to have consumed

50 GOLDEN GOBLETs

of hot chocolate every day.

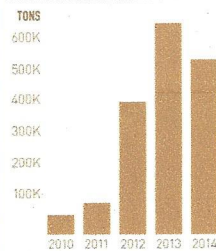
Rainforest Alliance certification covers

240,000+ COCOA FARMS

2,450,000 ACRES (990,000 ha) of cropland

IN 15 COUNTRIES

RAINFOREST ALLIANCE CERTIFIED COCOA PRODUCTION



90% of cocoa comes from small farms (<5 ha)

LARGEST PRODUCERS OF COCOA



Côte d'Ivoire Ghana Indonesia

Today, Africa grows **70%** of the world's cocoa.

In the 1500s, Spanish friars introduced chocolate to Europe. With the addition of sugar, it became enormously popular, although some condemned it as a "drink for pigs" and an "inflamer of passions."

The US is the biggest importer of cocoa beans, and the second-biggest exporter of chocolate candy, after the European Union.

In a typical year, a cacao tree produces about **40 pods**. Each pod contains **20-60 beans**.

14% of the world cocoa market is Rainforest Alliance Certified

The Rainforest Alliance works with farmers to help them efficiently grow cacao while protecting the world's forests. Look for its seal to indicate chocolate that's both good for people and good for the planet.



ANNUAL PER CAPITA CHOCOLATE CONSUMPTION



CHOCOLATE

IS **A**

\$50 BILLION PER YEAR

GLOBAL INDUSTRY

IT TAKES ABOUT

400 COCOA BEANS

TO MAKE **ONE POUND** OF CHOCOLATE