

PMCA directors begin term

During the PMCA Annual Meeting of Members held Tuesday, April 18, 2023 at the 76th Annual Production Conference in Lancaster, Pennsylvania, two new directors were ratified as the newest members of the PMCA Board of Directors: **David Hambright**, *Gertrude Hawk Chocolates*, and **Anne Puzak**, *Mars Wrigley*. Their first terms began July 1, 2023, the start of the PMCA fiscal year 2023/2024.

After fulfilling the remaining term of a vacant board seat, Anne Puzak was officially elected to serve on the board. Anne recently took on the role of industrial engineer at Mars. She has been involved in PMCA as an active member and chair of the IT committee and currently serves as social media committee chair.

Hambright is currently president of Gertrude Hawk Chocolates.

Gerhard Schubert

obituary

Gerhard Schubert, founder of packaging machine manufacturer Gerhard Schubert GmbH, passed away July 4. He was 84.

Schubert founded the company in 1966 after years apprenticing as a mechanic. With his pioneering spirit and entrepreneurialism, he built Schubert into a global enterprise, leading the business to the forefront of packaging machine manufacturers serving the food, confectionery, beverage, pharmaceutical and cosmetics markets. His ideas of modular, robot-assisted, top-loading machines continue to influence modern packaging technology.

The family-owned company continues to be run by Schubert's sons, Ralf and Gerald.



Gerhard Schubert
Credit: Schubert

Celebrating Chocolate and Spice Partnerships in Madagascar: Part 1

The TSIRO Alliance brings together four specialty chocolate and spice companies with the US Agency for International Development (USAID) and Catholic Relief Services (CRS) to help address some of Madagascar's critical environmental and economic problems. The Fine Chocolate Industry Association (FCIA) and Heirloom Cacao Preservation Fund (HCP) are also partners. TSIRO stands for Thriving & Sustainable Investments for land Restoration & Economic Opportunity, and means "flavor" in Malagasy.

The alliance focuses on conserving biodiversity and improving the livelihoods of smallholder cacao and spice farmers to support agroforestry systems and enhance biodiversity in Madagascar. This public-private partnership invests in diversifying income streams, using climate-smart agriculture techniques, and reasserting the value of healthy trees and ecosystems to support Madagascar's fragile ecosystem. The USD\$5.8 million, five-year program will reach more than 2,000 participating farmers, strengthen 30 local communities and plant more than 1.5 million trees.

In this first of three articles, we highlight how direct marketing and biodiversity preservation are making a huge difference to Madagascar's cocoa sector. Beyond Good's founder and CEO, Tim McCollum, shares how his company makes a difference as part of the TSIRO alliance and beyond.

Beyond Good is one of the few companies with a fully integrated cocoa supply chain. Can you describe this to us and the advantages it brings?

McCollum: Correct. Beyond Good has a fully integrated supply chain within Madagascar. This means we source cocoa directly from farmers. This work includes quality control checks, managing organic audits, conducting agroforestry training, and monitoring biodiversity within the cocoa parcels. This means we also manufacture our own product at a factory in Madagascar. So, there are zero middlemen between the farmers and the factory. One advantage is that we have 100% traceability built into the business. Another advantage is that we can directly influence or control

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every step that influences product quality. We like to think this results in a better product for consumers – but getting to the ideal product quality is a never-ending objective. I also consider the social and environmental impact to be an advantage — it is an endless wellspring of motivation.

Beyond Good, along with a few other companies, has partnered with the TSIRO Alliance in Madagascar. Can you describe your role in the program?

McCollum: We are happy to be partnering with TSIRO Alliance in Madagascar. We've brought some local market knowledge and relationships to the program. And TSIRO has brought resources into the cocoa farmer communities in Madagascar.

How does Beyond Good help preserve biodiversity in Madagascar, and how does this fit with your mission?

McCollum: Farmers deserve most of the credit for this, and Beyond Good provides strong economic incentives to farm cocoa. But the farmers do the rest. Many dots specific to Madagascar are connected to make preserving biodiversity a big part of what we do. To start, Madagascar has an astounding rate of biodiversity and an astonishing rate of human poverty. These two facts have been on a collision course to wipe out Madagascar's rainforests and biodiversity. There's a bit of luck at play in our biodiversity impact.

The variety of cocoa that happens to grow in Madagascar requires a 60 percent shade canopy to thrive.

Farmers plant cocoa because they have the right financial incentives. They also have the right financial incentive to plant a dense canopy above the cocoa. Thus, reforesting land that's been fallow for several decades.

What's most exciting to us are the lemurs and humans living in proximity without conflict. Humans need the cocoa trees for money. The denser the canopy is, the greater the cocoa yields and the more money a farmer makes. There is a three-canopy forest in many of the cocoa parcels we work with. This leads to a high rate of biodiversity. Seventy-five species of plants and animals on one parcel alone as of our last research.

What have been Beyond Goods' successes in the US market, and how do you see the outlook over the next five years?

McCollum: The chocolate market in the U.S. is competitive and challenging. Cracking it may even be harder than making chocolate in Madagascar. But we've managed to grow steadily over the years. We've done that by sort of ignoring what's happening in the rest of the category and focusing on what we do. It helps to have a unique product at an affordable price and a story with a bit of depth to it.

This is the first of three articles highlighting the TSIRO Alliance in Madagascar. In the next iteration will feature Princia Randrianarivony of Sahanala, a Madagascar based company owned by its 15,000 producers focused on vanilla, nuts, and spices.

**ISM International Sweets
and Biscuits Fair
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University of Wisconsin – Madison *Residence Course in Confections*

More than 30 students recently completed the University of Wisconsin – Madison *Resident Course in Confectionery Technology*. Hands-on training supplemented intense lecture sessions over the two-week class. In 2024, the university will add a more condensed version of the course to its outreach education schedule: *Candy Basics* will be a one-week course designed to instruct primarily non-technical personnel in candy technology. The course will be held March 25 – 29, 2024. The two-week *Resident Course in Confectionery Technology* will be offered July 22 – August 2, 2024.

Students who participated in the 2023 class were the following:

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|---|--|--|--|
| Jacqueline Almond, <i>Endose Molds</i> | Emma Hendy, <i>Givaudan</i> | Brian Lippert, <i>Mother Murphy's Labs</i> | Porfirio Ramirez, <i>Ricolino</i> |
| Emina Begovic, <i>The Hershey Company</i> | George Hicks, <i>Just Born Inc.</i> | Jack Lorimer, <i>Mattson</i> | Juan Manuel Rodríguez Marín, <i>Ricolino</i> |
| Alex Bromley, <i>Colorcon</i> | Mary Hiner, <i>Mantrose-Haeuser</i> | Anthony McCoy, <i>The Hershey Company</i> | Richard Schreib, <i>The Hershey Company</i> |
| Georgina Caballero, <i>Mount Franklin Foods</i> | Jeffrey Jaroszewski, <i>Mount Franklin Foods</i> | Debbie Oladeji, <i>The Hershey Company</i> | Rob Spengler, <i>Spangler Candy</i> |
| Lucia Carrillo Fuentesvilla, <i>Alimentos Cancar</i> | Casey Khor, <i>See's Candies Inc.</i> | Kimihiro Ominato, <i>Morinaga America, Inc.</i> | Kendall Tardy, <i>Endose Molds</i> |
| Jordan Chapman, <i>Sensient Technologies</i> | Anthony Kieu, <i>Altria Client Services</i> | Darshan Purohit, <i>American Sugar Refining Inc.</i> | Lydia VerLee, <i>Kraft Heinz</i> |
| Aaron Cornejo, <i>Halo Infusions</i> | Mike Lada, <i>Mars Wrigley</i> | | Erick Yi, <i>Oomph Sweets</i> |
| Tim DiVarco, <i>John B Sanfilippo & Sons</i> | Nadia Lechtenberg, <i>Mars Wrigley</i> | | |
| Jason Fenske, <i>Blommer Chocolate Company</i> | Susien Lee, <i>Fuji Bakery</i> | | |
| Irma Jocelin Flores Pérez, <i>Sunrise Confections</i> | | | |
| Anna Francis, <i>Mane Inc.</i> | | | |
| Sam Gaeke, <i>Perfetti Van Melle</i> | | | |



Celebrating Chocolate and Spice Partnerships in Madagascar: Part 2

The TSIRO Alliance brings together four specialty chocolate and spice companies with the US Agency for International Development (USAID) and Catholic Relief Services (CRS) to help address some of Madagascar’s critical environmental and economic problems. The Fine Chocolate Industry Association (FCIA) and Heirloom Cacao Preservation Fund (HCP) are also partners. TSIRO stands for Thriving & Sustainable Investments for land Restoration & Economic Opportunity, and means “flavor” in Malagasy.

The second of three articles in this series features Sahanala, an organization created by Fanamby, the non-profit association managing four Category V protected areas and natural monuments in Madagascar. Their main objective is to support and strengthen the capacities of local communities by professionalizing and integrating them into a federation strong enough to face international markets and support conservation activities like biodiversity in their regions. Spokesperson

Princia Randrianarivony shares how vanilla is helping farmers to diversify their production.

Can you briefly tell us about Sahanala and the types of products you sell?

Randrianarivony: Sahanala was founded in 2010 with the aim of creating a platform that brings producers together and provides them with direct access to the international market. Our company is owned by its producers. The company currently has over 15,000 producers spread across 13 regions of Madagascar. These producers are grouped into associations and organized within four distinct federations focused on different sectors, including vanilla, nuts and spices, tourism, and sustainable fishing. Sahanala positions itself as a responsible and sustainable entity aiming to meet the needs of producers, particularly by improving their income.

To achieve this, Sahanala supports its producers with the aim of promoting and developing its products to

Celebrating Chocolate and Spice Partnerships in Madagascar: Part 2 (continued)

meet the demands of the markets in terms of quantity and quality. The company also seeks to establish long-term partnerships with entities that are convinced by its approach.

Sahanala is part of the TSIRO Alliance in Madagascar. What role does your company play in this important program?

Randrianarivony: As part of the TSIRO program in Madagascar, Sahanala actively plays a role at various levels to improve the income of producers. The support is focused particularly in the early stages of the project, where they accompany and advise producer organizations, with a specific emphasis on vanilla production. Sahanala aims to strengthen agricultural activities by providing farmers with the necessary resources for responsible farming and producing quality products.

These support measures encompass a range of initiatives, starting with agricultural techniques, expanding cultivation areas, diversifying, and maintaining high-value crops, as well as ensuring sustainable and responsible production practices. Sahanala also takes charge of product collection and marketing. To enable producers to access the market while preserving the environment, the organization mobilizes expertise in human resources, supplies equipment and materials, and provides financial resources in their favor.

How does Sahanala help vanilla farmers deal with the effects of climate change?

Randrianarivony: Sahanala is committed to enhancing the resilience of communities in the face of climate change through various approaches. One of these approaches involves diversifying income-generating activities within communities and supporting their efforts in forest restoration to improve soil quality and access to water. To enhance soil quality, Sahanala provides training in organic agriculture, establishes nurseries in targeted areas, and promotes community-based forest management in collaboration with Fanamby, our partner in our environmental protection programs. Fanamby is a non-profit organization that manages marine and terrestrial protected areas. These actions, with Sahanala, contribute to the development of a sustainable financial mechanism and the reduction of deforestation and wildfires in forested areas.

How do you see the impact of your company expanding your market in the US and Europe?

Randrianarivony: Our advantage compared to other countries is that our crops are traditionally organic. The environment and climate are also favorable for cash crops, making our products naturally exceptional. Additionally, we offer a sustainable supply chain, allowing for traceability and an impact on producers, which is highly sought after by the current demand from both the industry and consumers. So, we still perceive a very promising market in the European and American markets. Furthermore, we have facilitated access to these markets through international trade shows, as well as trade agreements and partnerships with other countries supported by public and private entities.

PMCA Production Conference

April 17 – 19, 2024
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Celebrating Chocolate and Spice Partnerships in Madagascar: Part 3

The TSIRO Alliance brings together four specialty chocolate and spice companies with the US Agency for International Development (USAID) and Catholic Relief Services (CRS) to help address some of Madagascar's critical environmental and economic problems. The Fine Chocolate Industry Association (FCIA) and Heirloom Cacao Preservation Fund (HCP) are also partners. TSIRO stands for Thriving & Sustainable Investments for land Restoration & Economic Opportunity, and means "flavor" in Malagasy.

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This installment focuses on the impact of direct marketing and biodiversity preservation on Madagascar's cocoa sector. Amy Guittard of Guittard Chocolate Company and Bertil Akesson of Akesson's Organic shared their thoughts about the early days of Madagascar's cacao market and the appeal of Madagascar cacao to chocolate makers worldwide.

Founded in San Francisco in 1868, Guittard Chocolate Company is now under its fourth and fifth generations of family management. Guittard is an industry leader in its global efforts to promote sustainability of the environment of the cocoa-growing regions and the well-being of cocoa workers.

Akesson's is a small and exclusive Planter's Line of Chocolate & Fine Exotic Foods. They have their own estates in Madagascar, Brazil, and Indonesia, where they grow and collect cocoa, coffee, peppercorns, salts, nuts, and spices. They also produce essential oils of ylang-ylang, black pepper, combava, and vetiver. Akesson's Fine Chocolate and Exotic Foods are available across 20 countries.

Akesson's was one of the early pioneers in developing the fine cacao market in Madagascar. Can you

tell us how you started the business and where it is today?

Akesson: We were two pioneers in growing cacao in Madagascar, the two historic Estates (Bejofo and Millot) that initiated the cultivation of the crop there in the 1920s. But the other one, Millot, was essentially focusing on France and was ultimately taken over by Valrhona. The difference is that I looked at the market from a global perspective and to put Madagascar on the world map of cacao eventually.

Not only that, but we were also pioneers in developing the fine cacao market in the world, not only in Madagascar, and this is precisely why and how, 20 years ago, I went into this business and purchased the plantation. There was not really a market for specialty cacao, and I thought this could not remain like this. We have seen this with Coffee, olive oil, and craft beer before, and I saw the opportunity; this is exactly what happened.

Later, the American craft chocolate makers appeared on the scene, and almost all of them started their first batches with our beans. Then the craft movement spread to the world, and larger chocolate producers also looked at being associated with the fine chocolate market.

To this day, most of the fine chocolate producers buy their Madagascar beans from our [Bejofo] Estate, but the fine cacao market is limited and is stagnating. The price of cacao remains low and, adjusted with inflation, is even decreasing; increasing the availability of quality cacao will not help because the market is not willing to pay a higher price.

Therefore, my advice to farmers is to diversify their crops, just like we are doing ourselves. We are pushing the production of peppercorns, for example, and we commit to buying that production from the growers. This is also why we initiated a vocational training center which, with the help of TSIRO, we were able to complete.

Guittard has been purchasing Madagascar cacao for many years. What are some of the flavor and quality attributes which you find most attractive about this cacao?

Guittard: We have worked with Bertil Akesson for

Celebrating Chocolate and Spice Partnerships in Madagascar *(continued)*

close to 20 years. The cocoa from his organic plantation is one of the most unique and highly regarded in the world. In fact, Madagascar beans and their unique flavor helped usher in the bean-to-bar movement. What we appreciate the most about partnering with Bertil is the combination of his ability to bring out the bright, tart citrus and fresh, young berry and spice flavors from the Sambriano Valley terroir, along with a mutual understanding of the entire chocolate-making process. The end result is that we bring to market flavorful, low astringency, consistent Madagascar chocolate that helps a chef or a confectioner deliver on their craft with perfection. I guess you could say simply that what's most attractive to us is both the quality of the relationship with Bertil and the quality of the terroir.

Can you describe the role your companies play in the TSIRO Alliance? What have been some of the positive developments, to date?

Guittard: Madagascar and Akesson's Organic produce some of the best cocoa in the world, but considering the socio-economic and environmental challenges facing Madagascar, presented opportunities to partner on a deeper level. Bertil had a vision of building a school on the property. Through the TSIRO Alliance, we were able to expand on this idea by creating a vocational training center focused on gender equity, food security, financial literacy, and nutrition. The renovation of the building Bertil donated is complete, and there has been a tremendous amount of support from within the community for the project. The project is still very much in its infancy, and there is quite a lot of work ahead to further develop the curriculum and recruit program participants. With the support of the community, CRS, USAID, and the TSIRO partners, we are excited to see the positive impact this work can have.

We also supported the design and now the implementation of the Heirloom Cacao Preservation (HCP) component of TSIRO, which is researching and testing a new heirloom designation model in Madagascar for potential implementation throughout HCP's programs.

In what other ways is the Madagascar specialty cacao market different from commodity cacao supply chains?

Akisson: Obviously, the difference between the specialty market and the commodity market is determined by the levels of quality and price. In that respect, Madagascar is just like almost any other fine cacao origin in the world: there are one, two, or three farms/companies - not more - that put the country on the map, and the rest of the production remains commodity produce.

Simultaneously, like other origins, some larger chocolate producers buy the commodity cacao but want to make people believe they are making fine chocolate just by using cacao from an origin known to produce specialty cacao.

**PMCA Back to Basics
Confectionery Fundamentals**



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