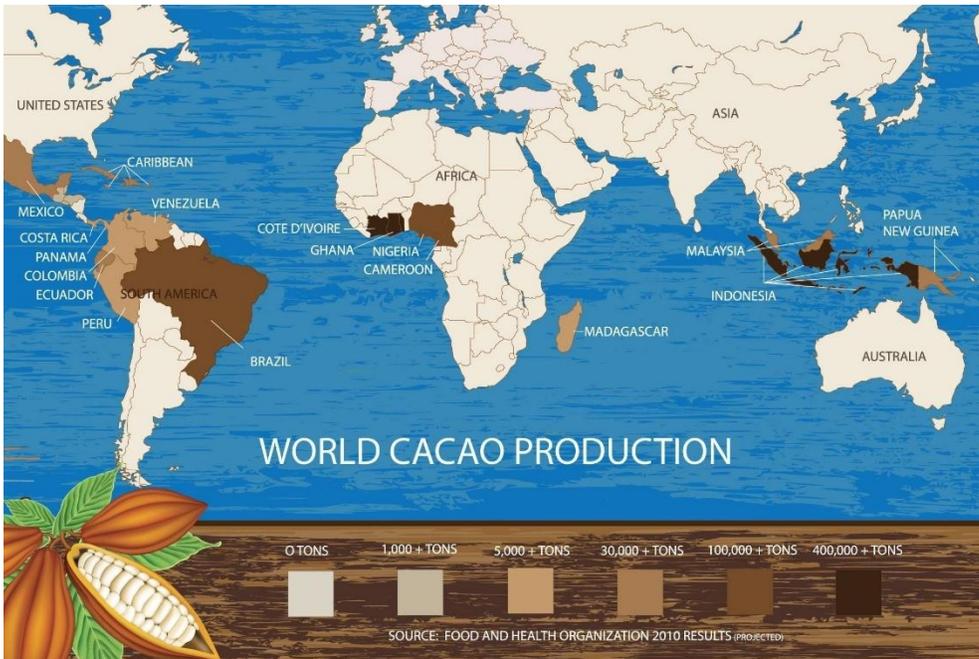


Cacao — The Path to Chocolate

The majority of the world population enjoys a bite of chocolate now and then, if not more often. But do you really know the growing source and processing of the chocolate bar you ate yesterday? Did you know that chocolate starts out as Cacao, mostly grown on 90% family farms of 5 to 12 acres (5 to 6 million Cacao farmers worldwide) vs 5% large production plantations? Cacao is a major factor in helping families maintain an affordable livelihood by providing jobs to 40 to 50 million farmers, rural workers and families. In Ivory Coast and Ghana, 90% of the farmers rely on Cacao as their main income (but still live in poverty).



70% product from Africa
19% from Asia & Oceania
11% from Americas

Netherlands biggest manufacturer of cocoa, followed by Germany, Belgium, Italy, Switzerland and United States.

Switzerland manufactures much less, but is biggest consumer of chocolate

Map of cacao grown across the world ~ World Cocoa Production; MapPorn

After discussing the three types of cacao pods and how they affect the taste of your chocolate, this single-frame thematic postcard exhibit will walk you through from the cacao flowers and pods growing on the tree trunk to picking the pods and drying the cacao beans, to processing into cocoa to the finished chocolate product.

EXHIBIT PLAN

Plan

1. 3 types of *Theobroma* Cacao
 - Forastero
 - Criollo
 - Trinitario/Calbachilla
2. Cacao Tree & It's Fruit
 - Where grown
 - Tree description
 - Cauliflorous Flowers & Midges
 - Fruits

3. Harvesting, Fermenting and Sun-Drying
 - Harvesting
 - Fermenting
 - Drying
 - Shipping to Plant
4. Processing Cocoa
 - Roasting
 - Winnowing cleaning & cracking = nibs
 - Conching/Milling grinding
 - Tempering
5. Finished Products

Legend:

Narrative text: Arial, 11 font
 Deltiological Text: *italicized*, 10 font
 Challenge/Significant Material: ◆
 Original Research: ■