

1 - PRODUCT ILLUSTRATION



2 - PRODUCT IDENTIFICATION

Commercial name	: Cocoa (Dried beans) from Madagascar
Scientific name	: Theobroma cacao
Family	: Malvaceae
Origin	: Madagascar
Varieties Present in Mada	: Criollo (rare, very aromatic) Forastero (productive, robust) Trinitario (hybrid, the most common)
Used part	: Beans
HS Code (Customs)	: 1801.00 (cocoa in whole or broken beans, raw or roasted).

3 - PRODUCT ORIGIN AND PRODUCTION

Main Production Areas	: Sambirano (Ambanja, Ambilobe), Diana, SAVA, Analanjirifo.
Ideal Climate	: Humid, tropical, with high rainfall (1500–2500 mm/year).
Cultivation Method	: Plantation under shade (banana trees, fruit trees), family and cooperative agriculture.
Harvest Period	: Two main campaigns including : - Main harvest: October – January - Small harvest: April – June
Harvest and Processing Method	: a) Manual harvest of mature pods; b) Removal of nuts (beans) from the pods; c) Fermentation for about 6 days; d) Drying of the beans in the sun for about 6 more days; e) Sorting and sizing of dry beans; f) Storage and packaging.

4 - PHYSICO-CHEMICAL CHARACTERISTICS OF THE PRODUCT

Appearance	: Whole beans, well-formed, color brown-red to dark brown.
Odor	: Intense chocolate aroma, floral and fruity notes characteristic of Malagasy terroir.
Taste	: Rich aromatic profile, slightly tangy, with notes of red fruits and citrus.
Standard Quality Parameters	: Moisture Content: ≤ 7.5%
<i>(according to ICCO and the international requirements)</i>	: Moldy Beans: ≤ 3%
	: Slaty Beans: ≤ 3%
	: Germinated Beans: ≤ 1%
	: Foreign Matter: ≤ 1%

Flat Bean Content: ≤ 5%
Weight of 100 Beans: 90 – 110 g

5 - PACKAGING AND STORAGE OF THE PRODUCT

- Common Packaging** : Jute bags of 60 – 65 kg (breathable, prevent mold);
For premium export: big bags lined with inner food-grade bag.
- Storage conditionnement** : Dry, cool, ventilated place
Relative Humidity ≤ 65%
Temperature: 18 – 25 °C
Avoid any contact with odorous products (spices, oils)
- Shelf Life** : Up to 12 months under optimal conditions

6 - USES AND TARGET MARKETS

- Chocolate Industry** : Transformation into cocoa paste, cocoa butter, cocoa powder.
- Gastronomy** : Appreciated for its unique aromatic profile (terroir beans) .
- Main Markets** : France, Belgium, Switzerland, Germany, Japan, United States.
- Trend** : Strong demand for "bean-to-bar" cocoa, Organic and fair trade.

7 - COMPETITIVE ADVANTAGES OF THE PRODUCT

- Competitive adavantages** : Rare and sought-after aroma (red fruits, citrus, flowers).
Artisanal production carefully respecting traditional steps :
Fermentation 5 to 7 days in wooden crates and 100% natural sun dryin
Increased reputation in fine cocoa.
(ICCO classifies Madagascar as a producer of "fine & specialty cocoa" »).
Easier traceability thanks to short supply chains and cooperatives.

8 - DOCUMENTS REQUIRED FOR PRODUCT EXPORT

- General** : 1. Commercial Invoice
2. Packing List
3. Customs Declaration (DDE)
4. Phytosanitary Certificate (Directorate of Plant Protection)
5. Certificate of Origin (CCI or approved body)
6. Quality Analysis Certificate (moisture, purity, absence of contaminants)
7. Exporter Approval or Export Authorization (Ministry of Commerce and Industry)

Contact - us :



Website : www.lemurex.com

Camille Mattei

EAT MARKETING



Office : +33442928449

Mobile : +33745217826



contact@eatmarketing.eu

1175 Montée d'avignon ,13090 AIX EN PROVENCE -France