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THURSDAY, MARCH 5

4:30 PM  Registration Opens

5:00 – 6:30 PM  FCIA Opening Session

Welcome and Update

DESCRIPTION:
Join incoming FCIA president, Brad Kintzer.

PRESENTERS:

Brad Kintzer, Chief Chocolate Maker, TCHO Chocolate; FCIA Board chair; HCP Board member

Brad Kintzer serves as Chief Chocolate Maker of TCHO Ventures, Inc. Mr. Kintzer spent months working on cacao plantations throughout Latin America, learning firsthand the crucial agricultural and post-harvest processes that influence chocolate flavor. Continuing his quest for chocolate knowledge, he began product development work with pioneer artisan chocolate producer Scharffen Berger Chocolate Maker, in 2003. Following the 2005 acquisition of Scharffen Berger by Hershey’s, his product development responsibilities expanded to include Joseph Schmidt Confections and Dagoba Organic Chocolate. In addition, he has worked with other fine chocolate industry leaders including Lake Champlain Chocolates, Michael Recchuiti Confections and others. He studied botany at the University of Vermont.

Bill Guyton, Executive Director, FCIA

Bill Guyton is a senior-level leader within international agribusiness and non-profit organizations who is committed to leading the creation and implementation of global sustainability best practices. Throughout his career, he has been recognized for his ability to create public-private partnerships as well as his ability to develop resilient supply chain and community-based programs.

Bill currently is Executive Director to the Fine Chocolate Industry Association (FCIA), where he provides strategic leadership for over 350 company members. He also consults for private firms and non-profits on strategic planning, technical training, and partnership development. Prior to his current assignments, Bill was the founder and CEO of the World Cocoa Foundation for 15 years where he grew the organization from a handful of companies to a globally recognized organization with 115 members representing 85% of the global chocolate industry. He also has worked in other agricultural value chains such as feed grains, livestock and fruits and vegetables. In addition to his career record of successful leadership, he currently serves on the Advisory Board for the World Food Law Institute, a member of The Alliance to End Hunger, and the Association for International Agriculture and Development.

Chocolate Consumer Survey

DESCRIPTION:
Lead researcher Anne-Marie Roerink will share insightful findings from a 2019 National Confectioners Association/FCIA nationwide survey that uncovers consumer perceptions of all things chocolate. Learn about the three consumer segments, sales, preferences, sourcing and certifications, shopping behaviors and how fine chocolate consumers differ from chocolate consumers in general across all these areas.
**PRESENTER:**

Anne-Marie Roerink, *Principal and Founder, 210 Analytics*

Principal and Founder of 210 Analytics, Anne-Marie Roerink specializes in quantitative and qualitative market research. Prior to launching 210 Analytics, she served as the Director of Research for the Food Marketing Institute (FMI). Responsible for all research projects, she distilled complex research data into usable and easy-to-understand materials for business audiences ranging from America’s largest retail chains to single-store family companies. Studies and presentations included shopper insights; retailer benchmarking and trending in financial, operational and tactical areas; and internally-focused research such as conference evaluations and member needs assessments.

Before joining FMI, Anne-Marie served as the Director of Marketing and Research at the American Society of Travel Agents (ASTA) and oversaw all primary and secondary research efforts, as well as the association’s membership and conference marketing.

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**Regulatory Update**

**DESCRIPTION:**
This presentation will review the current regulatory environment. Issues to be address include federal regulatory priorities such as FDA’s programs for Nutrition Strategy and New Era for Food Safety and USDA’s bioengineered food labeling. It will also cover selected international regulations including Mexico’s front of pack labeling proposal and state level issues effecting the confectionery industry. Finally, as one of the largest disruptors in the industry, the presentation will also cover the latest regulatory developments on cannabis and CBD (cannabidiol).

**PRESENTER:**

Debra Miller, *Senior Vice-President of Scientific and Regulatory Affairs, National Confectioners Association*

Debra L. Miller, PhD is the Senior Vice President of Scientific and Regulatory Affairs at the National Confectioners Association, where she is responsible for technical leadership on labeling, food safety and other food policies and regulations. She also serves as staff lead for NCA’s Chocolate Council. Dr. Miller also leads NCA’s nutrition and food policy initiatives, which span local, state, federal and international arenas advocating for science-based approaches.

Dr. Miller has over 20 years of experience in nutrition science and regulatory issues in the food industry with 15 of those years in the chocolate and confectionery industry. Previously Dr. Miller served as Director of Scientific and Regulatory Affairs at The Hershey Company where she was responsible for developing internal and external food policies, which affect food labeling and food safety regulations.

Before joining The Hershey Company in 2004, Dr. Miller served as Director of Nutrition Communications for Dupont Nutrition, St. Louis, MO. Dr. Miller was an Assistant Professor at Johns Hopkins School of Medicine where she investigated food intake regulation and led the olestra post-market surveillance clinical trial. She completed a post-doctoral fellowship in obesity treatment at the Harvard Medical School after completing her doctoral degree. Dr. Miller is a graduate of Juniata College (Huntingdon, PA) and The Pennsylvania State University with a doctoral degree in Biobehavioral Health and a doctoral minor in Nutrition Science.
Heirloom Cacao Preservation Presentation:
Protecting Fine Flavor Cacao

DESCRIPTION:
The Heirloom Cacao Preservation Fund (HCP) was formed in response to the global pressures of environmental change, deforestation, and economic influences threatening the world’s supply of high quality, flavorful cacao. The HCP mission is to identify fine flavor cacao - the best of the best. Our goal is to not only protect and propagate fine flavor cacao for future generations but to also improve the livelihoods for cacao growing families. These efforts will ultimately help farmers scale up and strengthen commercial links to the fine chocolate market. HCP’s work is supported by donations from chocolate industry professionals, chocolate makers, farmers, and chocolate enthusiasts from around the world. HCP will debut its first short Documentary where we will explore the HCP Designation process and preservation efforts at a designee site in Belize. Anne Zaczek, HCP Executive Director, will provide an update on a number of ongoing nursery projects at HCP Designee sites.

PRESENTER:
Anne Zaczek, Executive Director, Heirloom Cacao Preservation Fund

Anne Zaczek is the Executive Director of the Heirloom Cacao Preservation Fund, a non-profit organization with a mission to identify and preserve fine flavor “heirloom” cacao varieties for the conservation of biological diversity and the empowerment of farming communities.

After graduating from the Rochester Institute of Technology with a degree in International Studies, specializing in International Business, Anne began her professional career in Washington D.C. working for the U.S. Grains Council. While there she served many roles including the Manager of Programs and Planning and Manager of Global Development Programs. Between 2013-2017 she led the Council’s Food for Progress Program in Tanzania developing its poultry industry, successfully establishing the countries first national poultry association.

6:30 – 8:30 PM FCIA Reception

Sponsors: Salon du Chocolate, ECOM, Peru Delegation

Enjoy a fun-filled evening of networking. Appetizers and drinks will be served, along with chocolate sampling tables donated by our member companies. A highlight of the evening will be Peruvian dancers.
FRIDAY, MARCH 6

9:00 AM – 2:45 PM FCIA Trade Fair

The Gallery Showcase is a great way to check out new products and get advice relevant to your business. Please visit our exhibitors.

- aspecialtybox.com
- Beyond Good by Madécasse
- Blommer Chocolate Company
- Diamond Custom Machines
- Dick Taylor Craft Chocolate
- EZtemper
- Guittard
- Mesocacao
- Savage Brothers
- TCF Sales
- Tomric Systems

8:30 – 9:30 AM FCIA Membership Assembly

*Members and invited guests only

Newly-elected FCIA president Brad Kintzer will provide a board update, followed by committee reports on education/events, communications/market research, cocoa supply chains partnerships/standards, and new members welcome.

9:45 – 10:00 AM Break

10:00 – 11:00 AM Workshop: Session 1

Living Income Differential Program and Best Practices for Sourcing Traceable Cocoa from Ghana

TRACK 1: Successful Cocoa Supply Chain and Quality Sourcing Strategies

DESCRIPTION:
A representative from Cocobod will explain the intention and logistical details behind the Living Income Differential Program (LID), a mechanism for improving livelihoods and farm investments for the majority of the world’s cocoa farmers. A representative from TCHO will also explain several best practices for adding value to farmers and sourcing specific traceable lots through the COCOBOD system.

AUDIENCE: Chocolate Makers

MODERATOR:
FCIA Board Member
Laura Ann Sweitzer is the Manager of TCHO Source at international award-winning TCHO Chocolate, based in Berkeley, California. In addition to working closely with TCHO’s suppliers, Sweitzer focuses on quality and flavor in every step of the sourcing and chocolate making process. Prior to joining TCHO in 2014, Sweitzer spent 5 years working on quality improvement in coffee supply chains in Latin America, Africa and Asia. Sweitzer grew up on a farm in the Midwest and is passionate about flavour, sustainability, and equity in food.

**Communicating About Fine Chocolate to Customers and Clients**

**TRACK 2: Marketing and Communications**

**DESCRIPTION:**
The FCIA defines fine chocolate “in terms of its flavor, texture and appearance, as well as how its limited ingredients, high cocoa and low sugar content, are sourced and processed.” The value proposition of fine chocolate is that it is “more good” than its alternative: non-fine chocolate. How do we communicate that goodness -- whether it is social, environmental, economic, or sensory -- to consumers? This panel will provide an overview of time-tested and emerging marketing and promotion strategies around “goodness” in food. Drawing on the perspectives of Bay Area cacao and chocolate professionals, marketing experts, and academics, we will consider how responsible practices and superior taste overlap, and how to authentically and accurately convey their significance to today’s consumers.

**AUDIENCE:** Chocolate Makers, Chocolatiers, Growers

**MODERATOR:**
Carla D. Martin, PhD, *Executive Director/Lecturer, FCCI/Harvard University*

Carla D. Martin, PhD, is the Founder and Executive Director of the Fine Cacao and Chocolate Institute and a Lecturer in the Department of African and African American Studies at Harvard University. Carla is a social anthropologist whose current research focuses on ethics, quality, and politics in cacao and chocolate and draws on several years of domestic and international ethnographic experience. She lectures widely and has taught extensively in African and African American Studies, critical food studies, social anthropology, and ethnomusicology, and has received numerous awards in recognition of excellence in teaching and research.

**PRESENTERS:**

**Emily Stone, Founder and CEO, Uncommon Cacao**

Emily Stone is the Founder and CEO of Uncommon Cacao, a group of Transparent Trade cacao operations including Maya Mountain Cacao (Belize) and Cacao Verapaz (Guatemala). Emily spent 2010-2017 living in Guatemala and Belize building up the operations at origin and working directly with farmers. Now based in Berkeley CA, Emily leads Uncommon Cacao’s work supplying delicious, high quality, transparently-sourced cacao from 8+ countries to over 200 craft and premium chocolate makers globally. Emily is an Ashoka Fellow and Unreasonable Fellow, and recipient of the Fine Chocolate Industry Association’s Recognition of Excellence in Outstanding Contribution at Origin in Sustainability of Fine Chocolate.

**Mike Forbes, CEO, AlterEco**

Mike Forbes is the CEO of Alter Eco, a chocolate-centric, sustainability-focused snacks company. He holds expertise and leadership in scaling businesses while maintaining a brand’s core mission an values. He previously worked as executive vice president and general manager at California Olive Ranch, and served in marketing roles at General Mills and Procter & Gamble.
Summer Allen, PhD, Senior Research Coordinator, International Food Policy Research Institute

Summer Allen, PhD, is a Senior Research Coordinator at the International Food Policy Research Institute focusing on Agriculture for Nutrition and Health and the Food Security Portals. Before joining IFPRI, Summer served as the Research Coordinator for the Committee on Sustainability Assessment and has years of experience leading projects on agricultural development and water issues throughout Latin America and Africa. Summer has previously worked with ERS (USDA), FAO, and EPA. She received her MS degrees in Agricultural Economics and International Agricultural Development from UC Davis and her PhD in Agricultural Economics from Georg-August-Universität Göttingen, Germany.

Practical Food Safety Modernization for Chocolate Makers: Preventative Controls

TRACK 3: Best Business Practices and Scaling Production

DESCRIPTION:
Is roasting cocoa beans a sufficient preventive control to meet the requirements of the Food Safety Modernization Act (FSMA)? Dandelion Chocolate and the Kovac Lab at the Pennsylvania State University collaborated on a series of experiments over the last two years to answer this question and will present on this cutting-edge research. Chocolate makers will leave this talk with a deeper understanding of food safety in chocolate manufacturing, FSMA preventive controls, and suggestions on how to apply the research findings in their own factories.

AUDIENCE: Chocolate Makers

MODERATOR:
FCIA Board Member

PRESENTERS:
Rebecca Taylor-Roseman, Quality, Safety, and Risk Manager, Dandelion Chocolate

Rebecca Taylor-Roseman, M.A. is the Quality, Safety, and Risk Manager at Dandelion Chocolate. She’s been in charge of the quality program at Dandelion since 2015. When she’s not building robust quality systems and processes to scale Dandelion’s operations in its SF and Tokyo-based factories, she uses her detail-reading superpowers to understand the Code of Federal Regulations.

Gabriella Pinto, Pennsylvania State University

Gabriella Pinto is part of the research team at the Kovac Lab within the Food Science Department, Pennsylvania State University.

11:00 – 11:30 AM Break
11:30 – 12:30 AM  Workshop: Session 2

Addressing Environmental Impact on Cocoa Growing

**TRACK 1: Successful Cocoa Supply Chain and Quality Sourcing Strategies**

**AUDIENCE:** Chocolate Makers, Chocolatiers, Growers

**MODERATOR:**

*FCIA Board Member*

**PRESENTERS:**

Gregory D’Alesandre, *Chocolate Sourcerer, Dandelion Chocolate*

Greg has been working with chocolate for over twenty years, and making chocolate for the last decade. He started making liquid nitrogen truffles in college with “borrowed” equipment from the physics lab. He’s been with Dandelion Chocolate for 5 years as partial owner and Chocolate Sourcerer, traveling the world to find great cacao to use to make great chocolate. He is co-author of “Making Chocolate: From Bean to Bar to S’More.” He feels strongly about direct sourcing cacao and building lasting relationships with the network of cacao producers and chocolate makers around the world. While his background is in electrical engineering and product management, he’s been using these skills to help run the business.

Etelle Higonnet, *Senior Campaign Director, Mighty Earth*

Etelle Higonnet is a Senior Campaign Director at Mighty Earth where she focuses on fighting deforestation in the tropics, with an emphasis on the cocoa, soy, palm oil and rubber industries. Etelle previously worked as Greenpeace Southeast Asia Research Director on a broad range of environmental issues including climate, energy, oceans, toxic waste, ecological agriculture, environmental justice, and forest protection. Etelle also has significant experience in human rights, primarily in war zones and post-conflict areas with Human Rights Watch, Amnesty International, International Human Rights Law Institute, Open Society, two war crimes courts, and other organizations.

**Every Chocolate Tells a Story: A New Approach to Sensory Storytelling**

**TRACK 2: Marketing and Communications**

**DESCRIPTION:**

The best craft chocolate stories begin with the senses. What do people taste? Is it approachable? Is it relatable? Is it memorable? In this marketing workshop we will explore the intersections of emotion, price/value perception, and craft chocolate differentiation. Learn how to create lasting connection with consumers, starting with the sensory taste experience of your chocolate. From there, we’ll explore the proper balance and sequence of origin, maker, sustainability, etc as parts of an epic chocolate story. Come prepared to taste craft choco samples, do writing exercises, and explore a fresh approach to storytelling. You’ll leave with a new 3-sentence story for your craft chocolate of choice. Along with storytelling tips for elevating the unique taste and experience of your chocolate.

**AUDIENCE:** Chocolate Makers, Chocolatiers
MODERATOR:

FCIA Board Member

PRESENTER:

Michael Margolis, CEO, Choco Libre

Michael Margolis is the CEO of Choco Libre, a secret society devoted to the world’s best craft chocolate. Michael is also the CEO and founder of Storied, a strategic messaging firm that advises clients including Facebook, Google, Uber, Greenpeace, and NASA. Michael is a two-time TEDx speaker, a cultural anthropologist, and author of Story 10x: Turn the Impossible Into the Inevitable.

Proposition 65: Addressing New State Regulations

TRACK 3: Best Business Practices and Scaling Production

DESCRIPTION:
A speaker from Guittard Chocolate will discuss the history of Proposition 65 and implications of new regulations on the chocolate industry in California. Learn how companies are addressing some of these regulatory measures.

AUDIENCE: Chocolate Makers, Chocolatiers

MODERATOR:

FCIA Board Member

11:30–11:45 AM  Break

12:30–1:20 PM  Lunch Presentation: FCIA Business Survey Results
Sponsor: Colombia Delegation

DESCRIPTION:
Join lead researcher Manuela Hoehn-Weiss as she highlights the findings from a business survey completed in August 2019 by Oregon State University, the University of Washington, and FCIA. The survey included interviews of nearly 300 company respondents involved in the trade, manufacturing and sales of fine chocolate products in the US and abroad. Findings provide important insights into the challenges and opportunities faced by FCIA members and suggest initiatives to improve member experiences.

PRESENTERS:

Dr. Manuela N. Hoehn-Weiss

Dr. Manuela N. Hoehn-Weiss is an Associate Professor of Strategy and Entrepreneurship in the College of Business at Oregon State University. She is an active researcher and award-winning teacher with international, high-technology industry experience and first-hand knowledge of the high-tech centers of Silicon Valley, Boston, and Seattle. In her research, Manuela investigates resource acquisition by firms. Her research has been published in many academic publications, and she has presented her work at national and international conferences and meetings.
1:30 PM – 2:30 PM  Workshop: Session 3

Specialty Cocoa Growing in the Dominican Republic, Practical Lessons from the Field

**TRACK 1: Successful Cocoa Supply Chain and Quality Sourcing Strategies**

**DESCRIPTION:**
There has long been a need for a fully fleshed out course at origin to teach someone everything they need to learn about getting started in cocoa. Whether for new producers, NGOs looking to learn about what it takes to grow cocoa, or chocolate makers who want a primer on the details of their primary ingredient. This group is assembling such a course in the Dominican Republic and will discuss the genesis of the course, the content, and discuss why such a course is needed right now.

**AUDIENCE:** Chocolate Makers, Growers

**MODERATOR:**
Gregory D’Alesandre, *Chocolate Sourceror, Dandelion Chocolate*
(See bio under “Addressing Environmental Impact on Cocoa Growing“)

**PANELISTS:**
Carla Martin, PhD, *Executive Director/Lecturer, FCCI/Harvard University*
(See bio under “Communicating About Fine Chocolate to Customers and Clients“)

Jose Lopez Ganem
Charles Kerchner
Kathryn Cavallin

**Keys to Crowdfunding Success**

**TRACK 2: Marketing and Communications**

**DESCRIPTION:**
Crowdfunding is a great way to raise capital and test the viability of a product, but many makers run their campaigns without a solid plan or an established audience. After dissecting the success of other campaigns and running a successful campaign last year (140% funded!), this session will share tips for the larger chocolate community. The presentation will focus on crowdfunding timeline (ideally, you should start two years early,) and what to do before, during, and after the campaign. We’ll explain why the first 48 hours are key to crowdfunding success and why communication after the campaign is capital to building trust. The presentation will include testimonials from makers who ran campaigns. Ultimately, makers will walk away knowing whether crowdfunding is for them and, if so, with the knowledge and how-to to position themselves for success.

**AUDIENCE:** Chocolate Makers, Chocolatiers, Growers
MODERATOR:
FCIA Board Member

PRESENTER:
Estelle Tracy, CEO, 37 Chocolates

Estelle Tracy is a food writer and chocolate sommelier based in the Philadelphia area. She’s the author of a food survival guide for French expats in the US and the founder of 37 Chocolates, a chocolate education company. Since 2016, she’s been introducing food lovers to the diversity of the chocolate world through sold out lectures, tastings, and wine & chocolate pairings. Her events feature boldly flavored, single origin bars that challenge the audience’s perception of chocolate.

Emily Stone, Founder and CEO of Uncommon Cacao
(See bio under “Communicating About Fine Chocolate to Customers and Clients”)

Enna Grazier, Founder, Enna Chocolate

Enna Grazier is the founder of Enna Chocolate, a chocolate company based in Epping, New Hampshire. Since 2016, she’s focused on creating small batches of chocolate that emphasize the flavor potential of various cacao origins from around the world. Enna explores the flavors of the cocoa bean and loves introducing customers to the very broad and diverse experience that is offered by fine single-origin chocolate.

Using Sensory Analysis for Making Everyday Production Decisions

TRACK 3: Best Business Practices and Scaling Production

DESCRIPTION:
The most important and impactful function of any maker is the production and release of brands that are both free of defects and consistent with their intended flavor profile. Pragmatic tasting methods designed to meet this objective will be presented to highlight how the chocolate industry can successfully use Sensory methods to inform everyday product and process decisions. This presentation will culminate in a live tasting where participants will gain the understanding that every chocolate maker has the tools to develop a robust Sensory program.

AUDIENCE: Chocolate Makers, Chocolatiers, Growers

MODERATOR:
FCIA Board Member

PRESENTERS:
Karen Cogan, Flavor Manager, Dandelion Chocolate

Karen Cogan is the Flavor Manager at Dandelion Chocolate and is responsible for building Dandelion’s sensory program. She holds a Certificate in Sensory and Consumer Science from UC Davis, and she has since actively collaborated with academic institutions such as the University of Hawaii and Penn State and has shared her craft chocolate knowledge in cross-industry conferences such as the Coffee Roaster Guild’s Sensory Summit. Karen manages and implements the analyses and procedures responsible for maintaining a robust internal flavor database that supports Dandelion Chocolate’s R&D and Production teams in their pursuit of making some of the world’s best chocolate.
Lindsay Barr, Co-Founder, DraughtLab Sensory Software

Lindsay Barr is a Co-Founder of DraughtLab Sensory Software and the former Sensory and Consumer Research Specialist for New Belgium Brewing, where she worked for nine years. She holds a Masters degree in Food Science and Technology from UC Davis and served as the chair of the ASBC Sensory Committee for five years where she developed and published seven new sensory methods. She now helps implement sensory QC systems in many different food and beverage companies and has set her sights on continuing to develop tools focused on helping these industries use their senses to inform business-wide decisions.

2:45 – 3:15 PM  General Session: Summary and What’s Ahead

The final session will provide a wrap up of the two-day event and an overview of the Craft Chocolate Experience: San Francisco, which follows on March 7-8.

PRESENTER:

Bill Guyton, Executive Director, FCIA

(See bio under “FCIA Opening Session”)