





Entrepreneurial innovation pathways of the Amazonian cocoa- chocolate value chain: A success associative story in San Martin, Peru

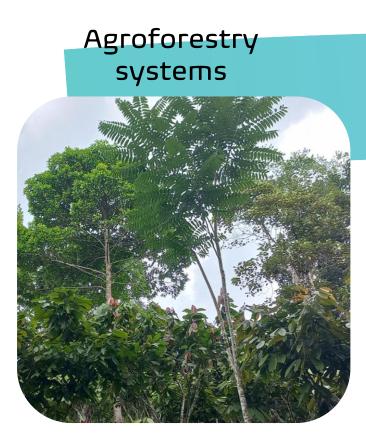
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Introduction

The Amazonian cocoa chocolate value chain in Latin America has faced recent challenges due to COVID-19 and the war in Ukraine3. Rising costs of agricultural inputs, fluctuating product prices, and shifts from agricultural production to other economic activities have impacted small-scale cocoa producers in the Peruvian Amazon₁.

Therefore, this study explores the resilience of ABISEO FOODS SAC, a local cocoa trading firm that transformed its business model towards an entrepreneurial innovation approach₂.











Creation of chocolate bars

by cocoa bean variety



dried cocoa beans

Snoi

Busine

Grain drying separated by variety



separated by variety

Separation of cocoa bean varieties

Current Busine

Aim and Method

Analyze the extent to which ABISEO FOODS SAC's transformation of its business model has positively impacted the resilience and sustainability of the San Martin, Peru cocoa value chain in the face of external crises, including COVID-19 and geopolitical factors.





Results

Purchase of cocoa pulp and dried cocoa beans for marketing. High dependence on

stock market value

2,71 USD/kg

-Cocoa bean transformation into premium chocolate bars (1.87 USD/ Chocolate bar)

-Procurement of cocoa beans from ABISEO FOOD SAC-associated producers at a fair price (3.79 USD/Kg)

-Certificate of origin

Alliances with international cooperation for the execution of



International prizes

- Chocolats Noirs Fantaisie (Silver Medal)
- Chocolats Noirs Fantaisie (Gourmet medal)
- Chocolats Noirs, de cacao 70% et moins (Gourmet medal)

Conclusion

ABISEO FOOD SAC:

- during crises, boosting fostering Innovated revenue partnerships for social and environmental projects.
- Ensures the quality of its chocolates by meticulously managing the entire value chain, starting from cocoa bean production.
- Provides associated the cocoa producers capacity building in good agricultural practices, agroforestry and sustainable systems, schemes.



References

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