

**COCOA
NECT.**

Produits des Îles S.A. (PISA), Haiti



Photo: PISA

THE STORY BEHIND THE BEAN

More than a century ago, the Dufort family initiated their first activities in the fields of coffee. The fertile Haitian soils have historically been a good ground for growing coffee. Back then, Haiti was among the top producers and the Dufort family was one of the first exporters of Haiti coffee beans. In 1970, they decided to make their own roasted coffee and started the REBO brand that until today is Haiti's number one coffee roasting company. Over the years, they have worked, grown and learned together with farmers and farmer communities. Their commitment to quality has helped creating awareness of the value behind the fruits being grown.

With the same philosophy in hand, the Dufort family started a new operation in 2014, dedicated to help the country's cocoa growers understand the value of their

product and increase the appraisal level of the end user. Under the name of Produits des Îles SA (PISA), they have built a facility in the North of Haiti where the majority of the cocoa grows. Situated in the middle of five main regions and embraced by the mountainous territory of the Plaine du Nord, the premises finds itself less than a three hour drive away from the furthest cocoa plantation in the region. Blessed with a rich soil, the area shelters different crops like coffee, banana and even the oranges used for the famous Grand Marnier liquor.

Under the supervision of PISA co-founder Gilbert and the guidance of experienced agronomist Max Edouard accompanied by French agronomist Aline, the company has created a network of more than 1500 organic certified farmers in a short amount of time. The average size of a plantation is relatively small with a single hectare being the largest. PISA's objective is to create a strong relationship by making the farmers understand the value of their own plantation. They visit the farmers on a regular basis, talk with them, provide them with better equipment and share their knowledge on how to get the best out of their trees. The effects of their efforts are becoming more and more visible, as average ►

production has improved and farmer's income more than doubled.

In the past farmers had to bring their cocoa beans to market places where big companies were dominating the purchases. This resulted in poor quality and low prices for the beans.

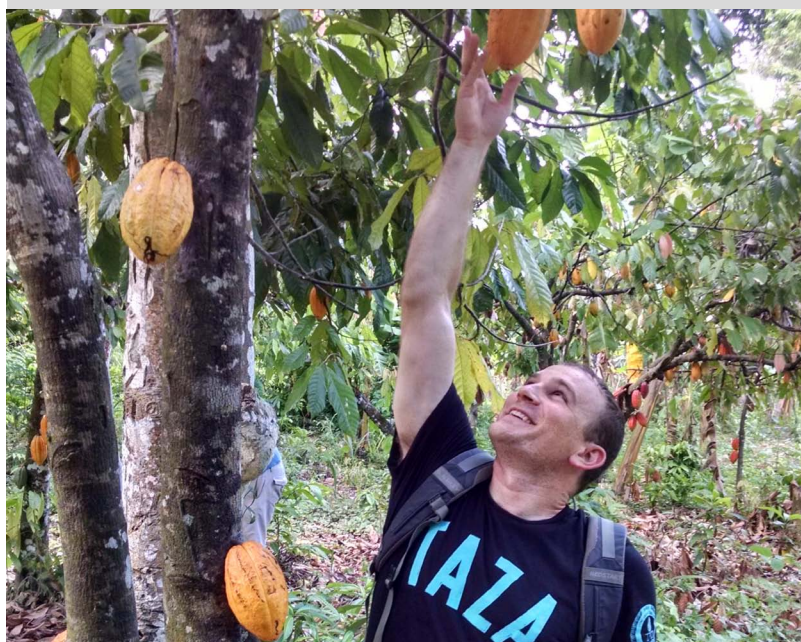
PISA purchases the wet cocoa straight from the pod, driving around the area six days a week. The PISA truck is accompanied by one quality manager checking whether the pods are ripe and picking the right beans straight after opening the pods. The baba – wet cocoa – is then carried in buckets to the premises where it is put into wooden fermentation boxes. During the next 160 hours, the cocoa beans are monitored closely on temperature and flipped over to four different box levels.

After the fermentation, the beans are sun-dried in tunnels especially designed for optimal air circulation. When the cocoa beans have reached a humidity level of between 6.5 and 7 percent the drying process is completed. Before bagging PISA uses a gravity table to remove all the dust, stones, flats and other non-cocoa related matter, resulting in a batch of clean and properly selected cocoa beans.

The romance started with coffee. Now the same love and care is brought to family-run cocoa plantations. Livelihoods are improving, bringing more opportunities to the households of all the people PISA works with. We are very happy that our paths have crossed and hope we can contribute for a very long time.



REVIEW BY



Taza Chocolate, Jesse Last

Sourcing Manager

We choose our origin partners carefully at Taza Chocolate. Of course, we look for exceptional cacao beans. But we also need to trust our partners and their vision. We believe in PISA's team and the work they do with farmers to transform Haiti's cacao sector.

TASTE PROFILE

PISA beans are like a walk in the park in early springtime overjoyed by early flower blossoming whilst sipping your lemon drink. Floral notes lead the taste experience finished with a good presence of lemon at the end. The good amount of chocolate taste and wide range of fruity and floral notes makes it one of the richest beans out there!

CHOCOLATE:

ACIDITY:

BITTERNESS:



COCOA NECT.

Connecting the world of Cocoa