

C A F É , C A C A O Y V I N O



Friday, October 2, 2020, 9:15 a.m.

University of St.Gallen
Main Building, Room 01-012,
and via Live Stream (for registration see page 5)

CAFÉ, CACAO Y VINO

Coffee, cocoa and wine play complex and diverse roles in shaping livelihoods and landscapes in Latin America. All three products have been profitably cultivated at multiple scales.

COFFEE exports fuel the economies of many parts in Latin America. At first, coffee farmers cleared and burned tropical forests to make way for their farms and increase production. In the mid-20th century, scientific innovation in coffee farming became more widespread. Today, new economically and environmentally sustainable coffee pioneers are opening up in Brazil, Peru, or Honduras, grappling with the effects of climate change (McCook, 2017), while elsewhere coffee production is shrinking.

In contrast, by 2023, the **COCOA** and chocolate market in Latin America is expected to increase by 11.5% with respect to 2018 (Statista, 2020). 72% of the world production of conventional cocoa between 2014 and 2015 was produced in Africa, 10% in Asia and Oceania, the remaining 18% in Latin America. Especially Bolivia, Costa Rica, Mexico, and Colombia are main producers of fine and aromatic cocoa, also for the Swiss market. The fortunate geographic position as well as the genetic diversity typical of Latin American ecosystems have enabled the region to contain 7 of the 11 genetic clusters of cocoa. The contribution of cocoa to economic inclusion, and the commitment to adapt to climate change (CAF n. d.) remain capital challenges to boost the region's competitiveness.

Latin America (Argentina and Chile, followed by Brazil) is the world's second most important **WINE**-producing continent, after Europe. It was with the arrival of the Spanish and Portuguese colonizers in the 16th century that viticulture and winemaking were first introduced in the region. Nowadays, several Latin American hotspots (e.g. Mendoza in Argentina) produce world-famous wines. But as the climate changes, and water demand increases, smallholder producers, who don't reap the economic benefit of the international growth in wine demand (Forni 2018), still face several difficulties.

Sources:

Coffee: McCook, S. (2017) "Environmental History of Coffee in Latin America: History of Latin America and the Oceanic World", *Environmental History Online* DOI: 10.1093/acrefore/9780199366439.013.440Cocoa.

Cocoa: Market Data Forecast. (August 30, 2019). Cocoa and chocolate market value in Latin America in 2018 and 2023 (in billion U.S. dollars) [Graph]. In Statista. Retrieved August 10, 2020, from <https://www.statista.com/statistics/972677/cocoa-and-chocolate-market-value-latin-america>.

Latin American Cacao Initiative. In CAF (n.d.) Retrieved August 10, 2020 from <https://scioteca.caf.com/bitstream/handle/123456789/892/3.%20Propuesta%20de%20valor%20LAC-%20Ing.pdf?sequence=17&isAllowed=y>.

Wine: Forni, L. (2018) *Economic and climate challenges in the Mendoza wine region*. Seattle: Stockholm Environment Institute. Retrieved August 10, 2020 from <http://www.jstor.com/stable/resrep17211>.

Robinson, J. (2015) *The Oxford companion to wine* (4th edition). Oxford: Oxford University Press.

FRIDAY, OCTOBER 2, 2020

C A C A O

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|---------------|---|
| 09:15 – 09:30 | Yvette Sánchez , University of St.Gallen
<i>Welcome</i> |
| 09:30 – 09:50 | Irene Cheschick , ZHAW, Research Group for Food Chemistry
<i>Formation of flavour along the cocoa value chain: Its impact on quality of cocoa beans and products.</i> |
| 09:50 – 10:15 | Susanne Miescher Schwenninger , ZHAW, Research Group for Food Biotechnology
<i>From lab to farm: Functional microbial food cultures for application in cocoa bean fermentation.</i> |
| 10:15 – 10:25 | Jens Soth , Helvetas Swiss Intercooperation
<i>How to facilitate and implement sustainable cocoa. tbc</i> |
| 10:25 – 10:40 | Christoph Inauen , Choba Choba
<i>Choba Choba: The inclusive chocolate brand.</i> |
| 10:40 – 10:55 | Ashraf Montoya Zegarra , University of St.Gallen
<i>Sustainable integration of Peruvian smallholder farmers into the global cocoa value chain.</i> |
| 10:55 – 11:10 | Open debate / Debate abierto |
| 11:25 – 11:40 | Break with coffee and cacao tasting / Pausa con degustación de café y cacao |

C A F É

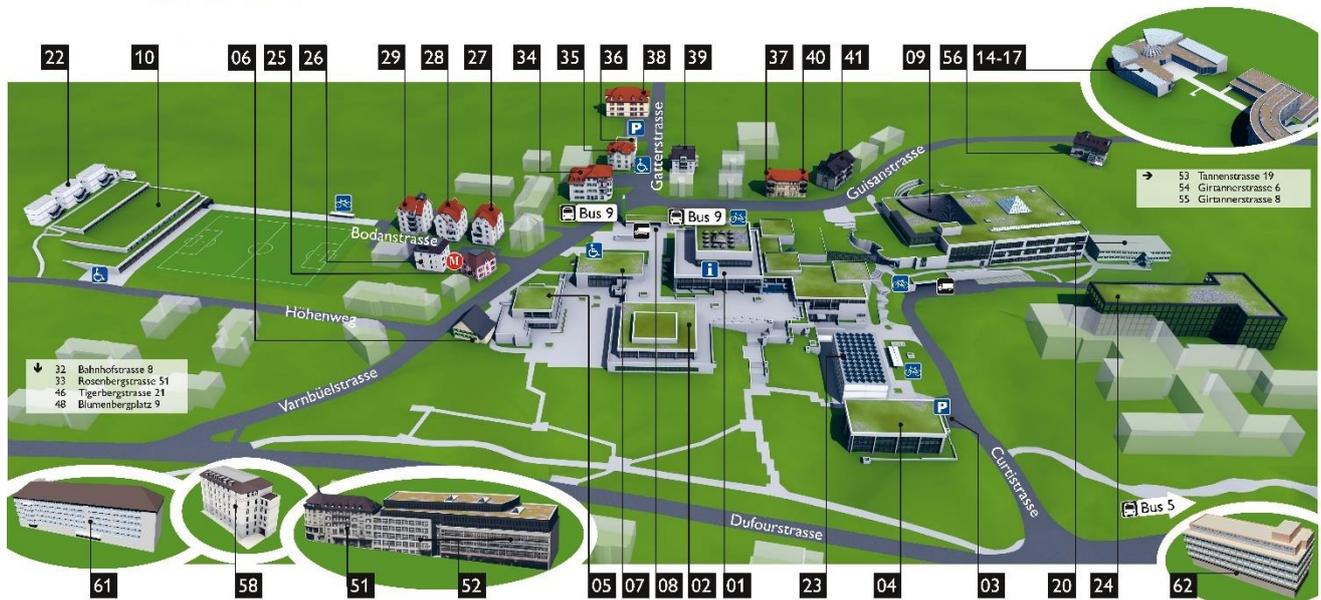
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| 11:40 – 11:55 | Maxime Acien , algrano
<i>Democratizing coffee trade through technology.</i> |
| 11:55 – 12:10 | Dorothee Perlwitz , Farmer Connect AG
<i>Digitization of the coffee and cocoa supply chain.</i> |
| 12:10 – 12:25 | Stefan Leuthold , Turm Kaffee
<i>Empowering women in the international coffee industry.</i> |
| 12:25 – 12:35 | Music / Música – La Nefera tbc |
| 12:35 – 12:50 | Susana Robledo Reber , Nestlé Nespresso S.A.
<i>Coffee and sustainability.</i> |
| 12:50 – 13:05 | Riccardo Seitz , Illycafé AG
<i>The importance of sustainable quality raw coffees from South America for coffee roasters in Switzerland: A practical example from Illycafé AG.</i> |
| 13:05 – 13:20 | Open debate / Debate abierto |
| 13:20 – 14:20 | Lunch / Almuerzo |

VINO

14:20 – 14:40	Pau Roca , OIV - Organización Internacional de la Viña y el Vino <i>Overview of the wine sector: Its value chain and territorial links.</i>
14:40 – 15:00	José Luis Sánchez , Universidad de Salamanca <i>Designations of Origin and conventions theory: implications for the Spanish wine industry.</i>
15:00 – 15:15	Ana Esquinas Rychen , University of St.Gallen <i>Sustainable practices in wineries of Castilla y León.</i>
15:15 – 15:30	Pascal Seyffer , Casa del Vino <i>Swiss perspectives on Spanish wines.</i>
15:30 – 15:45	Open debate / Debate abierto
15:45 – 16:15	Coffee Break / Pausa de café
16:15 – 16:35	Gerhard Rainer , Katholische Universität Eichstätt-Ingolstadt <i>The making of the "world's highest wine region": Globalization and viticulture restructuring in Salta (NW Argentina).</i>
16:35 – 16:45	Music / Música – La Nefera tbc
16:45 – 17:00	Werner Wiederkehr , Viña Nahuel Suiza-Chile <i>Chile, the wine country and the story of Viña Nahuel.</i>
17:00 – 17:15	Martin Schwarz , Martel AG <i>Demand of wines from South America (Argentina and Chile) in Switzerland. tbc</i>
17:15 – 17:25	Simone Imthurn & Marius Kunderer , Sapientia per Vinum <i>Presentation of the Student Association. tbc</i>
17:25 – 17:40	Open debate / Debate abierto
17:40	Apéro Riche / Cóctel → MLE Haus, Guisanstrasse 36 (see map on page 5, building Nr. 56)



MAP OF THE CAMPUS



01	Hauptgebäude Main Building	09	Bibliotheksgebäude Library Building	34	Varnbüelstr. 19 – Skriptenkommission Script. Commission	51	Unterer Graben 21'
02	Aula	10	Sporthalle Sports Hall	35	Gatterstrasse 1	52	Müller-Friedberg-Str. 6/8'
03	Parkgarage A Car Parking A	14-17	Weiterbildungszentrum Holzweid' Executive Campus HSG	36	Gatterstr. 3 – Sprachenzentrum Language Center	56	Guisanstrasse 36 Werner-Siemens-MLE-Haus
04	Dufourstrasse 48	20	Provisorium 1 – Büro Provisional 1 – Offices	37	Guisanstr. 7 – HSG Alumni HSG Alumni	58	Tellstrasse 2'
05	Varnbüelstrasse 16	22	Provisorium 3 – Lehre Provisional 3 – Teaching Facilities	38	Gatterstrasse 9 – Kinderhort Creche	61	Rosenbergstrasse 30'
06	Kirchhoferhaus	23	Lehr-Pavillon Classroom Pavilion	39	Guisanstrasse 1a	62	St. Jakob-Strasse 21'
07	Sapelli University Restaurant	24	Zentrales Institutsgebäude Central Institute Building	40	Guisanstr. 9 – Studentenschaft Student Union		Bushaltestelle Bus stop
08	Dienstgebäude Service Building	25-29	Bodanstrasse 1-8	41	Guisanstrasse 11		Warenanlieferung Delivery of goods

	Information Info Desk
	Invaliden-Parkplätze Disabled Parking
	Fahrradständer Bike Rack
	Parkplätze Car Parking
	Mobility Car Sharing

* je ca. 10-15 Gehminuten ausschallt des Campus



01
Main Building, Room 01-012
Guisanstrasse, 9010 St.Gallen

56
MLE-Haus
Guisanstrasse 36

Café, Cacao y Vino is open to the public.

If you are interested in **joining** us, please register by September 27, 2020 cls-hsg@unisg.ch
As space is limited, kindly let us know whether you would like to participate at the apéro.

If you wish to attend the conference **online**, please use this link:
<https://unisg.zoom.us/j/7907308844> / ID: 790 730 8844

Please do not forget to register either way.