

# OTC OVERVIEW PRESENTATION

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## RECIPIENT

Date

*ORGANICALLY ORIGINAL*

**Tobias Schulze Frenking, Cluster Manager**

Original Trinitario Cluster (OTC)

OTCTT.ORG





The undertaking of the Company is restricted to planning and implementing programmes and activities for the development of the people involved in Trinidad and Tobago's cocoa and chocolate sector through the development of professional networks that encourage knowledge sharing, a common market place and access to resources.



# About OTC



The Original Trinitario Cluster (OTC), is the representative trade, quality standards, and advocacy organization for the cultivators and value-add producers of organic Fine or Flavor Trinitario cocoa originating in Trinidad and Tobago.

The OTC Foundation is Trinidad & Tobago's premier and trusted not-for-profit entity that celebrates the past, present and future of organic Fine or Flavor Trinitario cocoa cultivation and production in Trinidad and Tobago through education, increased production and market development.

The OTC comprises of established and growth oriented private sector companies that created a platform to scale all businesses through composite intelligence and effort – A rising tide raises all ships!

The lead company of the IDB funded cocoa cluster initiative is Übergreen Ltd. which like other private sector companies of the cluster are open for venture capital engagement.

The OTC stands for:

- Authenticity, Exclusivity, Unique Flavor, History, Heritage,
- Regional Cocoa Recognition and Awards
- Regenerative/Syntropic & Benevolent Trade and Farming Practices
- Local Growth Opportunities through Export



# Original Trinitario Cocoa Education Foundation (OTC)

The OTC acts as a catalyst for sustainable growth of the cocoa industry in T&T and the Caribbean

- promoting environmentally friendly cocoa production
- generating foreign exchange
- offering diversified employment
- promoting women entrepreneurs



# THE OTC CLUSTER

Comprises of 14 private sector entities, accounting for 152 employees, and ExporTT





*OUR MEMBER COMPANIES OFFER A WIDE ARRAY OF COCOA PRODUCTS RANGING FROM RAW INGREDIENTS TO FINISHED PACKAGED PRODUCTS.*

*EACH PRODUCT IS MADE WITH 100% TRINITARIO COCOA BEANS, THE HERITAGE, LEGACY, AND NAMESAKE OF OUR REGION.*



**San Antonio Estates**

**Rodco Home Essentials**

**Omarbeans Organic**

**Sparkling Gold Chocolate**

# Problem Statement

There is no comprehensive platform for T&T's cocoa producers and processors to exchange knowledge, improve productivity and quality standards or strategically identify and penetrate lucrative export markets. The existing system consisting of public, private and academia stakeholders is highly fragmented and inefficient. Farmers cannot source sufficient young cocoa trees to effectively rehabilitate their estates to increase production as the only entity in Trinidad that produces young cocoa plants (the Ministry of Agriculture in Centano Propagation Station) has for consecutive years only been able to supply a small fraction of the cocoa plants in demand. Many of those have been infested with diseases and incorrectly labeling, causing tremendous challenges for farmers (genetic cross-compatibility and low yields due to diseases are some of the most pressing factors). Processors and chocolate makers have limited access to export opportunities due to the lack of economics of scale and lack information on other exporters due to the absence of an effective stakeholder communications platform.





# The OTC Solution

The OTC provides a platform (digital and physical) to implement sustainable best farming practices, innovative solutions production and processing, soil and estate management as well as export ventures. It is private sector-driven, however the OTC is a not-for-profit entity and is registered as an Education Foundation under the laws of Trinidad & Tobago.

The OTC is already piloting and demonstrating innovative solutions such as renewable energy drying facilities, cocoa propagation facilities, digital traceability tools and optimized off-grid Controlled environment storage solutions to propel T&T's cocoa and chocolate industry to renewed recognition as the birthplace of the Original Trinitario variety and the producer of ultra-premium cocoa beans and value-add products.

For that purpose, the OTC has embarked on the production of a short film and the development of a comprehensive website for international market outreach. The OTC is a hub of the most experiences minds and hands in the industry complemented by young and sustainability oriented business minds.





# OTC Features

Educational workshops, capacity-building, demonstration of cocoa and chocolate innovations, community-based events, international representation at trade fairs, knowledge-sharing platform, digital traceability via the orijin technology (bespoke for cocoa).





# Opportunity

The opportunity for investors and partners is to become part of this exciting and innovative venture that will lead the way not only for T&T in terms of highest quality cocoa and chocolate production, but also regionally as a role model for effective sector development. As a strategic partner, investors will gain visibility on all communication channels, that include our website, press releases, QR-coded products that will be sold in export markets like the USA and the EU, social media campaigns and, if joining the OTC before the end of the year, a feature in our short film (teaser will be shown at the webinar), as well as future ones. They also get access to some of the budding businesses and brightest minds in sustainable business and food production in the region.

This community-oriented movement with a scaling focus is operating in key cocoa producing communities, including Brasso Seco, Maracas St Joseph, Tamana, Gran Couva and Moruga.

# Financial Summary

The OTC is currently member-funded through direct financial contributions. Future income streams will be generated through sale of grafted plants and rental of cocoa bean storage space. Additional funds are expected from strategic partners and donors who see value in supporting low-income communities in the cocoa and chocolate industry through a trusted and transparent not-for-profit entity. The OTC is willing to partner with all public, private and academic entities to support Trinidad & Tobago's families involved in cocoa production and processing. Specific financial needs and opportunities can be discussed with the private sector companies comprising the OTC.



# Investment Timeline



Present	Oct 2022	Nov 2022	Feb 2023	Q1 2023	Q2 2023	Q3 2023	Q2 2024
Website Launch	Innovative Nursery and multi-purpose training facility launch in Tamana	Digital Traceability Pilot and launch of QR Code System <hr/> Youth and Migrant Training Series	Renewable Energy powered storage solution	Original Trinitario Short Film Screening at Film Festivals	Representation of OTC brands at international trade fairs	OTC member products distributed and marketed in selected states in the US and Canada	OTC member products distributed and marketed in selected states in the US and Canada



# OTC Directors



**Isabel Brash**  
COCOBEL



**Dr. Stephanie Omardean**  
OMARBEANS



**Rene Sperber**  
UBERGREEN



# OTC Advisory Team



**Jaqueline &  
Martin Matthew**  
TAMANA MOUNTAIN



**Nikita Nath**  
ORTINOLA  
GREAT HOUSE



**Daniel Barcant**  
COCOA REPUBLIC



**Sarah Bharath**  
COCOA & SOIL  
CONSULTANT

# Funding Requirements



Farmers' Training (15 sessions)	15 x \$5,000 = \$75,000
Renewable Energy (such as PV) panels for container storage and nursery	2 x \$40,000 = \$80,000
Regenerative organic and other certifications for producers	12 x \$5,000 = \$60,000
Ongoing cost for OrijinTraceability (subscriptions and marketing)	10 x \$2,000 = \$20,000
Maintenance of OTC website and knowledge sharing platform	\$10,000
Continue audio-visual documentation of cluster activities (short movie)	\$120,000
Establishment of a model estate following regenerative agri principles	\$150,000
<b>TOTAL</b>	<b>\$515,000</b>
	<b>0</b>





## The OTC's purpose includes:

- Fundraising events to attract financial and technical support from local and international individuals and organizations that will help cocoa producers and processors to increase the productivity and quality of the diverse range of crops that they produce as well as the marketability of raw, semi-finished and finished goods (such as chocolate products)
- Coaching sessions will be designed, planned, and delivered with the assistance of expert facilitators in the field of regenerative agriculture, estate management planning, and quality improvements, among others.





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"AT-ORIGIN"  
TRINITARIO COCOA  
**AN ASSERTIVE  
RE-EMERGENCE**





OS

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üiria

Gulf of Paria

San Fernando

Dragon's Mouths

Port of Spain

Serpent's Mouth

Arima

Sangre Grande

Rio Claro

Galeota Pt

Charlotteville  
Tobago  
Scarborough

Galera Pt

TRINIDAD  
& TOBAGO

TRUEST TRINITARIO COCOA

PUREST TRINITARIO COCOA

RAREST TRINITARIO COCOA

FINEST TRINITARIO COCOA

BEST FLAVOR TRINITARIO COCOA

MOST PREMIUM TRINITARIO COCOA

MOST EXCLUSIVE TRINITARIO COCOA



ORIGINAL TRINITARIO COCOA



# Governance Structure

- Not for profit entity with three Directors and one advisory board
- Producers and Value-Add companies are members with access to network, resources and training outputs
- Knowledge Sharing platform for regional collaboration



# Fund Raising Committee

Objective: To secure the financial resources required to continue executing the OTC's mission of producers' capacity building for improved quality and the internationalization of value-add companies



# Campaign Objectives

Generate positive impact through:

- organic regenerative agriculture
- preservation of the cocoa heritage (original Trinitario varieties)
- producer capacity building
- women-owned firms' growth
- involvement of youth and migrant population
- digital traceability (Orijin)
- value-add at origin



# Activities for Impact

- Capacity-building, including training on sustainable farming practices as well as workshops on financial and business literacy
- Innovative post-harvest facilities (such as renewable energy drying houses and storage facilities)
- Organic, WFTO and other third-party quality certification,
- Ongoing costs for a digital traceability solution ([www.orijin.io](http://www.orijin.io))
- Maintenance of a website
- Regional knowledge sharing platform
- Manage a pool of experts to provide consulting services for other cocoa producing countries
- Identify partner foundations for collaborations



# Training Topics (WIP)

1. Present the video content generated for the IADB project.
2. Soil – what is it? Current understandings of how it works, what it needs and how we can help improve it at field scale
3. Nutrients, microbial communities and plants. Understanding and leveraging the power of working relationships
4. Soil reports – how to interpret. How to monitor changes yourself.
5. Regen Ag – what it is, and why it's needed.
6. Cacao varieties and understanding their genetics. What is all means from a farmer's perspective. (Presentation of Tricianna Maharaj's work)
7. Cacao processing science, current challenges and opportunities.
8. Cacao and cadmium (as well as other contaminants). What does this all really mean?
9. Market access: what does that mean? what does it require? why should you care





# Training Topics (WIP)



- Servicing of field (and cocoa processing?) machinery – what we can do to extend the life of our tools?
- Financial literacy – why do we need to understand the numbers behind our farm operations and what are simple ways of recording and analyzing them?
- Business strategy/planning – what it is, how can we develop a suitable business strategy, and what does it take to implement and monitor it?
- Marketing and communications – what tools are there that can help us find the right buyers and get the best price for our products?
- Food safety – what can we do to ensure the products we manufacture are safe to consume?

# Short Film: Original Trinitario Cocoa




# Fund Raising Strategy

Indicators that point towards a prospective major donor, including

- An existing relationship with your nonprofit: If an individual has a current relationship with your organization as a donor or volunteer, they are likely to be interested in growing that relationship.
- Past donations or involvement with similar organizations: If you notice a prospect is currently or has been involved with organizations that have a similar mission to yours, they may also be willing to support your cause.
- Political contributions: Does your prospect volunteer on behalf of their political party? Do they donate to politicians or groups who support your cause? This can point towards future involvement with your organization.
- Professional or personal networks: If an individual has prominent personal or professional connections to those already affiliated with your organization, they may be a prospect worth evaluating.
- Demographic and personal information: Does the person's age, economic status, or gender reveal any connection they might find with your cause? This might inform an individual's affinity to your organization.
- Wealth markers: If an individual has a number of stock holdings and business affiliations or owns real estate, these are signs that they may be in a financial position to give to (or give more to) your organization.



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# Call to Action

Support the cocoa producers and processors of the OTC now by contacting:

**Tobias Schulze Frenking**  
*OTC Manager*

tobias@ubergreen.org

358-8725.

otctt.org





**Thank  
You**