



# Meiji's Initiatives in Cocoa Producing Areas (Agroforestry and MCS)

Confectionary Sales Division



1. Company Outline
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# 1 . Company Outline



株式会社 明治



&



Meiji Seika ファルマ株式会社



「おいしさ、楽しさ、健康、安心」を2つの明治で、もっともっと。

明治ホールディングス株式会社

株式会社 明治

食品事業領域を担当

Meiji Seika ファルマ株式会社

薬品事業領域を担当

2009	Established “Meiji Holdings Co., Ltd.” as a joint holding company, integrated management of Meiji and Meiji Seika
2011	Due to Group internal reorganization, launched “Meiji Co., Ltd.” and Meiji Seika Pharma Co., Ltd
2016	100 year anniversary since foundation

# Regarding business expansion of Meiji Group **meiji**

Through delicious and enjoyable food, and providing health value both spiritually and physically, we contribute to better lives for customers of all generations

## Confectionary



Chocolate/  
Chocolate snacks



Gummi



## Fermented Dairy



Yoghurt



Milk

## Pharma Goods



Infection  
drugs



Generic  
Pharmaceuticals



Drugs for central  
nervous system

## Processed Foods



Ice Cream



Cheese

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## Nutrition



Powdered  
Milk



Liquid  
foods



Sports  
supplements

**We enjoy the top share domestically for various categories including chocolate, yoghurt, milk, sports protein and liquid foods. (researched by Meiji in FY2016)**



## 2.Social Contribution Activities for the Confectionary Business

# Social Contribution Activities in Confectionary Domain 2008~

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With “Supporting smiles through chocolate” as a keyword,  
launched “support through chocolate” since 2008





# Initiatives for Global Environment: Contribution toward Amazon Forest Regeneration

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By producing and selling chocolate using cocoa beans harvested through Agroforestry in the Tomé-Açu region of Brazil, Meiji wants to uphold sustainable activities conducive to forest regeneration and which support farmers.

We want to appeal the merits of these activities in various settings, and deepen understanding regarding “Agroforestry” and “Meiji’s Activities”.

Whole land of Brazil



Belem

In 1929, some 300 families of Japanese descent set up and began living approx. 230km to the south of Belem in Para State, located in the mouth of the Amazon.





# 3 . Cacao Production and Procurement

**At the Meiji Group, we are committed to fair and transparent transactions and maintain compliance with laws and regulations, working in cooperation with our partners to ensure procurement fulfills our social responsibilities including humans rights and the environment.**

- Legal and Ethical Compliance
- Quality and Safety
- Fair and Transparent Selection of Suppliers
- Protection of Human Rights and the Environment
- Mutual Trust and Collaboration with Suppliers



# Production and Procurement of Cacao Beans



Cacao Trees only occur in high temperature high humidity tropical area with **a latitude of 20 degrees north and south of the equator**; this region that is ideal for cacao cultivation is known as the “cacao belt”

## 3 main characteristics of cocoa bean production

1. The global production amount is approx. **4 million tons**, of which about **70%** is produced in **Africa**.
2. Central and South America, the origin of Cacao, does not currently produce a significant amount.
3. More than 40 countries globally produce cacao, with **the 7 major countries producing approx. 89%** of the total amount.

The amount of cacao beans imported by Japan is approx. **40,000 tons**, consuming **about 1%** of the worlds cacao.

State of Global Cacao Bean Production  
(2015/16 estimation)

Rank	1	2	3	4	5	6	7
Producing Country	Cote D'Ivoire	Ghana	Indonesia	Ecuador	Cameroon	Nigeria	Brazil
10,000 tons	165	80	32	22	22	19	18

Japan's cacao import by major  
producing country (2015)

Producing Country	Tons
Ghana	28,384
Cote D'Ivoire	3,409
Venezuela	2,860
Ecuador	2,859
Dominican Republic	830
Brazil	448

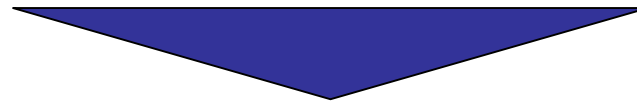


## 4 . Agroforestry

# What is Agroforestry?

Agroforestry is a portmanteau of “Agriculture” and “Forestry”, and is called “Agriculture that creates forest”. This method of agriculture was established by Japanese settlers in the Brazilian Amazon around 1929. It involves learning from natural ecosystems and cultivating trees or shrubs around various other agricultural or forestry products. Aiming to regenerate woodlands through the sustainable use of land, this method is increasingly recognized for being conducive to stable operations for farmers while also helping to preserve biodiversity and to reduce CO<sub>2</sub>.

「Agriculture」 + 「Forestry」



『Agroforestry』  
(Agriculture that creates Forest)

# Merits of Agroforestry

Controlling forest depletion is one of the major challenges in Brazil. This sense of crisis has ushered in sustainable production that was not possible under the traditional monoculture, and instead of burning and destroying forests, the same land can now be used to cultivate diverse trees and agricultural products at the same time, meaning that the land is always covered in green. This also allows stable revenue for farmers and facilitates forest regeneration by using land that was once deforested or cultivated.

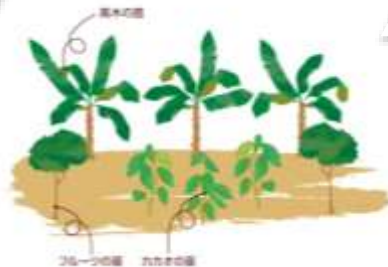
## 栽培

ブラジルのトメアスー地域で  
“森をつくる農業”で  
チョコレートの原料  
カカオが栽培されています。



## 1年目

はじめに高い木に成長する  
木の苗と一緒に  
カカオの苗を植えます。



## 5年～10年後

高木が成長し日陰をつくれます。  
3年目くらいからカカオは実をつけ、  
収穫できます。



## 20年後

カカオだけでなく  
他の木も育ち森をつくれます。



# Characteristics of Agroforestry

From barren  
area to forest

※Harvesting method that is aligned to growth of forest  
⇒ completion of forest = sustainable harvesting



1~5  
years



10~30 years later



Diversity

Cupuaçu



Açaí



Cacao



Passion Fruits



Coconuts



※With several hundred combinations of crops, this method can provide a livelihood for a small-scale farmer.

Agroforestry  
Crops



Acerola



Mahogany



Pepper



Brazil nuts



Gum

※Pasture and large-scale monoculture cultivation are difficult for small-scale farmers, and also create major damage to ecosystems.





# Agricultural produce from Agroforestry **meiji**

## Diverse crops produced by Agroforestry



Cacao, Passion Fruits, Acerola, Cupuaçu, Graviola, Acai, Coconuts, Gum, Brazil nuts, Parika, Mahogany, Pepper

Cacao Beans produced by Agroforestry are still in the minority and are rare globally. Meiji began importing in 2009.



# 5 . Meiji's Initiatives

# Launch of Agroforestry Chocolate

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## Productization

Launched in March 2011

By releasing a symbolic product, spread the word about how great the Agroforestry method is.



Agroforestry Chocolate Milk



Agroforestry Chocolate Bitter

## 【Product Characteristics】

“For raw material, uses cocoa beans cultivated in order to “create the forest”. This chocolate draws on the florid sourness of cacao beans cultivated in the Tomé-Açu farm of Brazil. The lineup includes 2 delicious flavors, “milk” and “bitter”. This “Chocolate to create the forest” is highly recommended to people with a high environmental awareness.

# Creating Chocolate through Agroforestry **meiji**

## 明治の取り組み

発酵技術の共同開発

研究スタッフを現地へ派遣

カカオ豆を継続して購入

一部チョコレート商品に使用



トメアスー農協

アグロフォレストリー農法の  
持続的发展

生物多様性に  
貢献

森林再生に貢献  
CO<sub>2</sub>削減

### <トメアスー農協との取り組み>

トメアスー農協 (CAMTA) とカカオ豆の購入に関する契約を結び、日系ブラジル人が中心となって取り組んでいるアグロフォレストリー農法を応援し続けて、アマゾンの森林再生の助けとなるような取り組みをしていきます。

Meiji entered a contract with Cooperative Agricola Mixta de Tomé-Açu (CAMTA) regarding the purchase of Cacao beans, and while supporting the sustainable forestry largely upheld by Nikkei Brazilians, will also contribute to forest regeneration in the Amazon.

In order support farmers and to ensure sustainable production of cacao beans, Meiji implements **Meiji Cacao Support (MCS)**

## Issues faced by Cacao Farmers

“Repotting of trees”, “Steady procurement of saplings and manure”,  
“Learning of cultivation and fermentation techniques”

### Agricultural Method Support

- Establishing sapling centers
- Technological assistance for increasing harvest yields
- Instruction for Meiji fermentation method

### *Livelihood Assistance*

- Donation of wells and mosquito nets
- Donation of school equipment
- Convening of art class, choco classes

## Stable production, stable procurement of high quality cocoa beans

1. Increased harvest yields for cocoa beans ⇒ steady operation of farms
2. Introduction of Meiji fermentation method ⇒ fine-tuning taste, PP
3. Building relationships with cacao production areas ⇒ stable procurement (price/amount), safety and peace of mind.



Video



# Inception of “Meiji The Chocolate”



Handpicked from cacao farms, “The Chocolate” is the consummate “BEAN to BAR” chocolate. Its color and texture, melt-on-the-tongue quality and all aspects are the height of discernment that is of a quality recognized around the world.