

Dare to be Rare

Catalogue of the earth's rarest cacaos
for fellow chocolate makers



ORIGINAL BEANS

TASTE THE EARTH'S RAREST PLACES AND PRESERVE THEM

Original Beans

Let's make the world better with chocolate. Original Beans is a multi-award winning chocolate and conservation company founded in 2008 on the passion for sourcing the rarest cacao and for replenishing what we consume. Our Bean Team goes to extraordinary lengths—and distances—to source previously undiscovered, forgotten and tucked away cacao beans, the original beans. In partnership with indigenous communities, farmer cooperatives, women's groups, conservation organizations and commercial partners, we have worked hard for many years to develop cacao supply chains that empower our cacao growers to make a better living through direct trade of heirloom cacaos, while protecting the most biologically diverse places on Earth. The result is an amazing collection of unforgettable cacao characters which we want to share with fellow chocolate makers.

Bean Team

Our Bean Team lives in Africa and Latin America and spends much time in the farmer villages. Thus they come to design unique development and conservation projects that match what is at stake for the farmers and their communities. We help farmers get organized and organic certified. We identify strong and flavourful heirloom cacaos and help raise and plant them in diverse cacao forests. We help establish fermentation and drying facilities and educate in quality control. We actively support forest-friendly cacao growing and forest conservation and monitor the impacts. Each of our projects is unique—from establishing a women-led cacao cooperative on the borders of Virunga Park to reviving the millenary cacao heritage of indigenous farmers in Mexico to funding beehive fences to save elephants in Udzungwa.

A forest and cacao conservation model with local communities at its heart

Ninety-five percent of the world's cacao is produced by smallholder farms averaging three hectares in size within a narrow latitudinal belt that houses all of the planet's tropical forest.



Join us in preserving the Earth's rarest cacaos, empowering the world's smallholder cacao farmers, and transforming the chocolate industry

Most of the six million subsistence farmers who grow cacao live below the poverty line, but are powerless to change the system without help. Poverty drives unsustainable rainforest exploitation. Globally, this impending country scenario is the norm, its impact on biodiversity and climate change is massive. We, the chocolate industry, have the power to change that!

At Original Beans we believe that making the best cacaos and solving the social and ecological crisis of the cacao industry rely on the same solutions: to empower local people to learn more, earn more, and yearn more.

We support cacao growers to preserve and plant heirloom cacaos in cacao forests, where cacao grows in the shade of valuable forest and fruit trees—mimicking the ecology of the rainforest and without cutting down the pristine wilderness. Healthy cacao forests store carbon, generate rainfall, enrich the soil, protect watersheds, and provide indigenous peoples with a diversity of income sources. They offer a green and profitable alternative for farmers to destructive land uses such as cattle grazing. And trading directly with Original Beans increases the income of the farmers manifold – allowing them to send their children to school or to visit a doctor.

What makes an original bean



- Highest quality
- Highest rarity and heirloom
- Distinct flavour expressions
- Empowering indigenous and smallholder farmers
- Climate-positive, forest-friendly and organic
- Fully traceable

Original Beans origins and projects



- Sierra Madre de Chiapas, Mexico
- Sierra Nevada de Santa Marta, Columbia
- Beni, Bolivia
- Urubamba Valley, Peru
- Mache Chindul, Ecuador
- Piura, Peru (Blanco)
- Piura, Peru (Malingas)
- Udzungwa, Tanzania

- Virunga, Congo
- Papua, Indonesia
- Yuna, Dominican Republic*

- Tropical rainforest
- New and upcoming projects

* Source only

Let's make the world better with cacao

	BEAN TYPE	ORIGIN	FLAVOURS	RARITY	CERTIFICATION
 MONO BRAVO ARRIBA	Heirloom Arriba Nacional	Mache Chindul, Ecuador	Strong cocoa, light nutty notes	Maximum harvest volume 15Mt	Organic
 SELVA TABASQUEÑO	Heirloom Tabasqueño landraces	Sierra Madre de Chiapas, Mexico	Harmonious cocoa, spicy notes, sweet fruit	Maximum harvest volume 15Mt	Organic and in organic conversion
 CHUNCHO URUSAYHUA	Selected old-grown Chuncho	Urubamba Valley, Peru	Dried flowers, cut grass, dried fruit, honey	Maximum harvest volume 40Mt	Organic
 LA LENGÜETA	Native criollo landraces	Sierra Nevada de Santa Marta, Colombia	Sweet spices, lemongrass, licorice, sesame	Maximum harvest volume 16Mt	n/a
 PIURA BLANCO	Piura Blanco	Piura Valley, Peru	Lime, apricot, kumquat, raspberry, toasted pecan	Maximum harvest volume 80Mt	Organic
 PIURA MALINGAS	Selected old-grown landraces	Malinga village, Piura, Peru	Passion fruit, lemon, wild strawberry	Maximum harvest volume 8Mt	Organic
 VIRUNGA AMELONADO	Amazonian	Virunga, Congo DR	Morello cherries, black tea, earthy cocoa	Maximum harvest volume 250Mt	Organic
 KAITHAPARA VANAM	Local hybrid cocoas	Kaithapara village Kerala, India	Fruity, light spicy, pleasant fruit acid, banana	Maximum harvest volume 15Mt	In organic conversion

Save the Earth's rarest cacaos and their rainforest home

To ensure that cacaos of distinction are safe from extinction, Original Beans plants and preserves trees. To date, our One Bar : One Tree programme has helped grow and protect millions of trees carrying on our founder's family tradition of forest conservation that began 220 years ago. Doing so protects endangered wildlife, triples farmer incomes, produces climate-positive cacao beans and preserves heirloom cacaos.



2k+

farmers trained
in organic,
forest-friendly
cacao

10

biodiversity
hotspots

3.000

ha rainforest
protected by Original
Beans conservation
agreements

5

indigenous tribes
actively supported

100%

Climate-positive
supply chain

1+

million
trees raised in
nurseries



21

partners supported
in conservation
activities



Please reach out to us if you would like to taste a cacao—or chocolate—sample or if you want to hear more about our beans, origins, growers and supply chains. We would love to tell you more and explore how we can unite our efforts to make the world better with chocolate.

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