

16-19 November 2026 | Indonesia

FROM FARM TO CHOCOLATE BAR

3-Day Cocoa Value Chain Field Trip in Indonesia

Experience the cocoa journey first-hand.

- Explore cocoa farms and processing facilities through an immersive industry field trip designed for professionals seeking a deeper understanding of the cocoa value chain and terrain

HANDS ON EXPERIENCE



Harvest your own cocoa and make your own chocolate bar!

Programme Fee: SGD 1,800

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CONNECTING THE COCOA VALUE CHAIN - FROM FARM TO CHOCOLATE BAR

Objective of the Class

As part of its continuous learning agenda for members, the Cocoa Association of Asia (CAA) will organize a learning field trip to a cocoa farming community in Lampung, Indonesia.

This trip is an intermediate level programme designed to give participants a holistic understanding of the cocoa value chain—starting from cocoa farming practices, socio-economic dynamics of farming communities, to downstream processing through an immersive cocoa and chocolate experience.

Small Group of up to 10pax.

Who should attend?

Suitable for Intermediate to New Entrants working across the cocoa and chocolate industry

Procurement and Sourcing

- Teams overseeing sustainable procurement, and managing sourcing compliance in line with evolving regulations, traceability expectations and quality expectations. To connect upstream realities with business needs for sustainability and long-term supply resilience.

Quality Assurance and Product Development Teams

- Those involved in quality assessment, sensory evaluation and product development who want to deepen their understanding of the cocoa journey, from harvesting and processing to flavour and final product quality.

Processing and Manufacturing

- Teams working in cocoa processing and chocolate manufacturing who want to explore how farm and post-harvest practices connect with raw-material quality, processing requirements and finished products.

Sustainability and Farmer Engagement Teams

- Those supporting sustainability programmes, farmer partnerships and community initiatives who want first-hand exposure to farm management, productivity challenges, climate adaptation and farmer livelihoods.

Marketing and Commercial Teams

- Individuals that wishes to gain a deeper understanding of origin, production practices and the people behind the products.

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KEY TAKEAWAYS FOR PARTICIPANTS

By the end of the program, participants will be able to:

- Identify good cocoa harvesting and farm management practices
- Discover how traceability systems and farm mapping are applied at farm level, including practical challenges for farmers
- Factory visit to understand the processing and grinding process to make cocoa butter and liquor.
- Immersive Sensory Experience - Evaluate the different flavour profiles of cocoa liquor and powder
- Compare chocolate and compound products, including roles of cocoa butter, cocoa butter equivalents (CBE) and Cocoa Butter substitutes (CBS), and discuss formulation trade-offs.
- Compare bean-to-bar and industrial chocolate-making approaches, and explore how premium chocolatiers respond to consumer preferences.
- Connect sourcing, quality and production decisions with craftsmanship, positioning and storytelling to explain how businesses create consumer value.

HIGHLIGHT - Harvest and Create your own Chocolate Bar

- Hands-on experience in harvesting your own cocoa and making your own chocolate.

PROGRAMME FEES

3D2N Programme - SGD 1,800

Inclusions

- Ground transportation within Indonesia during the official field trip programme
- Lunch and dinner during the 3-day field trip
- Three (3) nights' accommodation
- Course materials

Exclusions

- International and domestic airfare
- Airport-hotel-airport transfers
- Business Visa application fees and related costs
- Travel insurance
- Personal expenses and incidental charges
- Any items not specified under "Inclusions"
- Visa Requirement

A valid Indonesian Business Visa is mandatory for participation. Participants must submit a copy of their approved visa to the organiser before departure. Participants who fail to obtain and provide proof of a valid visa will not be permitted to join the field trip.

CAA will provide participants with supporting documents to apply for a business visa.

Terms and Conditions

- Minimum 10 participants required.
- Registration confirmed upon full payment.
- Fees are non-refundable and non-transferable, unless event is cancelled by organiser
- No refunds for visa, travel, personal or documentation issues.
- Organiser reserves the right to amend the itinerary, programme content or dates where necessary.

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DAY 01 - 17 NOVEMBER

Cocoa Agronomy and Farm Management

Explore a cocoa farm in Bandar Lampung and engage directly with local farmers to understand the challenges faced and how they are managing them to improve farm productivity and build a sustainable farming community.

Quality Planting Materials and Nursery Management

- Understand the challenges of producing high-quality planting materials, explore nursery establishment models, and learn how quality assurance and effective distribution systems can support farm rehabilitation and productivity improvement.

Pest & Disease Management:

- Identify the common pests and diseases affecting Indonesian cocoa farms, understand their impact on yields and farmer livelihoods, and explore the adoption of integrated pest management (IPM) practices to improve crop health and reduce production losses.

Farm Traceability & EUDR Preparedness:

- Discover how traceability systems and farm mapping are translated into practical action at farm level. Learn how smallholder farmers are preparing for emerging deforestation-related requirements, the challenges they face, and the implications for market access and long-term competitiveness.

Climate Adaptation & Agroforestry:

- See how smallholder farmers are adapting their farming practices to changing climatic conditions. Explore whether agroforestry models can deliver the dual benefits of improving farm resilience and diversifying household income while supporting more sustainable cocoa production.

Harvesting & Post-Harvest Practices:

- Learn how to identify optimally ripe cocoa pods and understand how harvesting, drying, and other post-harvest practices influence bean quality, market value, and the ability of farmers to meet buyers' expectations.

Community Dialogue: Women, Youth & the Future of Cocoa Farming:

- Engage with farming communities to understand how women and young people contribute to rural development, from supporting child welfare and strengthening household livelihoods to encouraging farmer regeneration. Explore whether cocoa farming remains an attractive and viable source of income for households and what is needed to inspire the next generation to participate in the cocoa sector.

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DAY 02 - 18 NOVEMBER

Processing and Sensory Journey

Join a guided discovery journey of how cocoa beans are transformed into industrial cocoa products through a firsthand learning experience at Barry Callebaut's grinding facility in Bandung. Participants will explore the relationship between cocoa origin, bean quality, and flavour characteristics, gaining insights into how raw material attributes influence the sensory profile and quality of finished products.

Cocoa Flavour & Origin Characteristics:

- Explore how cocoa-growing origins influence flavour profiles and discover the characteristics that distinguish cocoa beans from different origins.

Cocoa Bean Quality

- Understand the key quality attributes of cocoa beans and how they influence processing performance, flavour development, and the quality of downstream products.

Interactive Liquor and Powder Tasting

- Participate in a guided sensory session to evaluate cocoa liquor and powder, identify distinctive flavour notes. This hands-on activity will help participants strengthen their ability to recognize cocoa flavour characteristics.

From Bean to Industrial Production - Plant Tour

- Observe first-hand how cocoa is processed. Understanding of the grinding process and the operational considerations involved in transforming raw materials into consistent, high-quality products.

From Bean to Bar - The World of Premium Craft Chocolate

Through engagement with Terve Chocolate, participants will explore how single-origin cocoa, product craftsmanship, and a differentiated brand identity create value in the premium chocolate segment, while uncovering the challenges of operating as a niche player in a market shaped by changing consumer expectations and established industrial brands.

Single-Origin Chocolate and Market Positioning

- Discover how bean-to-bar chocolatiers leverage the unique flavour profiles of cocoa origins, product craftsmanship, and brand storytelling to differentiate their products and establish a niche in the premium chocolate market.

Changing Consumer Trends

- Explore how premium chocolatiers respond to evolving consumer preferences, including growing interest in origin transparency, distinctive flavour experiences, product quality, and responsible sourcing. Understand how these trends influence product innovation, branding, and customer engagement.

Competing in a Market Dominated by Industrial Brands

- Examine how niche chocolatiers navigate competition with large-scale chocolate manufacturers, from securing suitable raw materials and maintaining product differentiation to pricing strategies, distribution, and access to target markets. Discover how smaller players can create value by focusing on specialised products, authenticity, and closer connections with consumers.

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DAY 03 - 19 NOVEMBER

Understanding Chocolate

Go beyond the wrapper and discover what truly defines chocolate quality, formulation, and consumer appeal. This interactive session will help participants understand the role of fats in chocolate making, explore the differences between chocolate and compound products, and uncover how product storytelling influences the positioning of premium chocolate. Through a hands-on chocolate-making experience, participants will also gain practical insights into the key ingredients, processing considerations, and drivers that contribute to producing good-quality chocolate.

Understanding Fats vs. Cocoa Butter

- Discover the role of cocoa butter and other fats in chocolate formulation, including how their properties influence texture, melting behaviour, mouthfeel, product stability, and overall sensory experience.

Chocolate vs. Compound: Understanding the Differences

- Explore the key differences between chocolate made with cocoa butter and compound products formulated with alternative vegetable fats. Understand the advantages and trade-offs of each in terms of flavour, texture, processing, cost, and application, and how these factors influence product development and market positioning.

The Power of Storytelling in Premium Chocolate

- Discover how origin, craftsmanship, ingredient quality, sustainability, and brand narratives help premium chocolate stand out in a competitive market. Explore how effective storytelling builds consumer connections, communicates product value, and supports product differentiation.

Hands-On Experience: Make Your Own Chocolate:

- Get hands-on with chocolate making and discover the key factors that influence the final product, from ingredient selection and formulation to processing, tempering, and sensory quality. Experience first-hand how technical decisions affect the chocolate's appearance, texture, snap, flavour, and overall quality.

KNOWLEDGE PARTNERS



PROGRAMME OUTLINE

Day	Focus Area	Session	Key Activities
Day 0 16 Nov	Arrival at Bandar Lampung	Hotel Check-In	All participants are expected to make their own way to the hotel in Bandar Lampung (hotel name TBA) <i>Participants may choose to arrive at any time, preferably before 18:00 to check-in to the hotel.</i>
Day 1 17 Nov	Upstream Cocoa Agronomy & Farm Management	- Farm Visit at - Hands-On experience with harvesting of cocoa pods - Community Dialogue	
	Fly back to Jakarta	17 November 2026 Bandar Lampung → Jakarta AirAsia QZ-177 18:40–19:35	Check in to Hotel , Dinner
Day 2 18 Nov	Processing & Sensory Journey	Morning: Visit Barry Callebaut grinding facility in Bandung Afternoon: Visit a Bean to Bar facility and shop in Bandung	- Factory visit - Cocoa Flavour & Origin Characteristics - Cocoa Bean Quality - Interactive Liquor and Powder Tasting - Understanding the craft of single origin story - Difference in the supply chain between Bean to Bar versus Industry chocolates.
Day 3 19 Nov	Downstream Do you really understand chocolates?	Frey Abadi Indotama (Industrial Chocolate) Academy of Pastry and Culinary Arts	- Understanding: - Cocoa Butter vs Alternatives - Chocolate vs compound - Storytelling – How marketing works for premium chocolates - Understanding chocolate flavour profiles - Hands on – making your own chocolate
	Event ends officially at 530pm	- Participants can depart on the same day (all participants should not leave before 530pm) - or Extend another night at your own cost - Airport departures ^(#)	