





# About Hacienda Victoria



**Hacienda Victoria is a single-estate farm** located in Cerecita, near the coast of Ecuador. Tucked away between the gentle and lush hills of the Guayas where the savannas roll and remnants of tropical dry forest covers species of native kapok trees. The region has the perfect climate conditions for cacao trees to flourish.

Hacienda Victoria was founded in 2009 by Carlos Eduardo García Fuentes who, business-minded as he is, purchased a plot and organized a team of the country's finest specialists to construct a **new type of farm** with exclusively **Arriba Nacional** cacao. This native variety is under much pressure nowadays due to the growth of CCN-51 cacao in the country. Hacienda Victoria **does not plant the CCN-51 variety**.

It is our mission to break with what others are doing and **recover the ancient tradition of cultivating the Arriba cacao**. Our beans are clean, well fermented and have great, consistent Arriba flavors. We can offer **tailor-made fermentation** that results in a guaranteed consistency over time. We strive to make a **positive social impact** by providing a **stable income** to **more than one hundred families** while developing a sustainable environment for our workers, our land and the local fauna.

# Ecuador

## the oldest origin of cacao

It has been commonly believed that cacao comes from the Mesoamerican countries, but recent archaeological findings show that cacao was first cultivated in the upper Amazon regions. Pots and vessels of approximately 5,300 years old have been found in the region of Zamora-Chinchipe, in the Southern part of Ecuador. In these pots and vessels cacao residues have been found. This proves two important things: cacao was already consumed by pre-Colombian tribes and **Ecuador is the oldest origin of cacao yet identified** by scientific research.





Letter from

## **Andrés Guzmán**

Executive Director

I started to work in agriculture in 2000 and got passionate about cacao from 2008. At Victoria, a family business, we strive for excellence. We constantly think about how we can have a better impact on the cacao chain. In all honesty, we go above and beyond to exceed the expectations of our clients without compromising on the social and environmental imprints that we are making.

Together with our network of farmers, team and clients we work hard and we grow equitably. Some people say that it is not possible to combine these high levels of quality, flavor, consistency and volume, but I am inviting them to come and see it for themselves. The cacao sector really needs a change and this is what we are doing at Hacienda Victoria.





# CAO

## Arriba Nacional

Arriba Nacional cacao has a **floral and fruity flavor profile**. Many farms mix the Arriba and CCN-51 varieties together that creates inconsistency in flavors and quality, but at Hacienda Victoria we **guarantee 100% Arriba Nacional beans**. Our customers have the opportunity to opt for **tailor-made post-harvesting protocols**, providing them with their own, unique cacao. The chocolate makers we work with tell us they appreciate the **clean Victoria beans**, because the lack of impurities saves them a lot of time before roasting.

*"Victoria is leading cacao onto a new path. They are not selling cacao beans, they are selling flavor. They are learning to do it in such a way that it is always duplicable."*

**Ed Seguire**

Cacao expert - Seguire Cacao Cocoa & Chocolate Advisors





| BEAN SIZE       | 125-130 beans / 100 gr. |
|-----------------|-------------------------|
| Humidity        | 7,5% max.               |
| Well fermented* | 75% min.                |
| Violet*         | 15% max.                |
| Mold            | 1% max.                 |
| Impurities      | 1% max.                 |

**\* Criteria on customer request**

Our beans are packed in jute 64 kg bags and delivered just-in-time from our warehouses in Ecuador or Amsterdam.

Contact us if you would like to hear more about the cacao or to receive a sample.

**We guarantee 100%**  
**Arriba Nacional cacao**

## Chocolate awards

We are very grateful to our clients and proud that several of them have won prestigious chocolate awards using our beans:



### **Domori**

*Academy of Chocolate*

Silver winner 2017



### **SOMA Chocolate**

*International Chocolate awards Americas*

Silver winner 2018 and bronze 2019



### **Hogarth**

*International Chocolate awards Asia-Pacific*

Bronze winner 2018



### **Stonegrindz Chocolate**

*International Chocolate Awards*

Silver winner 2018

**K + M**

### **The K & M Collection**

*Best chocolate in the US, Food & Wine 2019*

# Sustainability

From the start, sustainability has been so deeply intertwined in the values of Hacienda Victoria, but in time we realized that is important to communicate this to our customer community as well. We have 93 full time employees and 80 seasonal employees which receive a **monthly, steady and on-time payment**. Everyone receives **3 nutritious meals per day, medical care** and all kinds of **social benefits**. Ecuador has strong labour laws in place regarding working hours, appropriate wages and minimum work age. We provide workshops, incentivize our employees with bonuses and growing schemes. Although we are well aware of the challenges in West Africa, the social and economic situation there can not at all be compared to Ecuador.

We really care about the communities around us. Education is key to achieve a better quality of life, and so we support several schools in rural areas. Every year we organize a flea market and donate the revenues to vulnerable families who are most in need. We include the communities in our plans and listen to what their needs are.

When it comes to creating a positive impact on the environment, **protecting the soil** is one of our main priorities. We work with environmental experts to make sure that our trees are healthy and that sufficient native trees are planted in the area. We have already made big steps in reducing the amount of water used on our farms. Some local organisations are doing great work when it comes to protecting the biodiversity and we financially support them.

## Social indicators

93

Full time jobs provided

80

Part time jobs provided

519

Meals per day we cook on average

100

free medical consults organised per year

## Environmental indicators

700

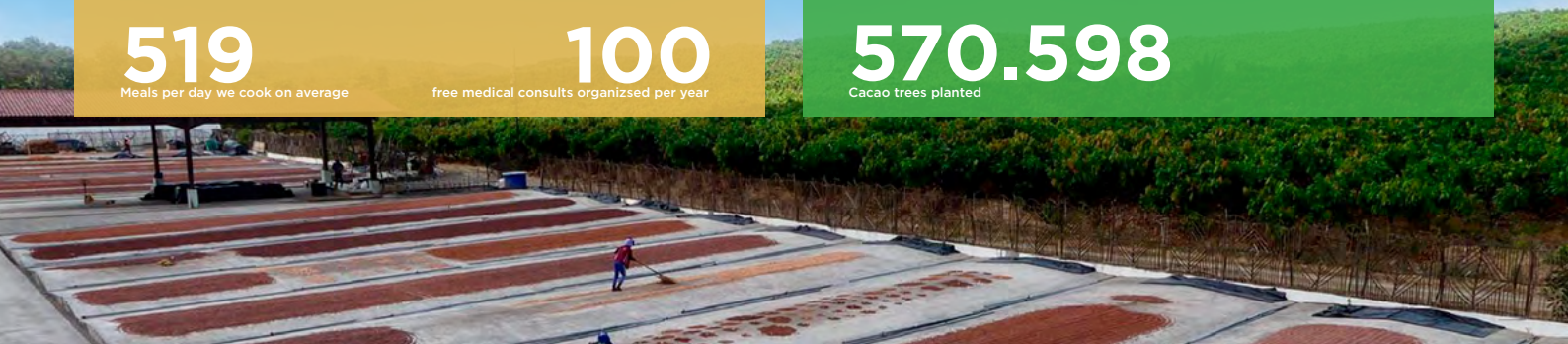
Hectares of land

750

Metric tons produces in 2018

570.598

Cacao trees planted







## School projects

Good education is an important factor in changing the economic circumstances. Therefore we have been working with two local schools to improve their infrastructure. Bajada de Progreso is a small village with approximately 400 inhabitants. We have donated materials and provided the primary school with a new ceiling, fans, several computers and internet service. A similar project took place in San Cristóbal, a local town inhabiting 300 people. Victoria supported this school with a new ceiling, air condition, 10 computers, refrigerator and several other electrical appliances. We want to extend the strong family values to the people in our environment and this is why, every year at Christmas, we provide the schools with toys to hand out to the children.





### **Leonor Plaza**

Leonor is the backbone of our organisation. She has been working at Victoria's office for many years and takes care of all the administration. In her words: "Victoria represents a new type of farm where people can work and learn everything there is to know about fine flavor cacao. People grow by learning. They are also getting a regular income, which provides financial stability to many households. I feel proud to work at Victoria".



### **Ayda Cedeño**

Ayda started to work at Hacienda Victoria when she moved to the area seven years ago. Ever since the farm has felt like a home. Ayda is the grafting queen of Hacienda Victoria. "Grafting is a beautiful process, because it leaves the opportunity for reproducing the best qualities of a plant and it keeps the Arriba variety pure". Many see working on the farms as a man's job, but Ayda proves this is not the case! We are supportive and proud of the team of dedicated women working at Hacienda Victoria.





## Sustainability commitments

Sustainability is a process, not a status. Therefore we continuously grow, learn and adjust.

Right now we are focusing on:

- Improving the livelihood of our employees
- Reforestation of native shade trees
- Recycling and reducing the use of plastic
- Awareness campaign about animal welfare
- Scholarship grants fund for the children of our employees
- Building a bird protection centre at the farm



“Ecuador is starting a revolution in cacao, and it is taking place at Hacienda Victoria. For me, this is cacao farming in a level that I have never seen before”.

**Jordi Roca i Fontané**

Pastry chef Restaurant El Celler de Can Roca awarded as World's Best Pastry Chef in 2019 by Restaurant magazine








# Contact

Would you like to hear more, or  
are you interested in receiving  
a sample of our beans?

**We are happy to hear from you!**

You can reach us via email:  
**[aguzman@hacienda-victoria.com](mailto:aguzman@hacienda-victoria.com)**

or via one of our social media channels:

-  Hacienda-Victoria
-  hacienda\_victoria\_ecu
-  @HcdaVictoria

On our website  
**[www.hacienda-victoria.com](http://www.hacienda-victoria.com)**  
you can find more information.



[www.hacienda-victoria.com](http://www.hacienda-victoria.com)