

Converting Native Cocoa Beans Into Organic High-end Chocolate



The Danish chocolate brand, Oialla, creates high-end, delicious chocolate bars that not only taste good but provide a vital business opportunity for native people in the Bolivian jungle where the beans are picked wildily.

The Oialla Chocolate brand was founded in 2010 and won its first international award in 2011. But Oialla is not just about organic high-end chocolate bars. The first trip to Bolivia also led to a partnership with Danish national development agency, DANIDA, and the simultaneous engagement in making exquisite chocolate bars and changing working and livelihood conditions for the local Bolivian community.

A crucial relationship

The result is organic and pure chocolate made from the wild Beniano beans in a close and depending relationship with the local and indigenous people of the Baures community. Besides obvious and positive benefits for the Bolivian cocoa workers the relationship is crucial for the quality due to its reliance on the initial harvesting and handling of the beans.

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In other words, the close connection between the working conditions among the cocoa workers at the initial stage and the chocolate quality in the final package is a good example of the benefits of a value chain in which ethical production is considered a prerequisite to high-end quality.

The Oialla brand helps lift the quality of the industry with their organic high-end chocolate bars sold to Danish and international top restaurants, while also making positive changes in the cocoa community through measures like education of women, forest management and local employment possibilities.