

COPAL COCOA *Info*

A Weekly Newsletter of Cocoa Producers' Alliance



Issue No. 368

28th – 31st December 2009

Cocoa Producers' Alliance



UP-COMING EVENTS

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'It's nature's miracle food'

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ICCO Daily Cocoa Prices

	ICCO daily price (SDR/tonne)	ICCO daily price (\$US/tonne)	London futures (£/tonne)	New York futures (\$US/tonne)
28 Dec.	2,178.01	3,413.90	2,242.67	3,243.00
29 Dec.	2,169.47	3,404.60	2,239.33	3,250.00
30 Dec.	2,193.04	3,425.50	2,232.33	3,268.67
31 Dec.	2,213.44	3,469.99	2,255.67	3,299.00
	-	-	-	-
Average	2,188.49	3,428.50	2,242.50	3,265.17

International Financial Futures and Options Exchange (LIFFE)
London Futures Market – Summary of Trading Activities
 (£ per tone)

Monday 28 Dec. 2009

Month	Opening Trans	Settle	Change	Daily High	Daily Low	Volume
Mar-10						
May-10						
Jul-10						
Sep-10						
Dec-10						
Mar-11						
May-11						
Jul-11						
Sep-11						
Dec-11						
Totals						

Tuesday 29 Dec. 2009

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar-10	2235	2234	-8	2240	2217	2,988
May-10	2251	2254	-7	2260	2236	461
Jul-10	2237	2230	-5	2237	2216	453
Sep-10	2205	2197	-10	2208	2180	229
Dec-10	2165	2163	-19	2165	2149	128
Mar-11	2113	2124	-15	2113S	2111	8
May-11	2118	2107	-21	2118	2112	216
Jul-11		2106	-21			0
Sep-11		2106	-21			0
Dec-11		2106	-21			0
Totals		2163				4,483

Wednesday 30 Dec. 2009

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar-10	2231	2226	-8	2242	2222	2,648
May-10	2264	2245	-9	2264	2243	1,101
Jul-10	2227	2226	-4	2238	2226	315
Sep-10	2198	2191	-6	2201S	2193	124
Dec-10	2165	2160	-3	2170S	2160	262
Mar-11	2138	2118	-6	2140	2138	20
May-11		2098	-9			0
Jul-11		2093	13			0
Sep-11		2093	13			0
Dec-11		2093	13			0
Totals		2154				4,470

Thursday 31 Dec. 2009

Month	Opening Trans	Settle	Change	High	Low	Volume
Mar-10	2225	2250	24	2250	2210	2,252
May-10	2241	2271	26	2271	2230	1,457
Jul-10	2220	2246	20	2251	2210	498
Sep-10	2175	2200	9	2204S	2175	246
Dec-10	2145	2165	5	2175S	2143	136
Mar-11	2097	2119	1	2123S	2097S	172
May-11		2099	1			0
Jul-11		2076	-17			0
Sep-11		2076	-17			0
Dec-11		2076	-17			0
Totals		2158				4,761

Average for the week		1295				2743
Total for the week						13,714

New York Board of Trade
(New York Futures Market – Summary of Trading Activities)
(US\$ per tonne)

Monday 28 Dec. 2009

Month	Open	Price	Change	High	Low	Volume
Mar-10	3291	3230	-41	3299	3223	2,931
May-10	3307	3250	-42	3315	3245	373
Jul-10	3305	3250	-40	3305	3247	53
Sep-10	3290	3256	-40	3290	3252	59
Dec-10	3287	3238	-39	3296	3231	88
Mar-11	3260	3222	-37	3270	3215	58
May-11	3225	3231	-37	3225	3225	1
Jul-11	0	3243	-37	0	0	0
Sep-11	0	3255	-47	0	0	0
Totals		3242				3,563

Tuesday 29 Dec. 2009

Month	Open	Price	Change	High	Low	Volume
Mar-10	3232	3237	7	3275	3230	4,077
May-10	3261	3258	8	3275	3257	354
Jul-10	3260	3259	9	3267	3256	35
Sep-10	3265	3263	7	3273	3265	206
Dec-10	3251	3248	10	3269	3251	102
Mar-11	3245	3236	14	3245	3242	6
May-11	0	3245	14	0	0	0
Jul-11	0	3257	14	0	0	0
Sep-11	0	3268	13	0	0	0
Totals		3252				4,780

Wednesday 30 Dec. 2009

Month	Open	Price	Change	High	Low	Volume
Mar-10	3231	3247	10	3269	3231	2,690
May-10	3261	3267	9	3284	3261	414
Jul-10	3259	3266	7	3276	3259	396
Sep-10	3265	3267	4	3286	3262	425
Dec-10	0	3257	9	0	0	164
Mar-11	0	3247	11	0	0	2
May-11	0	3256	11	0	0	0
Jul-11	0	3268	11	0	0	0
Sep-11	0	3277	9	0	0	0
Totals		3261				4,091

Thursday 31 Dec. 2009

Month	Open	Price	Change	High	Low	Volume
Mar-10	3253	3289	42	3321	3232	5,946
May-10	3276	3310	43	3340	3255	659
Jul-10	3277	3307	41	3334	3260	149
Sep-10	3275	3304	37	3284	3275	62
Dec-10	3272	3293	36	3272	3271	26
Mar-11	3298	3280	33	0	0	28
May-11	3303	3280	24	0	0	42
Jul-11	0	3292	24	0	0	0
Sep-11	0	3304	27	0	0	0
Totals		3295				6,912

Average for the week		2610				4,837
Total for the week						24,183

News

Health and Nutrition

Medical breakthroughs 2009: What's new, what's next

Philippine Star - Rey Rivera - ?Dec 28, 2009?

This year's biggest medical advances are changing the face and future of your health. Here's what you need to know now.

More Reasons To Eat Chocolate

We know that dark chocolate powder has up to three times the antioxidants found in green tea, plus twice the antioxidants in red wine; that's good for your heart. And studies have shown that dark chocolate's polyphenols affect serotonin levels in the brain; that'll boost your mood. But this year, dark chocolate has gained even more favor in medical circles. In one study, heart-transplant patients showed a decreased risk of clogged arteries two hours after consuming 40 gms. of dark chocolate. In another, researchers from the University of Illinois found that subjects who ate a 22-gm. CocoaVia dark chocolate bar daily for two months lowered their blood pressure and cholesterol levels. And investigation is underway to see if dark chocolate can be used to decrease PMS symptoms. Sweet news for all.

Production & Quality

Peru: 2010 expected to be good for coffee and cocoa producer

LivinginPeru.com

Isabel Guerra

2010 will be a favorable year for coffee and cocoa bean producers in the Amazonian region, said the analyst Fernando Cillóniz.

He is pretty sure next that year will bring economic improvements, but he also feels sorry about the poor current conditions in which this economic activity is being developed. "I feel surprised about the euphoric announcements that the government makes on the highways theme, when the reality is actually quite different. I am skeptic in the social aspect, but optimist in the economic area," he added.

However, he still thinks that 2010 will be better than 2009.

Cocoa export soars as recession abates Wednesday,

30 December 2009

Nigerian Compass

Nigeria exported 18,039 tonnes of cocoa in October, up 84 per cent on the same month last year, data from government agency the Federal Produce Inspection Service (FPIS) has shown.

October is the first month of the main crop in Nigeria, the world's number four cocoa grower, where exports fell 1.8 per cent year-on-year to 164,230 tonnes in the just-concluded 2008/09 season.

Cocoa dealers Africa's most populous country said the big increase in cocoa shipments in October was a sign the exports sector of the economy were recovering after falling in the 10 months to December due mainly to the global economic crisis, which cut demand for raw beans and processed products and limited access to credit, no thanks to the credit squeeze brought about by bank sector reforms.

The four months to January are traditionally the peak period for Nigerian cocoa production. Nigeria produces around 300,000-350,000 tonnes of cocoa a year, according to industry group Cocoa Association of Nigeria, but government officials put the figures at about 400,000-450,000 tonnes.

Nigeria has been keen since 2005 to raise its annual output to over 600,000 tonnes to rival Ghana as the world's number two grower, but a cocoa revival programme launched four years ago has had little success. Nigeria's cocoa production peaked at around 400,000 tonnes a year in the 1970s, but became neglected in favour of oil. The industry's decline accelerated when it was deregulated in 1986.

The Market

Debate Over Dollar's Rise as Commodities Mark New Highs

Barron's (blog) - [Tiernan Ray](#) - Dec 28, 2009

Commodities strengthened broadly as the dollar sank against most major currencies, with observers wondering whether a dollar rally since November will last.

The ICE U.S. Dollar Index was off 0.2% at 78.05, though the dollar appreciated against the Euro to \$1.438.

Bloomberg and FT take on the bull and bear dollar positions, with Bloomberg quoting currency strategist Marc Chandler at Brown Brothers Harriman saying the dollar's rise against the yen and the Euro today is a "head fake," with dollar bears simply taking some money off the table. FT quotes Lee Hardman with Bank of Tokyo saying improving economic factors will cause dollar outperformance against most major currencies in 2010.

Light sweet crude futures for delivery in February rose 62 cents to \$78.67 per barrel. Gold futures for delivery in January rose \$3.40 to \$1,107.50 per ounce.

Looking back on last week's action, soft commodities have risen to multi-decade highs, FT's Javier Blas reported yesterday, driven by bad weather and shortages of coffee, cocoa, sugar, and other staples.

Cocoa was at a 31-year high today, while sugar hit its highest levels in more than 28 years.

Cocoa AND Company: Are The Sweet Commodities Set To Sweeten?

Elliott Wave - [Nico Isaac](#) - Dec 31, 2009

I can't count the number of times I've followed mainstream fundamental analysis to its logical conclusion -- only to find a market's prices doing exactly the OPPOSITE of what their supposed to.

Case in point: On December 15, Cocoa prices stole the commodity show after rocketing to their highest level in 32 years. And, according to the usual experts, a "perfect bullish storm" was set to keep the market airborne for quite some time. On this, the following news items from the time set the bullish tone:

- *"Cocoa Soars. Prices are propelled by fears that output in the 2009-10 season will lag behind demand for the fourth consecutive year."* (Financial Times)
- *"The cocoa market has not seen such a prolonged deficit since the 1965-9 shortage. The cocoa sector in Ivory Coast [the world's largest producer] is in structural decline due to years of insufficient husbandry and investment."* (Reuters)

Adding to the bullish blizzard of woe -- "Concern that Saharan dust storms" will "jeopardize flowering and seriously damage production"; that "El Nino" will hit supplies in Indonesia and parts of South America; and finally, that "fresh fears of political instability in Ivory Coast" will delay output.

YET -- despite the "squall" of upward support, cocoa prices turned down on December 16 in a powerful selloff to the one-month lows we see today.

(Cocoa, Sugar, Coffee: The Sweet Commodity Trifecta. The December 30 *Daily Futures Junctures* presents labeled close-ups, in-depth commentary, and live video analysis revealing where these three markets could be in the days and weeks ahead. [Get the full story today](#))

On the other hand, EWI's chief commodity analyst and *Futures Junctures Service* editor Jeffrey Kennedy foresaw Cocoa's downside potential before the tide began to turn. In the December 11 *Daily Futures Junctures* Weekly Wrap-up, Jeffrey presented the following close-up of Cocoa that showed prices at or near an important peak. (Some Elliott wave labels have been removed for this publication)



Now for the best part: In the December 30 *Daily Futures Junctionures*, Jeffrey revisits the cocoa market to reveal whether the end of the near-term downtrend is in. Also, in the December 2009 *Monthly Futures Junctionure*, Jeffrey introduces a riveting new, long-term wave count for cocoa in the opening "Featured Market" segment.

There, Jeffrey writes:

"Cocoa's price chart is flashing like a strobe light." And, he reveals whether the 8% drop from the December 16 high is a mere blip in a larger rise to new highs.

So, what are you waiting for? Find out where cocoa (along with coffee and sugar) may be headed. Follow the link to a risk-free [Futures Junctionures Service subscription](#).

Foods and Softs Outlook - December 31, 2009

Thursday, December 31, 2009

by *CRB Research Team of Commodity Research Bureau*

Foods and Softs Outlook - An Excerpt from CRB'S Futures Market Service

COFFEE—Mar Nybot Arabica coffee prices corrected down to a 1-month low from their recent 17-1/2 month nearest-futures high. Bullish factors include (1) the USDA's cut in its 2009-10 global coffee production and ending stocks estimates, (2) Brazil's coffee harvest this year falling to 39.47 mln bags, -14% y/y, and (3) ICO's report that global coffee exports in Oct fell -4.5% y/y to 6.92 mln bags. Bearish factors include (1) the rebound in the dollar index to a 3-1/2 month high, and (2) the hike in the Brazil Agriculture Ministry's coffee production estimate for this year to 39.47 mln bags, up from a Sep estimate of 39 mln bags. Large specs as of Dec 22 reduced their large long position to 35,990. USDA coffee summary: 2009-10 world coffee production 125.2 mln bags (-3.7% vs 2008-09's 130 mln bags); 2009-10 world ending stocks at 34.69 mln bags (-15% vs 2008-09's 40.96 mln bags).



COCOA—Mar cocoa prices continued their correction further down to a 1-month low from their recent 30-year nearest-futures high. Bullish factors include (1) the cut by BNP Paribas Fortis in its global 2009-10 cocoa production estimate to 3.57 million tons, down from a Nov estimate of 3.61 million tons, and (2) ICO's report that the 2008-09 Ivory Coast cocoa harvest was 1.22 million tons, a 14-yr low. Bearish factors include (1) the rally in the dollar index to a 3-1/2 month high, (2) ICO's hike in its forecast for a 150,000 MT global cocoa surplus for 2010, and (3) the -1.4% y/y decline in Q3 European cocoa grindings. Large specs as of Dec 22 cut their large long position to 40,069.



SUGAR—Mar sugar prices catapulted up to a 28-3/4 yr high. Bullish factors include (1) Brazil Agriculture Ministry's cut in its sugar production estimate for this year to 34.6 MMT, -6% below a Sep estimate, (2) USDA's cut last month in its 2009-10 global sugar production estimate to 153.5 MMT, -4% from a May estimate, and (3) the action by India, the world's 2nd-largest sugar producer and largest consumer, to import sugar this year for the first time in 3 years. Undercutting prices is the lack of India sugar imports over the past month due to high global prices. As of Dec 22, large specs added to their large long position of 190,803. USDA Sugar crop summary: 2009-10 world production 153.5 MMT (+6.7% y/y vs 143.8 MMT in 2008-09), consumption 153.7 MMT (-0.4% y/y from 154.4 MMT in 08-09), ending stocks 26 MMT (-5.7% y/y from 27.6 MMT in 08-09).



Commodities: Prices to stay stable

By HANIM ADNAN

Malaysia Star - Hanim Adnan - Jan 1, 2010

THIS year promises price stability for Malaysia's crude palm oil (CPO), tin, rubber, timber and cocoa, taking the cue from the highly anticipated increase in the prices of most global commodities led by crude oil and gold.

Analysts are speculating that crude oil will average about US\$80 per barrel, while gold is expected to hit a record US\$1,400 an ounce.

COCOA

In 2010, investors in cocoa may be in for a sweet surprise, while chocolate companies may have to swallow a bitter pill as the price of cocoa is whipped higher.

Malaysian Cocoa Board director-general Datuk Dr Azhar Ismail says the current world cocoa prices at about US\$3,300 per tonne, which is at a 25-year high, will likely remain high this year.

A cocoa supply deficit is in the offing this year, as the world's largest cocoa producer Ivory Coast is plagued by plant diseases, political concerns, falling grinding data and lower yield from old cocoa trees. This ensures that prices will remain high, at least in the first half of 2010.

Malaysia no longer directly exports its cocoa beans. They are all used by the country's flourishing cocoa grinding plants and in the manufacture of products like cocoa butter, cocoa power and cocoa liquor.

Malaysia enjoyed a record cocoa export earnings of RM3.35bil in 2008, with cocoa butter accounting for the bulk. Malaysia is also Asia's largest cocoa grinding and processing hub, with 11 major cocoa grinding players.

"The 2010 target is to boost exports to new markets like Eastern Europe and the Middle East, while maintaining our strong traditional markets in the United States, Europe and Japan," says Azhar.

Processing & Manufacturing

Nigeria Cocoa Processor Plans to Boost Capacity by 433% with New Plant

Source: FLEXNEWS

29 December 2009 –



Multi-Trex Investments Ltd, a Nigerian cocoa processor, is in the final stages of building a new cocoa processing plant, which would process 50,000 cocoa beans annually.

The new plant will take the company's total cocoa processing capacity to about 65,000 tons per year, up 433% from the current 15,000 tons.

Thanks to the additional capacity, Multi-Trex is hoping to break into new markets in other parts of the world.

The company, located in Warewa, Ogun State, on the outskirts of Lagos, was inaugurated by former president, Chief Olusegun Obasanjo, in 2006, as has become a leading Nigerian processor and exporter of cocoa-based products.

Multi-Trex has a workforce of approximately 168 people and saw its FY09 net profit amount to N557.6 million, up 60.5% from N347.3 million in FY08.

Nigeria is the world's fourth-largest cocoa grower after Ivory Coast, Ghana and Indonesia, producing 250,000 tons a year.

Business and Economy

Deeper product penetration will drive growth in India: Cadbury

Economic Times - Amit Sharma - Dec 28, 2009

In an interview with ET, Cadbury's HR and strategy head, V Chandramouli discusses what the company plans for the Indian market, one where it already is the market leader by a comfortable margin.

It claims to be one of the fastest growing consumer product companies in India. But Cadbury India still feels there is a lot of scope for growth. As the company's HR and strategy head, V Chandramouli feels that the next phase in product distribution and penetration will drive the next phase of the company's growth.

In an interview with ET, he discusses what the company plans for the Indian market, one where it already is the market leader by a comfortable margin.

What is the Cadbury brand's size and scale in the India? What are the ambitions that the company has in this market?

We have a 33 per cent share in the overall confectionery market. This has three categories- gum, candy and chocolate, so we have a leadership position here. In the chocolate market, which is our heartland, we have over 70 per cent market share. Apart from confectionery, we also have a strong presence in the health drinks market especially in the North and West where we are market leaders.

But what is more important than the figures and plain data is the fact that we have a sixty-year legacy in India. Consumers know the category of chocolates by our brand name. In the last three years, the measure of our performance is that in 2005, we were worth about Rs 875-crore and we ended 2008 at Rs 1587- crore, close to doubling the business in these three years. Sales growth was 22 per cent, compounded growth rate over the past three years. Operating profit of close to 28 per cent during the time period. We have got 20 per cent-plus growth in the first nine months this year. In the last four years, we have doubled our turnover.

So whatever benchmarking we have done vis-à-vis other consumer goods companies, we are amongst the fastest growing consumer goods companies in India.

What has helped the company achieve such growth?

The reasons for our sustained growth have been that we have focused on power brands, Cadbury dairy milk, Bournvita et al. We believe that if the company has to grow at over 20 per cent, these key brands also have to follow suit.

We have ten power brands- six in chocolates. Cadbury Dairy Milk, gems, five star, celebrations, bournville, two in candy- halls and Cadbury dairy milk éclairs one in gum- bubaloo.

The second big focus is distribution. These are impulse buy products so wide distribution makes a lot of difference. So reach or quality of availability makes a huge difference. So clear focus there has helped us a great deal.

The third thing is focus on customer service and product freshness. The question we constantly ask ourselves is- from the time the product is manufactured, to the time the consumer eats it, how do we reduce this time? How do we ensure that people consume fresher products?

The next is the fact that we have the best talent in the industry. We are continuously scaling up on talent. We continue to hire, give regular increments. We think that the best growth comes from the best people.

What is the sustainability focus of the company in India?

Cocoa farming is another sustainability area that we focus on, We introduced cocoa farming in the country. We have a separate wing of people working to ensure farmers grow cocoa and are remunerated well. We still import half our cocoa from Africa and middle eastern countries.

We have targeted to plant five million trees a year. Reason why it is good for farmers is that cocoa does not require fresh land and grows as an intermediate crop in coconut fields. It also helps increase soil fertility. So the farmer gets double income from the same piece of land.

What is the road ahead for Cadbury in India?

Our overall business strategy in India is simple. We are focussing on growing the overall market. Thanks to our size, our business also grows automatically. Per capita consumption is very low 75 grams per person per year. But as the economy grows and income levels rise, we will definitely see this rising. The opportunity for growth is enormous here as chocolate consumption in the developed world is 20 times India's.

So deeper penetration of the product will drive higher consumption and drive growth.

What are the specific areas of focus for the company?

We are focussed on increasing value. To be present in different price points. Second is distribution. Chocolate is highly perishable

Marketing investment level and how do we make it relevant to Indians in a cultural context. So we have promoted asa mithai, not as an alien concept.

Innovation is the last aspect. How do we grow the market through this. Bournville is choco for adults, as people age, taste palette changes and we want a stronger flavour.

Cdm shots rs 2 is another opposite innovation which is very successful. We will continue this. It will power our growth in future in India. 15 per cent of CDM brand is the shots brand. It is the most successful new product in the history of the chocolate category. Its speed of response is great!

Despite Economy, Chocolate Is Non-Negotiable

by Sarah Mahoney, Wednesday, December 30, 2009,
MediaPost Publications

Turns out that for true chocoholics, the recession doesn't matter much: They just gotta have it. While the final numbers for 2009 aren't in yet, Mintel reports that chocolate sales continued to be strong in the U.S. and worldwide. Even countries not known for candy-bar cravings, including India, China and the Ukraine, made major gains.

"While there are plenty of opportunities to trade down in many other categories -- for example, people who like to buy fine wine in restaurants can now drink slightly less fine wine at home -- the only cure for a chocolate craving is chocolate," Mintel analyst Marcia Mogelonsky tells Marketing Daily. "There's no room for maneuvering."

People are fairly rigid about types of chocolate they buy, she says. "In the U.S, people are about evenly divided in their preference for either milk or dark chocolate. If you love dark, trading down to milk chocolate isn't an option for you -- your only choice is to go without."

Mogelonsky says that America's appetite for fancier chocolates, "sparked when the economy was strong and we were busy rewarding ourselves for everything," formed chocolate habits that have stuck, even as either affordable indulgences have fallen away.

Take Lindt's Lindor Truffle Balls: "You can just have one and satisfy a craving. And compared to other things, chocolate -- especially in small quantities -- just isn't that expensive." And while other high-end brands, such as Godiva, may find themselves hurt by lower traffic in malls, "these are available in supermarkets, too. They're everywhere. So why would you give it up?"

In the U.S., Americans purchased 2.6% more chocolate than in 2008. And even as the takeover saga between Kraft and Cadbury Schweppes continues, U.K. chocolate lovers bought 5.9% more chocolate this year. In China, chocolate confectionery sales rose 18%, and in the Ukraine, 12%. Argentineans ate 1.8% more, and in Belgium, which claims it produces some of the world's finest, sales gained by 3.2%.

On a dollar basis, the Swiss still win -- spending the equivalent of \$206 per person each year -- followed by the Brits at \$106, and Belgians at \$90. Americans spend about \$55 per year.

Ferrero shows interest in Cadbury

(UKPA) – Dec 29, 2009

The Press Association

Italian chocolate group Ferrero is still considering joining the bid battle for Dairy Milk maker Cadbury, reports claim.

The firm behind Ferrero Rocher is understood to have reiterated its interest in Cadbury after the British chocolate giant set out its robust defence against a hostile offer from US rival Kraft earlier this month.

Italian newspaper La Stampa reported over the weekend that Ferrero had issued a statement confirming it was "still evaluating the possibility of acquiring the British sweets group".

Family-owned Ferrero, which also makes Nutella spread and Tic Tacs, was not available for comment, but has already previously said it was considering its options after Kraft first disclosed their takeover aims.

Cadbury is fighting a hostile takeover bid from Philadelphia and Toblerone firm Kraft, which has offered around £10.2 billion to buy the group.

In a defence document issued in mid December, Cadbury accused Kraft of trying to buy it "on the cheap".

It warned shareholders not to let Kraft "steal your company with its derisory offer" as it sought to underline its prospects as an independent company by upping long-term performance targets and saying profit margins for the current year were expected to be higher than original guidance.

As well as Ferrero, US firm Hershey is also said to be mulling over a move for Cadbury.

But any Hershey deal is widely expected to be a "white knight" offer to spoil a Kraft takeover and Cadbury is thought to have recently discussed the possibility of a friendly tie-up with Hershey.

The groups already have a business relationship as Hershey holds a licence to make Dairy Milk bars and Creme Eggs in the US.

Chocolate producers post up sales worth more than 26 M euros in December

29 Decembrie 2009

Financiarul - ?Dec 28, 2009?

- *Sales worth 600 M euros in hypermarkets in December*
- *Local sales of chocolate tablets hit 120 million euro in 2007*
- *Chocolate sales grow by 20% in Nov and Dec*
- *Algocalmin leads painkiller market, with sales worth 10 million euros in 2006*
- *Discounters score sales worth 1 bln euros, detrimentally to kiosks*

The Romanian chocolate producers expect sales worth more than 26 million euros in December, due to the winter holidays always representing a peak season in terms of consumption of chocolate.

'December represents approx. 13 percent of the total annual sales of a producer', Cristian Stancu, the marketing manager of Supreme Chocolat, the producer of Primola brand told Ziarul financiar daily. He also estimated a stagnation in the sales corresponding to the 2009 winter holidays compared with the same interval in 2008.

The domestic chocolate market was estimated at more than 200 million euros, with the largest producers being Kraft Foods, owning the Milka and Poiana brands, Cadbury, owning the Kandia and Laura brands, and Supreme Chocolate.

The sweets, especially the chocolate, represent the most popular gifts offered during the winter holidays. A study conducted by the market research company GfK showed that 56 percent of the Romanians are buying sweets this year to put them in the Christmas presents.

Others

Indonesia denies Japan's accusation on 2,4-D content on cocoa

www.chinaview.cn 2009-12-29

JAKARTA, Dec. 29 (Xinhua) -- The Indonesian Agriculture Ministry rejected Japan's accusation that cocoa from Indonesia contained dangerous chemical compound at more than dangerous level, a senior official of the ministry said here Tuesday. In March, Japan lodged a complaint on Indonesia over the country's cocoa exported to Japan from Singapore, saying that it had 2,4-Dichlorophenoxyacetic Acid (2,4-D) at the level of more than 0.01 ppm (parts per million), which is dangerous for health, according to the ministry.

Director General for Plantation of the ministry Achmad Manggabarani said that Indonesia followed up the dissatisfaction and established some tests on the commodity. The result of the tests showed that the 2,4-D content was very small and it was not at dangerous level. The director said that his ministry would deliver the result soon to the government of Japan and would conduct a government-to-government approach. "Although our cocoa exports to Japan is small, but, we must clear this issue, this is about the image of our products. We must manage the good image at the international market," he said.

Indonesia's cocoa export to Japan from January to July this year was about 1,136 ton, according to the data from the ministry. Indonesia also exports its cocoa to the United States, Brazil, China, Singapore and Malaysia. The country exported 350,000 tons of cocoa in 2008 and the figure is predicted to be flat this year and next year.

Indonesia is the world's third largest cocoa producer after Ivory Coast and Ghana.

Indonesia Defends Safety Of Cocoa Bean Exports

Jakarta Globe - Dec 28, 2009

The Agriculture Ministry on Monday said a herbicide found in cocoa beans and powder exported to Japan was safe to be consumed and that there was no reason for Japan to “reluctantly” import the commodity from Indonesia.

The Ministry made the remarks in response to a statement from a Japanese official that the herbicide residue in the Indonesian cocoa was under the maximum limit stipulated by the Japanese government.

Sri Noegrohati, a professor at Gadjah Mada University in Yogyakarta, said that in general cocoa beans and powder from Indonesia only contain small amounts of herbicide. “It [the residue] is only 0.001 parts per million, meaning it is safe to be consumed,” he said.

New commodity village decongests Sekondi-Takoradi.

Apowa (W/R), Dec 31, GNA - A new commodity village on a 300- acre land at Apowa near Takoradi has re-located articulated trucks loaded with dried cocoa beans meant for shipment through the Takoradi Port. The facility also serves as a one-stop shop for all drivers who cart large quantities of cocoa from the hinterland to the harbour.

Mr. Samuel Oduro-Asare, the area coordinator of the Cocoa Marketing Company (CMC), told journalists that the facility had assisted in decongesting the Takoradi Port and the entire city. He said a lorry park that could host 800 trucks had also been built and toilets, canteen, mini market, axle load weight bridge, water reservoirs for fire fighting and bathroom has been made available for the drivers as they await their turn to off-load their cargo.

Mr. Oduro-Asare said 120 trucks loaded with dried cocoa beans are off-loaded daily while samples are taken for quality control analysis, fumigation and storage before export. He said a container base had been established at the village and equipped with the requisite equipment for the lifting of empty and loaded containers onto vehicles meant for the port.

Mr. Oduro-Asare said the container shipment of cocoa beans by the Takoradi Port has over the past seven years been taking place and this had reduced congestion at the Takoradi Port. He said absence of a police post had led to thefts of bagged cocoa beans. He said a drivers' hostel was under construction and could be ready for use by the end of March 2010.

TIT BITS

(Source: Business Recorder – www.brecorder.com)

White sugar nudges up to record peak

LONDON (December 31, 2009): White sugar futures edged up to a record high for a second day on Wednesday, supported by news of Pakistani and Iraqi offtake, and raw sugar edged up close to Tuesday's 29-year peak due to bullish market fundamentals. Industry buying nudged arabica and robusta coffee futures higher, despite a strengthening US dollar, while cocoa inched up on light investor buying in thin volumes.

US MIDDAY: coffee and cocoa slightly higher

NEW YORK (December 31, 2009): Arabica coffee and US cocoa futures crept higher in thin dealings early Wednesday, following the commodity complex up despite weak charts and the strong US dollar, traders said. The markets will be closed Friday for the New Year's Eve Day holiday and will reopen for regular trade Monday.

Indonesia sees stronger CPO, rubber, cocoa output

JAKARTA (December 31, 2009): Indonesia, the world's top producer of palm oil, expects production of the oil in 2010 to increase by more than 5 percent, while output of rubber and cocoa is also set to rise, the agriculture ministry said. Palm oil output is expected to hit 20.5 million tonnes in 2010, up 5.6 percent from 19.4 million tonnes this year, Achmad Mangga Barani, director general of plantation crops at the ministry said.

Brazilian cocoa arrivals down

SAO PAULO (December 31, 2009): Brazil's 2009/10 (May/April) cocoa arrivals reached 2.86 million 60-kg bags by December 27, down 1.8 percent from the same time last year, the Bahia Commercial Association said. Deliveries were low due to the holiday season, which shortened the working week to three days.

London white sugar hits record high, raw hits 29-year peak

LONDON (December 30, 2009): White sugar futures jumped two percent to a record peak for the first time above \$700 per tonne and raw sugar hit a 29-year high on Tuesday, edging closer to 30 cents a lb, driven by a soft dollar and bullish fundamentals.

US MIDDAY: coffee and cocoa higher

NEW YORK (December 30, 2009): Arabica coffee and US cocoa futures consolidated higher early Tuesday in quiet dealings, buoyed in part by the weak dollar after falling to five-week lows Monday, traders said. Benchmark March arabica coffee futures rose 0.80 cent to \$1.3775 per lb by 9:02 am EST (1402 GMT). Session ranged from \$1.37 to \$1.39.

Ivorian cocoa arrivals seen at 573,000 tonnes

ABIDJAN (December 30, 2009): cocoa arrivals at ports in top grower Ivory Coast reached around 573,000 tonnes by December 27, exporters estimated on Monday, compared with 515,678 tonnes in the same period of the previous season. Exporters estimated around 41,000 tonnes of beans were delivered to the West African state's two ports between December 21 and December 27.

US MIDDAY: coffee, cocoa up

NEW YORK (December 25, 2009): Arabica coffee and US cocoa futures moved higher early Thursday in exceptionally thin holiday dealings, continuing to consolidate and feeling a mild boost from the weak dollar, traders said. The electronically traded markets will close early at 1 pm EST (1800 GMT) Thursday and shut Friday for the Christmas holiday. They will reopen late Monday, at 7:30 am.