



Value Generation in Cocoa Processes: A Patent Based Analysis

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Abstract

Value generation serves as a fundamental principle in agribusiness, signifying the potential for heightened profitability and market competitiveness. In the cocoa sector, value generation extends beyond mere enhancements in cocoa bean quality and yield, encompassing a holistic optimization of the supply chain from cultivation to consumer through different activities, like patent developments, which offers valuable insights for decision making along the chain. Hence, this study based on patents obtained from the Lens database, spanning data from 1899 to 2023. The aim is to map the trajectory and current phase of technological advancements within the cocoa industry across different stages of its value chain. The results reveal a predominant focus on improving processes during the post-harvest and transformation stages, while leaving behind the sowing and harvesting stages, where opportunities for enhancing cocoa quality also exist. This disparity highlights potential areas for technological innovation, particularly in seed improvement and harvesting methods, which could significantly benefit growers by providing new techniques for field application. This study not only charts the current landscape of cocoa technology but also identifies strategic opportunities for future development, aiming to enhance the overall quality and sustainability of cocoa production.

Keywords: Value generation, cocoa processes, patent analysis, decision-making, research and development