ECONOMIC VIABILITY OF ARTISANAL MIXED JAMS BY-PRODUCT OF COCOA AND NATIVE FRUITS OF THE ATLANTIC FOREST

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In the southern region of Bahia, Brazil, agroindustrial and economic activities carried out in cocoa producing properties are diverse, and the relation cost and expense of production are often not well defined by producers, making the business unsustainable. The objective of this study was to evaluate the viability by determining the cost and the equilibrium point of the economic activity practiced by the artisan agroindustries from the sustainable use of fruits of the Atlantic Forest the by-product of cocoa production, specifically studying of “cocoa honey”, knowing the cost of production and the value of each unit of Jelly produced. Were selected to study farms producing cocoa and artisan jams in the municipality of Uruçuca, southern region of Bahia. A semi-structured interview was applied to the producers and performed on site observations. It was observed that there is profitability for the production activity of mixed jams. For the product to be marketed on a larger scale, it was observed the need to make mixtures of native fruits with the “cocoa honey” in function of the volume of uptake of this residue, its cost to capture and the sale price of the product. Producers are indicated to increase their production of “cocoa honey” in partnership with neighboring producers who discard the byproduct and through extractivism sustainable fruit of the Atlantic Forest, as a way to reach the equilibrium point. Therefore, it is necessary to adapt the structure of the agro-industry within the standards of hygiene and quality, better in the postharvest management of cocoa and evaluate the installation of refrigerated catchment tanks with the aim of achieving a higher volume of “cocoa honey” used in the formulation of mixed jams.(Acknowledgements: CNPq, INCT BioNat).