



# THE LUKER WAY

Another perspective  
of sustainability

# What is The Luker Way

It is the connection we have with our partners, our relationship with the farmers (our suppliers), the environment, our employees, the clients and society at large. We believe in sharing opportunities, knowledge and technology.

We work together to produce the finest chocolate from Fino de Aroma cocoa beans.



## Our commitment:

For over 100 years, CasaLuker has been committed to create a long-standing and sustainable cocoa business for all the stakeholders throughout the cocoa chain.



# We believe in

## 1. Education

Founded in 1962, one of the few cocoa research centres in the world - Granja Luker - has allowed us to develop an education and training model to provide our farmers the knowledge to build profitable cocoa farms that will have a great impact on their quality of life.



At the *Granja Luker* Research and Educational Farm, farmers are provided with technical training to learn what they need to improve their crops. The Centre also provides them with technical support in the field.

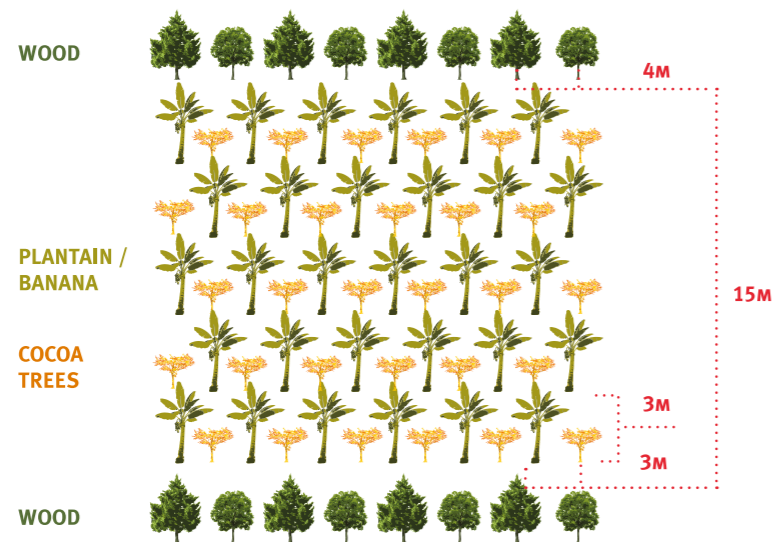
- Nationally, there are 13 agricultural engineers in different cocoa-producing regions, who train and provide technical support to our producers.

## More than 800 people are trained every year.

This means that more than 35,000 farmers have passed through the Granja Luker during these first 50 years.

### Agroforestry System:

This is a mixed plantation model including wood, plantain or other fruit trees and, the main product, cocoa. With this model we promote a support system, where every plantation receives benefits from the others; shade, fertilizers, soil conservation, biodiversity, and provides a short, mid and long term income for the cocoa producing families.



Granja Luker

# We believe in

## 2. Fair purchasing conditions

Our purchasing strategy is based on the direct relationship and trade agreements with our main cocoa bean suppliers, the farmer's associations, making the supply chain shorter. We want to guarantee quality, traceability and volumes. The farmers' associations are agricultural trade groups formed by small cocoa producers. They work together in order to continuously improve the quality of life of their associates through training, national and international fund-raising for projects that increase cocoa cultivation and yields, and to develop an optimal product for commercialisation. These associations also represent a way of limiting the cultivation of illicit crops and the drugs trade in the regions.



## Our commitment to producers in figures

- Commercial agreements with 45 cocoa producers' associations that cover over 18,000 hectares of Cacao Fino de Aroma crops.
- 7,500 benefiting families, many of which reside in areas of armed conflict or where illicit crops are grown.
- Training provided for the implementation of production models that increase productivity by up to 300%.
- A 20% subsidy offered to purchase material for plantation renewal or for new plantations.

# We believe in

## 3. People

We believe in the work and commitment of all the people in our production chain. From the farmer to the consumer, every single person involved—the love and passion they put into their work—adds to the quality and the essence of our products.

We encourage our people to believe in cacao as a future and a path to achieving their dreams. Our farmers, our employees and our clients inspire us to do things better, introducing cacao fino de aroma to people around the world.

Scan here to learn more about our  
[#FinodeAromaStories](#)



## Fino de Aroma Stories

These stories exemplify our hard-working cocoa families who love their cocoa crops. They see cocoa as their future and they work to deliver a very special Fino de Aroma product that can be turned into the best Colombian and Peruvian chocolate.

## Luker Foundation:

Is a private non-profit organization with a business origin (CasaLuker SA). Its mission is to provide leadership in order to contribute to the social and economic development of Manizales.

Working Areas:

### 1. Education for development

Consolidating a high quality education system is the bedrock on which knowledge in a society is constructed. Different projects are designed to improve the quality of education in Manizales as a requirement for the social and economic development of the city.

As an example, they have developed a pedagogical model - Escuela Nueva - in order to decrease the number of students who drop out of school due to lack of motivation.

### 2. Entrepreneurship Ecosystem

The Luker Foundation leads a public private and academic partnership that gave rise to the *Manizales Más* project, designed to impact the economic development of the city.



## The Luker Foundation has:

- Trained more than 500 teachers, benefitting over 12,000 students.
- Supported over 1,400 children and young adults through recreational and development programs involving symphonic music and sports.
- Contributed to the improvement of the quality of education by building libraries, laboratories and classrooms.
- Luker Foundation has expanded its reach and today it is working towards improving the Necoelí (Eastern Colombia) region through educational and food safety programmes.

## Our partners:

As part of our commitment to the sustainable, social, economic and environmental development of cocoa producing communities, CasaLuker is a member of the World Cocoa Foundation, an international organization committed to ensuring cocoa sustainability through agricultural and environmental stewardship and development.

Member of:



World Cocoa  
Foundation

[www.worldcocoa.org](http://www.worldcocoa.org)





# We believe in

## 4. Entrepreneurial projects

We have developed a cocoa promotion model for investors in order to motivate cocoa culture in the country. Our goal is to have 5,000 hectares planted by 2017.

## What do we offer?

- Technical audit and staff training.
- Cost control software.
- Seeds and plant material.
- Nursery Team.
- Financial model.
- Financial resources, funds and investors information.

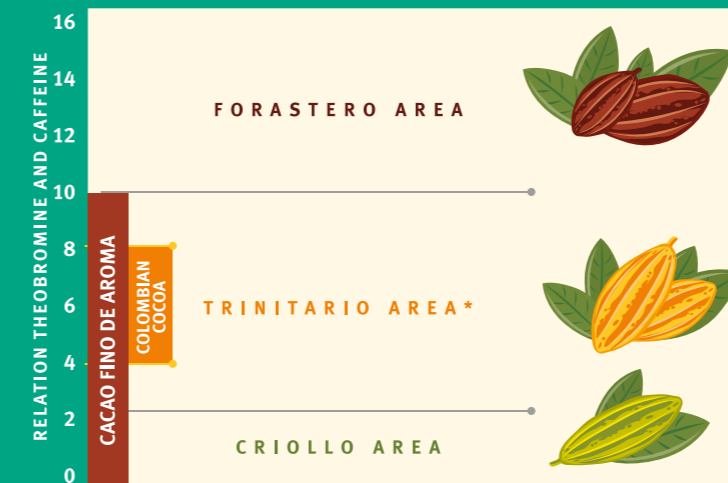
For more information contact:  
[agro@casaluker.com.co](mailto:agro@casaluker.com.co)



# We believe in

## 5. Scientific research

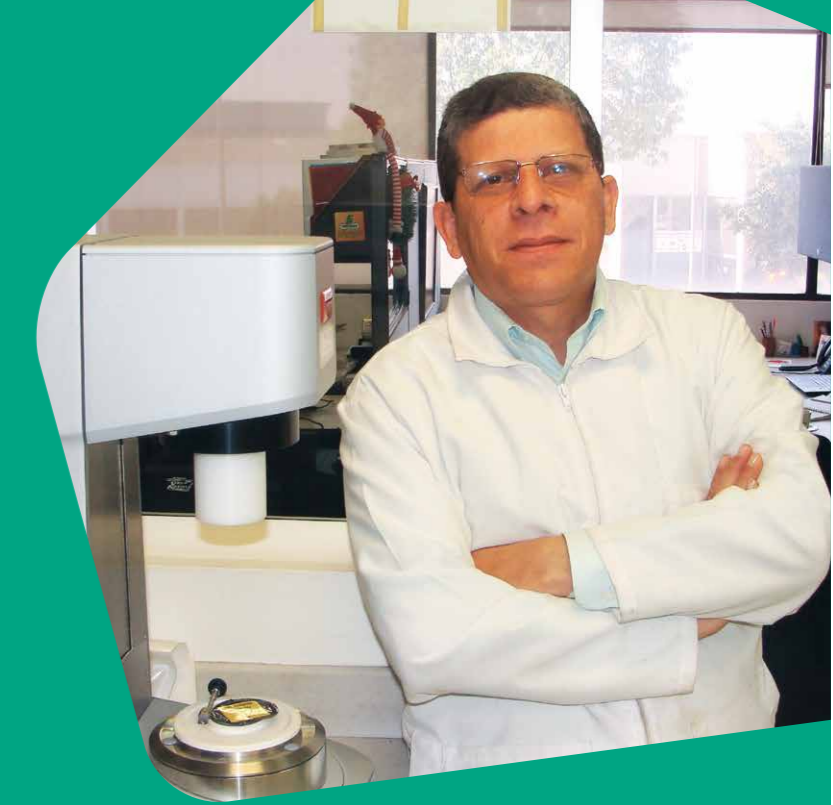
For the last ten years and in association with Cenicafe, we have been working to characterise cocoa, providing more substantial knowledge by comparing the different species of cocoa beans from around the world.



- More than 3,000 processed samples.
- Representing 350,000 working hours.
- Different chemical analyses have shown that Colombian cocoa presents fruity, floral, caramel, citric, spicy flavours, among other aromatic compounds

\*Trinitarian cacaos are considered fino de aroma since their relationship between th/caf goes from 2 to 10 points.

The research we have undertaken allows us to guarantee that our cocoa is 100% Cacao Fino de Aroma. According the ICCO, the ratio of Theobromine and Caffeine for Fino de Aroma Cocoa ranges between 0 and 10 points; Colombia is on a scale of 4 to 8 points (see graph).



# Our Testimonials

*Anne Weyus*

Artisan du Chocolat

"What I find fascinating about Luker is their determination not to emulate any other company but to do it "their way" from their relationship to farmers, to their dedication to better cocoa through research and education, their commitment to respecting the land that gives us the food of the gods. It is a breath of fresh air in comparison with companies that are driven by the stock market. Luker as a family company is still driven by values."

*Francisco Gómez*

CasaLuker

"If you are looking for cocoa produced and managed from bean to the bar in a fair trade environment with respect to all the participants in the chain supply, I would like to invite you to get to know our platform Luker Way in which we include research, farmer training, purchasing model, sustainability and relationship with all the stakeholders."

*Gabriel Jausoro*

Trading Argentina

The Luker Way is the Luker family's biggest commitment. It is an on-going concept that sheds light on the value of both the daily work entailed in producing the best Cacao Fino de Aroma and the social and human commitment sustained by the 110 years of the company's history in Colombia. Our clients in Argentina and Uruguay visited Granja Luker—the symbol The Luker Way—and were captivated by the warmth of the team that made them part of this path towards fostering training, knowledge and passion for Cacao Fino de Aroma.



*Paul Morris*

The Chocolate Café

"Finding suppliers who share your beliefs, ethics and principles is key to growing any business. With Luker as a key partner we do not simply have access to top quality ingredients. We also have a connection with the people who grow and process them. Travelling through Colombia it is clear that Luker is making a real difference to farmers and communities with a culture of education and opportunities for all. This is why we choose The Luker Way for our business."



*Linda Rice Lorenzetti*

The Birth of Chocolate *and Daniel Lorenzetti*

The thing that stands out most about our Colombian travels, is the generosity of the greater Luker family and their commitment to explore new and better ways of growing and producing chocolate. That generosity is strongly complemented by an openness in sharing what they learn with others. At every turn, Luker initiates an ongoing exchange of ideas within the wide world of chocolate — always with an enthusiasm, expertise and level of professionalism that manifests in quality at every turn.



*Linda Barrie*

Choc-Affair

Having visited Colombia, to see first hand the 'Luker Way', I was left with a lasting impression of a company whose values are at the very core of all that they do. From the very first moment of my arrival at the processing factory, to my stay at the plantations, and of course the wonderful Granja Luker, it was apparent that the 'Luker Way' is built on strong values and ethics. This visit proved inspirational, and has led to my re-examining our company culture here at Choc-Affair, integrating educational opportunities for our team, and looking to see how we can play a greater role for employment within our local community.





Since 1906

**CasaLuker**

Calle 13 No. 68-98  
Bogotá, Colombia  
lukercacao@casaluker.com.co  
Tel: +57 (1) 4473700

**CasaLuker Europe**

Kortrijksesteenweg 1132,  
9051 Sint-Denijs-Westrem, Belgium  
casalukereu@casaluker.com.co  
Tel: +32 (0) 9 245 04 60  
Fax: +32 (0) 9 245 04 62

**Granja Luker**

Santagueda-Palestina,  
Colombia  
msalazar@casaluker.com.co  
Tel: + 57 (6) 8705721

[www.lukeringredients.com](http://www.lukeringredients.com)

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