MANTUANO CHOCOLATE “CARDENALITO” (LIMITED EDITION) ARRIVED IN VENEZUELA

The 30th anniversary of Provita was a perfect occasion for the presentation in Venezuela of a limited edition “Cardenalito” (Venezuelan Red Siskin) by Mantuano chocolate. This initiative seeks to help to save from extinction this bird listed as critically endangered according to the classification of the Red List of Fauna of Venezuela.

For this purpose the president of Provita, Jon Paul Rodríguez, Giovanni Conversi, from Chocolates Mantuano, Jean Paul Coupal, restorer and owner of Café Arábica and designer Titina Penzini, who served as moderator in a discussion on the symbiosis that may exist between coffee, cocoa and nature conservation, met in the Patio de los Espejos of Trasnocho Cultural on 30 March.
“The Initiative Cardenalito is a consortium of private and public sector organizations, academy and civil society working together to study and conserve the Venezuelan Red Siskin: we want to know the number and location of the population; this information is currently not available to us”, said Jon Paul Rodriguez, the president of Provita.

BIRD FRIENDLY CHOCOLATE

The Cardenalito edition by Mantuano chocolate is made with 75% cocoa from Cazaña (state Miranda), the habitat of the bird, and with roasted beans of organic coffee with bird friendly certificate. These rare birds feed on green coffee beans, although not all varieties are suitable for consumption. The beautiful illustration of the package was created by Titina Penzini.

“The first 400 bars were sent directly to the US and, marketed through the Smithsonian Institute, were quite a success; In December we had another order of 400 bars which added to the total sum of 800. Now with the launch in Venezuela we want to raise funds so that the project Cardenalito can continue to advance and
reproduce, because there are also other birds in danger of extinction and we want to unite efforts”, affirmed
Giovanni Conversi, who said this is the first time Mantuano makes chocolate for ecological purposes.

Meanwhile, Jean Paul Coupal told that in Venezuela all coffee was shade-grown, “friendly to the bird”; but the
government of Carlos Andrés Pérez eliminated the subsidy and so the farms changed to varieties without shade
(Catuáí and Caturra), thus doubling the number of plants planted (five to ten thousand per hectare).

“We started to search for the farms dedicated to shade-grown coffee and began paying the fair price;
today, after 35 years, we have more than 25 coffee farms, we are paying from 20 to 30 thousand bolivars per kilo;
all our coffee farmers have better quality of life, respect the land and the animals”, said Coupal.

Marcelo Arancibia, the Vice President of Provita told VivaelCacao.com that he is discussing the creation of a bird
friendly seal of cacao with other chocolatiers.
Provita is a non-profit Civil Association created to combat the loss of biodiversity in Venezuela and demonstrate that the development of mankind is compatible with the conservation of nature. Since its creation in 1987 it has implemented hundreds of projects, from the recovery of emblematic endangered species to trying out of development alternatives for rural and indigenous communities; Thus it is becoming one of the most credible and growing private organizations in the country.

Organizations from Venezuela, Guyana and the US participate in the Initiative Cardenalito. “Not only is it a real case of international cooperation, it also unites efforts among all sectors of the country – as we always hope this to be – work together for conservation purposes”, said Jon Paul Rodriguez, who thanked Giovanni Conversi, Jean Paul Coupal “and especially Titina, who has been the promoter of this chocolate bar”.

After the conversation, backed with live music, the participants had the opportunity to taste the Cardenalito edition by Mantuano chocolate and buy one of the 100 bars put on sale in El Buscón.

The tablet, with a launching cost of ten thousand bolívares, provides a double pleasure: tasting a chocolate of excellent quality and contributing to the preservation of one of the most endangered Venezuelan birds.

“We hope this initiative being first of its kind will be recognized in Venezuela for its innovation, creativity and efficiency in terms of conservation of species”, concluded President of Provita Jon Paul Rodriguez.
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@mantuanochocolate
@tucafearabica
@titinapenzini

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Nuestra ruta es Venezuela. Periodismo dedicado al cacao venezolano y su buen manejo. Somos la cara del productor. vivaelcacao@gmail.com
Editora:
Liliana Elías vivaelcacao@gmail.com

Director Comercial
Fernando Ayala
vivaelcacao@gmail.com

Coordinador de Informacion:
Juan Pablo Crespo
vivaelcacao@gmail.com

Periodistas:
Juan Pablo Crespo
Adriana Gibbs
Carmen Maracara
Maria Angela Valbuena
Yuli Carreño
vivaelcacao@gmail.com

Diseño gráfico
Carla González

Community manager:
Yuly Carreño

Voice over:
Leonardo Rodríguez

Colaboradores:
Jorge Redmond
Ing. Iraima Chacón
Marlene Berrios
Andreina Portillo
Natalia Brand

Asesor de contenido:
Ing. Francisco Betancourt

Traductores:
María Shokálo
Noemí Rodríguez

Webmaster:
Rubén Bolívar

Departamento legal:
Ayala&Lopez Asociados