

Press Release

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Haitian Cocoa and Breadfruit Shine on the Global Stage

New gluten-free cookie, Choucounne, to debut at Paris Salon du Chocolat

October 22, 2025 – Haiti’s cocoa and breadfruit are stepping onto the world stage. Haitian-Canadian chocolatier **Ralph Leroy** has crafted a gourmet cookie, **Choucounne**, made with Haitian cocoa, coconut shreds, and gluten-free breadfruit flour. The cookie will be unveiled at the **Salon du Chocolat in Paris, October 29 – November 2, 2025**, the world’s largest chocolate and pastry exhibition.

“For 16 years we’ve been planting breadfruit trees and building the flour market in Haiti,” said **Mary McLaughlin**, co-founder of **Trees That Feed Foundation**. “Seeing breadfruit featured in Paris shows how far this work has come.”

“Using natural Haitian ingredients is impactful on its own, but breadfruit’s nutrient-rich, gluten-free qualities make it truly exceptional,” said **Fabrice Leclercq**, ILO Chief Technical Adviser in Haïti.

The innovation comes through the **P.R.O.F.I.T. Project** (Project to Strengthen Agricultural Opportunities through Training and Technological Investment), supported by the **International Labour Organization (ILO – UN)** and funded by the **Norwegian Ministry of Foreign Affairs**. The project also partners’ with the World Food Programme’s **school feeding program** first started by TTFF to provide nutritious food to school children in Haiti. PROFIT is building four breadfruit flour processing centres in Haiti’s **Grand’Anse department**. Once complete, they will produce **1,600 tons of flour annually** and serve **55,000 children** in **255 schools**.

Trees That Feed Foundation partners with fellow nonprofits, government entities, and smallholder farmers to plant food-bearing trees, especially breadfruit. Its mission is to feed people, create jobs, and protect the environment in underdeveloped communities of the Caribbean, Central America, and Africa.

Breadfruit is a nutrient-dense, gluten-free superfood that provides abundant harvests, supports local economies, and helps fight hunger and climate change. Learn more at <https://treesthatfeed.org/breadfruit-the-super-tree-that-feeds-employs-and-heals-the-earth/>

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