

Presented by the

NATIONAL
MUSEUM
OF THE
AMERICAN
INDIAN

THE POWER^{OF} CHOCOLATE

Saturday February 12 2011

Sunday February 13 2011

10:00 a.m. — 4:30 p.m.





The National Museum of the American Indian (NMAI) celebrates one of the world's most beloved foods, chocolate. *Theobroma cacao* was for the Maya and the Aztec peoples, as its Latin name indicates, a “food of the gods.” Our festival presents a rare opportunity for visitors to explore chocolate's culture, history, and place in contemporary society.



(Top) A family learns about the plant origins of chocolate, vanilla, and other favorite flavors.

(Bottom) Mitsitam Cafe Chef Richard Hetzler demonstrates the versatility of cacao in cooking.

Schedule of Events

Saturday, February 12
and Sunday, February 13, 2011

HANDS-ON! Family Activity: Make Your Own Paper Mola

10:00 a.m.–12:00 p.m. and 1:00 p.m.–3:00 p.m.
Education Classroom, 3rd Floor, Room 3010

Find out how the Kuna people of Panama and Columbia create artistic textiles called molas. Then, make your own paper mola celebrating cacao!

**FREE timed entry tickets required,
available outside room 3010**

HANDS-ON ACTIVITY! From Bean to Beverage

10:30 a.m.–1:00 p.m. and 2:00 p.m.–3:30 p.m.
Potomac

Hold a cacao pod straight from the rain forest, smell the chocolate aroma as you grind roasted cacao beans, and explore the spices used to create traditional drinking chocolate.

*Rodney Snyder, Chocolate History Manager,
and staff from MARS Chocolate North America
Juanita Velasco (Ixil Maya)*

Kuna Mola Traditions and Cacao

10:30 a.m.–1:00 p.m. and 2:00 p.m.–3:30 p.m.
Potomac

The Kuna women of Panama are renowned for their elaborately designed molas, the reverse appliqué panels that are part of their attire. Traditional mola designs include cacao and corn patterns as well as animals and geometrics. Watch Kuna artists at work as they demonstrate how they create their molas. Afterwards, try your hand at making your own version by joining us in the third floor classroom!

*Nidia Johnson de Figueres
Martiza Garrido de Fernandez
Selma A. Hernandez Garcia
Melida Castillo Ayarza*

History and Science of Chocolate in Mexico

10:30 a.m.–1:00 p.m. and 2:00 p.m.–3:30 p.m.
Potomac

A discussion of the history, cultivation, science, and cultural use of cacao.

*Diana Xochitl Munn (Mazatec),
Botanist, National Museum of Natural History
Natividad Estrada (Mazatec)*

Wonders of Chocolate: Food demonstration and history discussion

11:30 a.m.–12:30 p.m.
Potomac

Chef Hetzler of the Mitsitam Cafe will feature the cafe's famous hot chocolate and many other dishes using chocolate. Tempering this mouthwatering program is botanist Diana Xochitl Munn, who will provide a historical, scientific, and cultural commentary that is the perfect complement to Chef Richard's food program.

*Richard Hetzler,
Executive Chef, Mitsitam Native Foods Cafe
Diana Xochitl Munn (Mazatec),
Botanist, National Museum of Natural History*

Alma Boliviana and Tradiciones Bolivianas dance groups

1:00 p.m. and 3:30 p.m.
Potomac

Traditional Bolivian dances

CHOCOLATE TALK Cacao History and Science: An Uncommon Conversation

2:00 pm
Rasmuson Theater

This special presentation will discuss the mythology, sociology, and sustainability of this amazing plant.

*Howard-Yana Shapiro,
Global Staff Officer for Plant Science
and External Research at Mars, Incorporated*

We would like to thank our partners
for their support of this project:

This festival was made possible with support from MARS Chocolate North America, whose mission is to educate the public about the history of chocolate. Partnering with food researchers and historians from universities and living history museums, MARS Chocolate North America has applied its comprehensive chocolate experiences to develop historically authentic chocolate products and recipes.

We would additionally like to acknowledge the generous contributions of the Inter-American Foundation, an independent agency of the United States government that funds organized communities in Latin America and the Caribbean that carry out innovative, sustainable, and participatory self-help programs.

This program also received federal support from the Latino Initiatives Pool, administered by the Smithsonian Latino Center. The Center ensures that Latino contributions to art, science, and the humanities are recognized, understood, and advanced through the development and support of public programs, scholarly research, museum collections, and educational opportunities at the Smithsonian Institution and its affiliated organizations in the United States and abroad.



Juanita Velasco (Ixil Maya) grinds cacao beans into a powder that can be used to make a frothy chocolate drink.



*Chocolate Growing
Latitudes of the Americas*

Theobroma cacao

The rich story of chocolate begins with cacao, a tree native to the Americas. Cacao loves warm temperatures—below sixty degrees, it will not flower or produce fruit—and requires year-round moisture. Cacao thrives only in an area that extends from central Mexico to northern South America, approximately twenty degrees north and south of the equator. The cacao tree’s tiny flowers produce a football-sized pod that contains about forty almond-shaped seeds surrounded by a sweet, juicy pulp. One tree can yield about fifty pods per year, and each pod yields the equivalent of four dark chocolate candy bars or seven cups of chocolate. Once the seeds have ripened, they need to go through several steps before they can be recognized as chocolate. After harvesting, the seeds are allowed to ferment, or experience a chemical breakdown, for at least four to seven days. The longer the seeds are allowed to ferment, the higher the quality of the final chocolate. After the fermentation stage, the beans are spread out to dry in the sun for about a week, then roasted and ground into a paste.



Cacao Beverages in Mesoamerica

The Mayans had a complex writing system that originated as early as 400 B.C., and may even be older. Referred to today as “glyphs,” each symbol corresponds with syllables in the language. The Maya, along with the Egyptians, Mesopotamians, and Chinese, count among the earliest people to have developed a written language. The name cacao originates from the glyph “ka-ka-wa,” which over time and translation into different languages became “cacao.”

The chocolate drink first consumed over 2,000 years ago by the Olmec, then the Maya, and later by the Aztecs, was a potent, foamy mixture of cacao and water, often seasoned with vanilla, chilies, and other spices. The Aztecs appear to have liked the beverage cool, while the Maya preferred to drink their chocolate hot. The usually unsweetened beverage was poured back and forth between two containers to build up a froth or foam. Called *yom cacao* by the Maya, the foam was considered the real delicacy of the beverage. Contemporary Mesoamerican folklore still holds that “chocolate is for the body, but the foam is for the soul.”



(Top) Q’eqchi’ Maya painted and lacquered gourd bowls used for serving chocolate, 2000. 25/5162

Ancestral Pueblo jars, A.D. 900–1130. Pueblo Bonito, Chaco Canyon, New Mexico. Clay, paint; 15 x 14 x 25 cm, 25 x 11.5 cm. 5/2116, 5/2109

Chemical residues found on pottery jar shards suggest that chocolate drinking had spread as far north as Chaco Canyon in northern New Mexico by A.D. 1000. The discovery suggests a vast trade network that helped disperse chocolate and other goods from Mesoamerica. These Chaco Canyon vessels from the NMAI’s collection, dated between A.D. 900–1130, can be seen in the exhibition Infinity of Nations, currently open at the NMAI’s Heye Center in New York City.



(Top) Diana Xochitl Munn (Mazatec) shares the history and importance of the cacao plant.

Natividad Estrada (Mazatec) explains the cultural and spiritual significance of cacao to many indigenous Latin American cultures.

Money Does Grow On Trees

The Maya and Aztecs used cacao beans as a form of currency to buy goods and services and to pay wages. In the Aztec Empire of 1545, a turkey was worth one hundred cacao beans, an avocado cost three cacao beans, and a tamal one cacao bean. Tributes to the gods, the ruling classes, and the religious sects were also paid at least in part with cacao beans. Cacao tributes continue to this day in some regions of Mesoamerica.

Today, the global market value of the annual cacao crop is more than \$5.1 billion. Along with vanilla, corn, beans, squash, avocados, peanuts, tomatoes, chilies, and many other foods, chocolate is a significant gift from the Native peoples of the Americas to the world.



Howard-Yana Shapiro, PhD

Howard-Yana Shapiro is currently the global staff officer for plant science and external research at Mars, Incorporated and adjunct professor of plant sciences at the University of California, Davis. In addition to his extensive work with Mars, he has been involved with sustainable agricultural and agroforestry systems, plant genetics, and food production systems for over 35 years, working in Europe, Asia, Africa, Mesoamerica, South America, and extensively in the United States. His long and diverse career includes time organizing organic urban community gardens, teaching for many years at the university level, and working with indigenous communities, non-governmental organizations, and governmental agencies throughout the world concerning agriculture and agroforestry. Along with his many accomplishments as a geneticist, he has been named fellow of the World Agroforestry Centre and received the award of distinction from the University of California, Davis. He leads the Mars effort on the Theobroma l. cacao genome sequencing, assembly, and annotation.

CHOCOLATE TALK

Cacao History and Science: *An Uncommon Conversation*

This special presentation will begin with a look at the mythology of chocolate, describing the unique relationship that people have had with this tropical treasure and the remarkable role it has played in human culture through time. Dr. Shapiro will then discuss this amazing plant in the context of a sustainable future and will identify promising new terrain for cacao research and development.





For Further Reading:

COE, MICHAEL D. and Sophie D. Coe. *The True History of Chocolate*. New York: Thames and Hudson, 2007.

MCNEIL, CAMERON, ed. *Chocolate in Mesoamerica: A Cultural History of Cacao*. Gainesville: University Press of Florida, 2006.

PRESILLA, MARICEL E. *The New Taste of Chocolate: A Cultural and Natural History of Cacao with Recipes*. Berkeley: Ten Speed Press, 2009.

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Vincent F. Rico, Curator, Smithsonian National Zoological Park
Hayes Lavis

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The National Museum of the American Indian Established in 1989 by an Act of Congress, the Smithsonian's National Museum of the American Indian is an institution of living cultures dedicated to advancing knowledge and understanding of the life, languages, literature, history, and arts of the Native peoples of the Western Hemisphere. The museum includes a facility on the National Mall in Washington, D.C.; the George Gustav Heye Center, a permanent exhibition and education facility in New York City; and the Cultural Resources Center, a research and collections facility in Suitland, Maryland.

National Museum of the American Indian

4th Street and Independence Avenue, SW
Washington, DC 20013
Phone: 202-633-1000
Hours: 10 a.m.-5:30 p.m. daily, closed December 25. Admission is free.
The museum is fully accessible.

To become a member of the National Museum of the American Indian, call 1-800-242-NMAI (6624) or e-mail NMAImember@si.edu.

Visit NMAI's website at www.AmericanIndian.si.edu.



Molas often feature corn or cacao, as well as animals, plants, and geometric designs. This mola has a complicated cacao pod and leaf pattern.



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