Cocoa (Theobroma cacao L.), the source of chocolate, has been grown in Jamaica since the 17th century, but the sector gained increased importance in the late 1940s with a new thrust towards improving the sector. Those efforts led to Jamaica holding a unique position among the top 10 suppliers of fine or flavoured cocoa on the world market. Several chocolatiers have stated that the Jamaican cocoa is of a distinctly unique flavour and there is a thrust towards the production of specially branded cocoa products based on locality and flavour. However, very little is known about the properties of the cocoa and the factors that contribute to the unique quality and flavour of Jamaica’s cocoa. UWI Mona is conducting research to identify the genotypes of cocoa plant in Jamaica and the qualities associated with genotypes that contribute to the unique quality and flavour of Jamaica’s cocoa.