

# The Importance of Purity

Why is it so important for us to create raw pure cacao in Cacao Magic Costa Rica?

We are living in a world that is frankly, twisted out of shape!

So much rapid transformation of what at some point was pure creation and co-creation. Fields in which there has been tremendous changes and shifts in a short time are those we call “food” and what we call “medicine”. About 2500 years ago Hippocrates is quoted as saying “Let thy food be your medicine and medicine thy food”. Well that was 2500 years ago and we are living in a changed and different world.

What characterizes the change and twists in our societies is SPEED. Everything is fast and faster. Everything, and I mean absolutely everything, is and will be done to cut corners and shorten processes. Instant food and tenderizing and accelerating chemicals and temperatures are part of the norm, who pays attention to purity of intention when “time is money”.

We eat this food, we support this process and its acceleration with our money. How does it affect us? Do we get accelerated and flung into a tornado of stress, hurry and confusion way away from our body and soul as they were created? I believe that is the general direction unless we intentionally and consciously STOP.

Cacao Magic invites you on an adventure in the other direction. Let’s take a minute to look at Cacao, as it was created. You are welcome to take this adventure and peaking behind the industrial veil with any food you and your culture are used to consuming. The Slow Food movement has a lot of information and we bless it’s direction and curiosity [www.slowfood.com](http://www.slowfood.com). Cacao in its raw state contains over 700 known compounds. And for all we know, there may be many more that remain undiscovered. Of particular interest to scientists are the antioxidant compounds in raw cacao. Antioxidants are compounds that plants manufacture to prevent their own cells from premature destruction due to exposure to heat, light, air, moisture and time. In the human body, many of these compounds prevent reactive oxygen species from destroying cells and causing premature aging and disease. Raw cacao is especially rich in polyphenols, a group of protective antioxidant compounds found in many plant foods such as red wine and tea, and which are the subjects of scientific investigation for their beneficial influence on cardiovascular health. The polyphenols include anthocyanins, isoflavones, flavanones, flavonols, flavanols, and flavones. Of special interest to health researchers are flavanols in cacao, including flavan-3-ols, catechins, epicatechins and proanthocyanidins. These naturally-occurring substances not only protect the cells of our bodies from premature destruction, but they also help to reduce the risk of serious

diseases. 700 nutritional compounds! How will it affect your body?

The industrial cacao process from its origins doesn't frankly care about all that richness, except enriching their pocket. The industrial cacao is roasted at 400-500 degrees Fahrenheit . Potassium carbonate, which is also used to tenderize meat and create soaps and glass, is added to it to separate fibrous material (which becomes cocoa "cake" later processed into powder) and cacao butter (which is sold expensively to be used in beauty products). This is how commercial "hot chocolate" powders and candy bars are made. We are not going to dive deep into African child slavery in the cacao industry, just informing you that it is part of what you might be supporting unknowingly

[https://en.wikipedia.org/wiki/Children\\_in\\_cocoa\\_production#Child\\_slavery\\_and\\_trafficking](https://en.wikipedia.org/wiki/Children_in_cocoa_production#Child_slavery_and_trafficking).

Living in Talamanca we are very grateful for the developing artisan chocolate making community and Paul Johnson who shares his wisdom with anyone who is willing to learn how to process in a slower, more conscious and respectful way.

In Cacao Magic Costa Rica we focus on the purity , straight from the cacao forest we choose to source our cacao all

<https://www.facebook.com/media/set/?set=a.1519453141693375.1073741846.1489220291383327&type=1&l=671354bc2c> , it is naturally fermented, sun dried and then not roasted , peeled and ground slowly for 50 hours so as to not pass 109 degrees Fahrenheit, it is then tempered and put in molds that look like chocolate bars and are really 100% cacao. Ready to be made into healthy raw treats and is used in respectful cacao ceremonies to support people's connection to their soul and to mother earth.

Cacao Magic asks you to look inside honestly. Where are you and where is the mission of your soul? Are you aligned with the mission of your soul? Are you at your center? Mother Earth and Father Sky are more than willing to support you. As any parent knows, no one can help a confused child. They are waiting for you to give up your confusion, give up your illusion and live according to your true unique calling.

Choosing raw and fermented organic food as it was created or as close to the way it was created possible is a path of healing. "Let thy food be thy medicine" comes from listening to what your body needs to balance itself.

What a luxury! What a birthright.