

18 November 2016



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## Cocoa Life sustainability program expands to Cadbury Dairy Milk chocolate through new partnership with Fairtrade

- New global partnership between Cocoa Life and Fairtrade to support the rollout of Cocoa Life to Cadbury Dairy Milk products and improve income and conditions for cocoa farmers and their communities.
- Cocoa Life is a US\$400 million program to secure a positive future for 200,000 farmers and one million community members in six key cocoa growing countries by 2022.
- Core Cadbury Dairy Milk products will carry the Cocoa Life logo on the front of pack from 2018 in Australia and New Zealand.

Makers of Cadbury, Mondelez International, and Fairtrade today announced a new partnership to help more cocoa farmers, families and their communities. The extension of Cadbury's farmer-focused sustainability program, Cocoa Life, will begin with core Cadbury Dairy Milk products in Australia and New Zealand from 2018. The phased global rollout will start in the UK and Ireland in May 2017, before the industry leading program will be extended across Cadbury chocolate brands in key markets across the world.

Cocoa Life puts farmers first and aims to empower current and future generations to create thriving farms which supports the entire community. Cocoa Life will benefit 200,000 farmers and one million people in Ghana, Cote d'Ivoire, Indonesia, the Dominican Republic, India and Brazil. To achieve this, Mondelez International announced a commitment in 2012 to invest US\$400 million in Cocoa Life over ten years to 2022.

This expansion of Cocoa Life, combined with Fairtrade's independent involvement, will give consumers the confidence that whenever they buy a plain Cadbury Dairy Milk chocolate bar or block, they are helping cocoa-farming communities to thrive, making a real difference to people's lives. As the Cocoa Life program grows, the partnership will continue to deliver measurable, independently verified improvements for cocoa farmers and cocoa-growing communities.

Fairtrade, the most widely recognised ethical label globally, is a partner to the Cocoa Life program, with the two global leaders working together to secure the long-term future of cocoa-farming communities. In Australia and New Zealand, Cadbury Dairy Milk chocolate will remain certified throughout 2017. As part of the rollout of the program across Cadbury Dairy Milk, the Cocoa Life logo will be on wrappers from 2018.

Cadbury and Fairtrade will now work together globally on new innovative programs to strengthen the future for farming communities, such as building resilience to climate change – which cocoa farmers say is already a key threat to their livelihoods. In addition, Fairtrade will work with Cocoa Life to develop farmer organisations and enhance the understanding and reporting of the program's impact on cocoa farmers, families and their communities.



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FLOCERT, which also works as Fairtrade's independent assurance and certification body, will continue to independently verify the supply chain of Cocoa Life as the program grows. This involves tracking the quantity of sustainably grown and traded cocoa and loyalty payments made to farmer organisations.

**Kjetil Undhjem, Director Marketing Chocolate Australia and New Zealand at Mondelēz International**, said Cocoa Life builds on Cadbury's proud heritage of sourcing cocoa sustainably and has been working with farmers in Ghana for over 100 years.

"In more recent years, Cadbury's cocoa sustainability program has progressed with the Cadbury Cocoa Partnership launched in 2008 and evolving in 2009 when we partnered with Fairtrade. Since the launch of Cocoa Life in 2012, we've touched more than 795 cocoa farming communities around the world. We're proud to share independent verification which shows that Ghanaian farmers' incomes have increased by 49 per cent more than farmers outside of the program.

"Through Cocoa Life, we want to build on the program's success by becoming an accountable partner for our cocoa farmers, not just a buyer. We support Fairtrade's vision to drive sustainable livelihoods through empowered farming organisations and communities and fairer terms of trade. And we're proud to have Fairtrade's support in helping us achieve this," Kjetil said.

**Molly Harriss Olson, Chief Executive Officer at Fairtrade Australia and New Zealand**, confirmed, "We are proud of the profound impact we have achieved together with Cadbury to improve the lives of cocoa farmers and their communities. But there is so much more to do. The reality is that life for too many cocoa farmers remains a daily struggle against poverty, whilst their communities still lack many essential services. Global threats such as climate change are putting the livelihoods and futures of farmers in developing countries at great peril.

"The evolution of our partnership with Cadbury and Cocoa Life is an exciting development as it embeds Fairtrade, our values, principles and unique relationships with farmer networks, into the whole Cocoa Life program. In doing so, together we can increase the scale and impact towards a common goal – one in which cocoa farmers, their organisations and communities are empowered, can invest in their own future, and go from just surviving to thriving."

## Cocoa Life fast facts

Today's move by Cadbury will help Cocoa Life to deliver a number of benefits, including:

- A US\$400m investment between 2012-2022, empowering 200,000 farmers and reaching one million people in communities in Ghana, Cote d'Ivoire, Indonesia, the Dominican Republic, India and Brazil.



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- Ghanaian cocoa farmers in the Cocoa Life program saw their income increase by 49 per cent and yields go up by 37 per cent more than farmers outside the program, according to independent assessments.
- Ghanaian farmers will receive a competitive price for their cocoa, on clear terms of trade, and receive loyalty payments and program investments at least equivalent to those previously delivered by Fairtrade premiums.
- Investment in more than 795 cocoa farming communities, helping them set and deliver their own tailored action plans that address their needs – whether that's education, healthcare, infrastructure or other priorities.

Alongside Fairtrade, Cocoa Life is actively supported on the ground by NGO delivery partners including Voluntary Services Overseas (VSO), Save The Children, CARE International, World Vision Swisscontact and Solidaridad, harnessing their long experience of working with cocoa growing communities to maximise the impact of the program. Cocoa Life also involves experts from organisations like WWF, the UN Development Program, and Anti-Slavery International in the design and oversight of the program.

**ENDS**

## NOTES TO EDITORS

### About Cocoa Life

Cocoa Life is a holistic and farmer centric approach working with communities to help them set their own tailored action plans that will deliver the most value for them around five outcomes:

- **Farming** – helping farmers improve yield and earn higher incomes
- **Community** – enabling cocoa farming families to create the kind of communities they and their children want to live in
- **Livelihoods** – improving business skills and helping to develop additional source of income to lift people out of poverty
- **Youth** - making cocoa farming a more attractive profession for young people
- **Environment** - protecting the landscapes in which cocoa is grown to maintain the ecosystems and farming land for future generations.

Cocoa Life also aligns with the United Nation's Sustainable Development Goals, in areas such as empowerment of women, and promoting sustainable agriculture.

Cocoa Life's core principles are:

- Farming communities are at the centre of our approach
- Partnerships are the key to lasting change
- Our program and our sourcing contracts are aligned



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Mondelēz International's ultimate goal is to sustainably source all the company's cocoa supply, mainly via Cocoa Life. By working in partnership with farmers, NGOs, suppliers and government institutions, Cocoa Life answers Mondelēz International's Call For Well-being, which urges employees, suppliers and community partners to join together to develop new approaches that can have a positive impact on the planet and its people. The Call For Well-being focuses on four key areas where the company can make the greatest impact: mindful snacking, sustainability, community and safety. Follow our progress at [www.cocoalife.org/progress](http://www.cocoalife.org/progress).

### **Cadbury and Fairtrade's impact to date**

Since 2009, the partnership between Cadbury and Fairtrade has:

- Enabled the establishment of strong farmer organisations and supported them to function efficiently, with effective governance and good business practices.
- Supported farmer organisations through Fairtrade premiums with the budget and capacity to carry out their own community development projects, and offer benefits to individual farmers and their communities, such as micro-saving and loan schemes, agricultural tools and farming inputs.
- Farming communities have benefitted from Fairtrade training on income diversification, workers' rights and environmental sustainability.

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately US\$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, candy, biscuits and spreads. As one of the largest food manufacturers in Australia and New Zealand, our iconic brands include *Cadbury*, *Vegemite*, *The Natural Confectionery Company*, *Oreo* and *Philadelphia*. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [au.mondelezinternational.com](http://au.mondelezinternational.com) or follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Fairtrade**

Fairtrade is an independent certification system that offers farmers and workers in developing countries a better deal and improved terms of trade - giving them an opportunity to improve their working and living conditions, plan for a better future, and create brighter opportunities for their families and local communities.

Fairtrade works with more than 1.6 million farmers and workers in 75 countries who benefit from Fairtrade, which campaigns for as well as enables a fairer system of global trade

In 2015, Australians and New Zealanders spent AU\$352 million on Fairtrade certified products from a range of more than 3,000 products. Beyond certification, Fairtrade Australia and New Zealand is increasingly building new partnerships with producer networks, business partners and local organisations to deliver specialist programs to deepen impact for disadvantaged farming communities.



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# Media Release

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