



**MARS, INCORPORATED RAISES THE BAR ON SUSTAINABLY GROWN COCOA  
WITH COMMITMENT TO GLOBAL CERTIFICATION  
Rainforest Alliance Collaboration is Important Step to Achieving Challenging Goal**

**April 9, 2009, McLean, VA** -- Mars, Incorporated is proud to be the first global chocolate company to commit to fundamentally changing the way sustainable cocoa farming practices are advanced by aiming to certify its entire cocoa supply as being produced in a sustainable manner, by 2020. The announcement is the latest milestone in the long-standing cocoa sustainability efforts of Mars, one of the world's largest chocolate manufacturers. For 30 years, Mars has led the chocolate industry in its efforts to achieve sustainable cocoa production, investing well over \$10 million in each of the past several years in a wide range of initiatives.

"As a leader in the pursuit of a sustainable global cocoa industry, Mars, Incorporated in line with its Five Principles, is working towards developing and advancing sustainable cocoa farming systems for the millions of small holder farmers involved with cocoa production. Our commitment to sustainability is serious and long-term, and this announcement is a major step towards our global commitment to purchase only cocoa that is certified as being produced in a sustainable manner," said Paul S. Michaels, Mars CEO and president. "We are determined to put our principles into action restoring cocoa supply for the next generation."

The Rainforest Alliance, an international, not-for-profit organization, works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. Mars, Incorporated and the Rainforest Alliance are announcing a multi-year, multi-country collaboration. By 2020, the goal of the collaboration is to achieve Rainforest Alliance certification of 100,000 metric tonnes of cocoa annually for use in Mars products, a significant portion of Mars total cocoa requirements.

As part of the Mars global strategy to secure its supply of cocoa and improve the livelihood of farmers, Mars will be using Rainforest Alliance certified cocoa in our Galaxy Chocolate, sold in the UK and Ireland, beginning in 2010.

Tensie Whelan, president, Rainforest Alliance, said, "The move by Mars to Rainforest Alliance Certified cocoa shows a real commitment to sustainable farming. When companies with the scale and heritage of Mars show this level of leadership, the results are measurable improvements in the



quality of life for cocoa farmers, their families and communities, and a cleaner, greener environment for all of us.”

Cocoa certification with Rainforest Alliance is the next phase of a long term relationship. Rainforest Alliance and Mars have been sharing ideas and expertise since The First International Workshop on Sustainable Cocoa Farming in 1998. In 2008, Mars Drinks achieved Rainforest Alliance certification for three Flavia coffee offerings; and in that same year, we began the Mars Partnership for African Cocoa Communities of Tomorrow (iMPACT), through which Mars has been working with cocoa farmers alongside the Rainforest Alliance and other experienced development partners to support farm and community development in West Africa..

This new agreement links Mars even more closely to cocoa farmers, working in partnership to produce cocoa that meets the criteria set out by Rainforest Alliance and other members of the Sustainable Agriculture Network<sup>1</sup> and teaching cocoa producers new farming techniques that will significantly improve yields and increase income – benefiting their families and communities while protecting the environment.

“Rainforest Alliance certification will make a positive difference for everyone involved from cocoa farmer to chocolate consumer – we aim to improve the livelihood of farmers and their communities, protect the environment and wildlife around them, and ensure the future of our business. That’s what sustainable business is about,” said Howard-Yana Shapiro, global director of plant science and external research, Mars, Incorporated. “Importantly, Mars will be able to reward farmers directly for their efforts in production, biodiversity preservation and other aspects of sustainable farming, whether economic, social or environmental.”

Mars, Incorporated and the Rainforest Alliance have a shared vision -- a vision of a more sustainable cocoa industry characterized by productive and profitable farms that create vibrant cocoa

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<sup>1</sup> Rainforest Alliance certification is based on the standards developed by the Sustainable Agriculture Network, a coalition of NGOs that have been working with cocoa producers and other farmers since 1992. The criteria include:

- Sustainable agricultural practices, including key social, environmental and economic issues
- Restrictions on agrochemical usage
- Shade tree cover that both aids cocoa and protects flora and fauna
- Adherence to labor laws and practices covering child and adult working conditions
- Farmer and farm family health, safety and welfare



communities and conserve their natural assets for future generations. Mars has been the industry leader in cocoa sustainability for decades, driving the agenda in three broad areas: productivity and farm profitability; social development; and ecosystem conservation. The Rainforest Alliance and the Sustainable Agriculture Network, a coalition of local NGOs, first developed the standard for sustainable agriculture in the early 1990s. Since then, the groups have helped more than 30,000 family farms, plantations and cooperatives in 22 tropical countries achieve the standard, which benefits farmers, farmworkers, their families and the conservation of tropical ecosystems and wildlife. Further demonstrating their commitment to embedding sustainability into their business operations, Mars is making the commitment to certify its cocoa supply chain for compliance with sustainable agriculture practices that it believes essential to the future of the cocoa and chocolate industry. Rainforest Alliance certification will comprise a key component of this new strategy.

In addition to the certification effort with the Rainforest Alliance, as a founding member of the UTZ Certified Good Inside program for cocoa, Mars will continue to work with UTZ and its partners to achieve the certification of cocoa produced using sustainable practices by small farmers in West Africa.

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**Note to editors:** Care should be taken when referring to labels generically, as terms such as ethical, fair or sustainable have specific meanings within the scope of each label's approach to improving the social and environmental impact of business and commerce.

**About Mars, Incorporated:**



Mars, Incorporated is a family-owned company that produces some of the world's leading confectionery, food, petcare and beverage products. Headquartered in McLean, Virginia, Mars employs more than 70,000 associates in 67 countries worldwide. The company's global sales exceed \$30 billion annually. For more information, [www.mars.com](http://www.mars.com).

#### **About the Rainforest Alliance:**

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. With headquarters in New York City and offices worldwide, the nonprofit organization works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travellers. From large multinational corporations to small, community-based cooperatives, the Rainforest Alliance involves businesses and consumers worldwide in our efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily.

The Rainforest Alliance promotes standards for sustainability that conserve wildlife and wildlands and ensure the well-being of workers and their communities. Farms that meet the comprehensive criteria of the [Sustainable Agriculture Network](http://www.rainforest-alliance.org) earn the right to use the [Rainforest Alliance Certified](http://www.rainforest-alliance.org)<sup>™</sup> seal, and forestry enterprises that comply with the rigorous standards of the [Forest Stewardship Council](http://www.fsc.org) (FSC), can use the [Rainforest Alliance Certified](http://www.rainforest-alliance.org)<sup>™</sup> seal in conjunction with the FSC logo to differentiate their products in the marketplace. The organization also works with tourism businesses, to help them succeed while leaving a small footprint on the environment and providing a boost to local economies.

For more information, please see [www.rainforest-alliance.org](http://www.rainforest-alliance.org) or contact Abby Ray ([aray@ra.org](mailto:aray@ra.org)) in New York: 646 452 1939. In the UK, contact Stuart Singleton-White ([stuart@themessagehub.com](mailto:stuart@themessagehub.com)) 44 (0) 7710 403092.

#### **About UTZ Certified:**

UTZ CERTIFIED is one of the largest certification programs in the world. Its vision is to achieve sustainable agricultural supply chains where farmers are professionals implementing good practices which lead to better businesses, where the food industry takes responsibility by demanding and rewarding sustainably grown products, and where consumers buy products which meet their standard for social and environmental responsibility.

