

*Cadbury*

# *Cadbury Cocoa Partnership*

*Sustainable cocoa development*



creating brands  
people love



*TRIDENT*  
**Trident.**

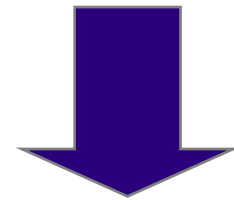
*HALLS*

GREEN  
& BLACK'S  
ORGANIC



# Inspiration

- Impact of current programmes in Ghana – well, libraries, farmer newspapers
- Value chain research in Ghana
- Results from industry cocoa Certification activity
- Address concerns held by consumers and civil society
- Business ethics standards – Cadbury ethical sourcing policy, and the work of others such as the Fairtrade and ETI
- 100 years of values in our business, cocoa is our future and the future of farmers



**Scale and long  
term commitment**

# The Cadbury Cocoa Partnership

- £45 million investment
- Over 10 years
- Ghana, India, Indonesia, Caribbean
- Secure the economic, social and environmental sustainability of around a million cocoa farmers



# Why work at this level

## Values

- Community
- Social imperative to invest in communities who supply the ingredients we depend upon

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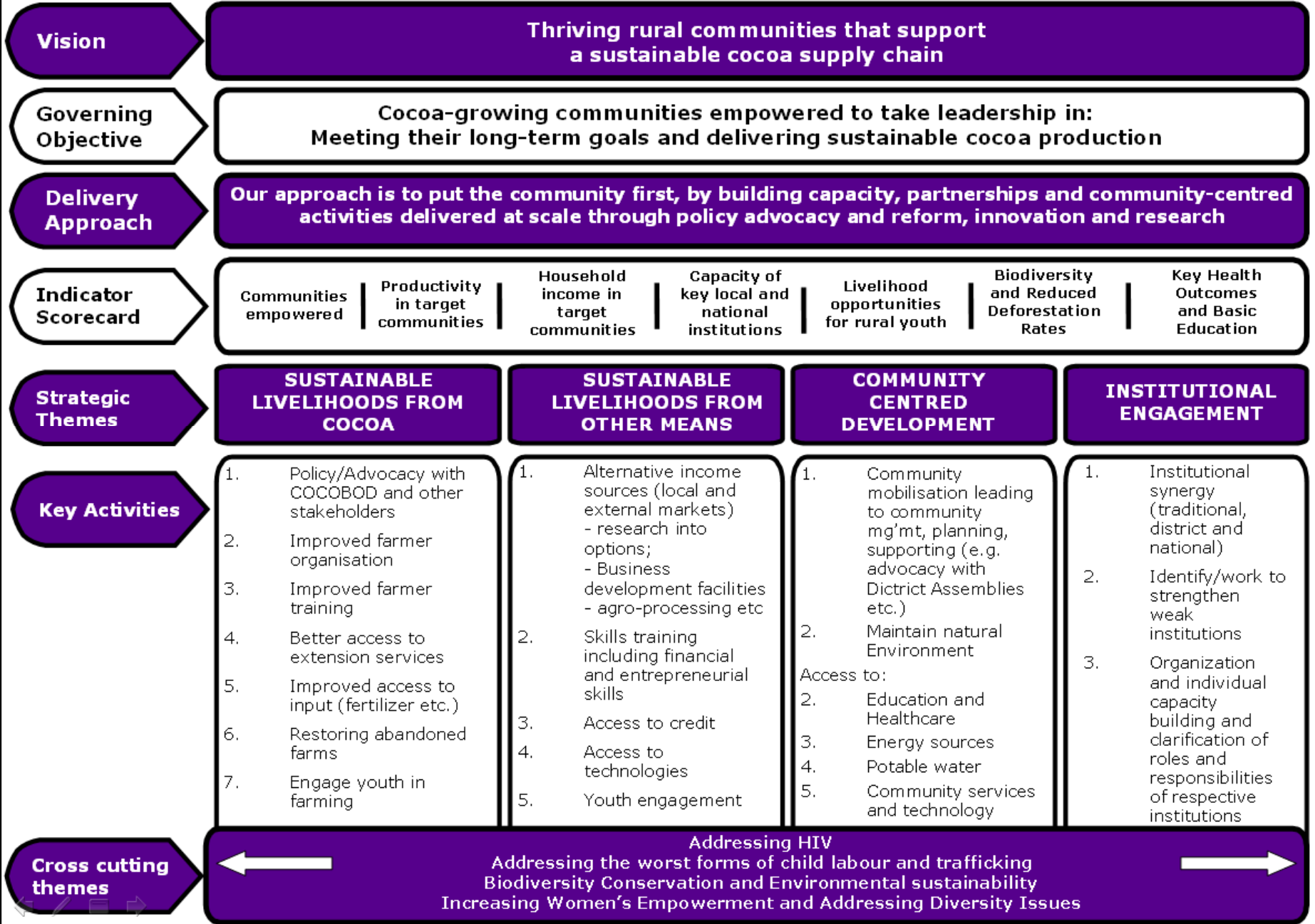
## Value

- Support the future supply of cocoa.
- Support the quality of cocoa and the standards of farming



**No longer only optional for business**

# CADBURY COCOA PARTNERSHIP VISION INTO ACTION - GHANA



# And Fairtrade

“We’re delighted to have the opportunity to certify Cadbury Dairy Milk, enabling all those who buy it to make a real difference for cocoa farmers ”

Harriet Lamb, Chief Executive of the Fairtrade Foundation





*Cadbury*  
**COCOA**  
PARTNERSHIP