

Newsflash

Highlighting a decade of achievements developing the cocoa sector in Tanzania on www.biolands.com

Zurich/Switzerland, September 13, 2011 – Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, and Biolands International Ltd, one of Africa's largest exporters of certified organic cocoa, today announced the joint launch of a new website highlighting Biolands' decade of achievements in the cocoa sector in Tanzania.

On www.biolands.com Barry Callebaut customers can learn how the Biolands program is enabling cocoa farmers to improve their livelihoods through the production of cocoa that meets the rigorous requirements of organic, IMO Fair for Life, and, most recently, Rainforest Alliance certifications as well as the high cocoa quality standards of Barry Callebaut.



Biolands and Barry Callebaut – A long-standing successful partnership

Founded in 1999, Biolands has been working directly with farmers in the Mbeya region in Tanzania for more than 10 years to produce high-quality, fully-traceable certified cocoa. More than 20,000 farmers are currently registered in the program. A GPS tracking application ensures that each bag of cocoa can be traced to the farmer who produced it. Participating farmers agree to grow cocoa according to organic practices, while Biolands provides a range of support services and guarantees accurate weighing and fair prices for the cocoa delivered. Biolands offers farmers training, technical advice, supplies of seedlings and pruning equipment, and has sponsored the planting of more than one million cocoa trees as well as diverse shade trees.

Barry Callebaut has been buying Biolands' top-grade certified organic cocoa since 2000, when it first became available. Tanzanian cocoa is prized by culinary professionals for its unique flavor profile. In 2008, Barry Callebaut acquired a 49% stake in Biolands, and, based on the success of the program in Tanzania, supported the expansion of Biolands' farmer-centric business model to West Africa. The new cocoa production enterprises established in Sierra Leone in 2008 and in Côte d'Ivoire in 2009 had together registered more 50,000 farmers by year-end 2010.

Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 5.2 billion / EUR 3.6 billion / USD 4.9 billion for fiscal year 2009/10, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate – from the cocoa bean to the finest finished product. Barry Callebaut is present in 26 countries, operates more than 40 production facilities and employs about 7,500 people. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers. Barry Callebaut is the global leader in cocoa and chocolate innovations and provides a comprehensive range of services in the fields of product development, processing, training and marketing. The company is actively engaged in initiatives and projects that contribute to a more sustainable cocoa supply chain.

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