

## Barry Callebaut joins UTZ CERTIFIED Cocoa Program

***Amsterdam/Zurich, October 28, 2009 – UTZ CERTIFIED is pleased to welcome Barry Callebaut to its Cocoa program. Barry Callebaut joins a number of other companies and NGOs all of whom are working with UTZ CERTIFIED towards sustainability in mainstream cocoa production.***

The aim of the UTZ CERTIFIED Cocoa Program is to ensure professional practices in cocoa production with respect for people and environment. It enables small-scale farmers to improve their farming practices, thereby producing a higher quality crop with increased productivity. Farmers benefit from a higher income based on the principle “a better price for a better product” and participants throughout the supply chain can demonstrate their commitment to sustainable cocoa farming.

UTZ CERTIFIED works closely with Dutch development organization Solidaridad, which organizes training and support to cocoa farmers. Furthermore, the program is backed by Oxfam Novib and WWF International and receives support from the Dutch Sustainable Trade Initiative (IDH).

The UTZ CERTIFIED Code of Conduct for Cocoa, launched earlier this year, sets out a number of economic, environmental and social factors and requires intense farmer training to bring producers to the required level.

With the commitment of buyers and the support of host governments, the challenge will be to reach out to the many small farmers and involve them as professionals in the global supply chain for responsible cocoa.

Steven Retzlaff, President Global Sourcing & Cocoa, Barry Callebaut, said: “Barry Callebaut has been operating in West Africa, the source of 70% of the world’s cocoa, for more than 50 years and is the largest cocoa processor in the region. We work closely with our customers to deliver the cocoa and chocolate solutions they demand. Many customers are asking about certified cocoa produced in a sustainable way according to sound standards, such as UTZ CERTIFIED. By participating in the Steering Group for the UTZ CERTIFIED Cocoa Program, we aim to make a meaningful contribution to the collective efforts underway to help farmers in some of the poorest countries of the world. Our shared aim is to help farmers to grow cocoa in a manner that is sustainable and that safeguards the environment – while at the same time enabling farmers to increase their incomes and improve their livelihoods. ”

Daan de Vries, UTZ CERTIFIED Program Manager Cocoa, comments: “This new partnership brings on board one of the best known companies in the global chocolate industry. We look forward to working with Barry Callebaut to create value for thousands of farmers and bring certified responsible cocoa to the mainstream.”

The Cocoa Program was initiated in October 2007 and UTZ CERTIFIED has since been working with other main players in the industry including Cargill, Mars, Ecom, Nestlé, Royal Ahold and Heinz Benelux to develop and implement its certification program for socially and environmentally responsible cocoa production that meets the needs of both producers and markets.

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**Barry Callebaut**

With annual sales of more than CHF 4.8 billion/EUR 2.9 billion for fiscal year 2007/08, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from the cocoa bean to the finished product on the store shelf. Barry Callebaut is present in 26 countries, operates about 40 production facilities and employs around 7,000 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. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.  
[www.barry-callebaut.com](http://www.barry-callebaut.com)

**About UTZ CERTIFIED**

UTZ CERTIFIED *Good Inside* is an international non-profit foundation dedicated to creating an open and transparent marketplace for agricultural products. Founded in 2002, UTZ CERTIFIED has been an innovative pioneer in the field of certification and traceability of coffee supply chains. Based on this success, it is developing sustainability models for other sectors, such as cocoa and tea.

UTZ CERTIFIED has a strategic partnership with development organization Solidaridad, creating a producer support network and improvement program that addresses the economic, environmental and social needs of the producer and facilitates quality and volume needed by the market. The program provides brands and retailers with a tool to incorporate and credibly demonstrate responsible sourcing practices. UTZ CERTIFIED is an associate member of the ISEAL Alliance.

[www.utzcertified.org/cocoa](http://www.utzcertified.org/cocoa)