



Company Facts

- most sold chocolate in Germany after Milka
- brand of chocolate for the Alfred Ritter GmbH & Co. KG
- founded 1912 in Bad Canstatt
- headquartered in Waldenbuch Germany
- square tablet form as known today introduced 1932
- owned in 3rd generation by family Ritter
- aprox. 900 employees



Ecological / Ethical

- very high reputation at Waldenbuch
- has own CHP plant
- does not buy nuclear power
- solar panels on the roof
- commendable terms for employees

BUT...



Child Labour

A young child, likely of African descent, is shown from the waist up, carrying a large, light-colored sack of cocoa beans over their shoulder. The child is standing in a forest with many trees and a ground covered in dry leaves. In the foreground, there is a pile of harvested cocoa beans. The image is slightly faded, and text is overlaid on it.

approx. $\frac{3}{4}$ of cocoa is from west Africa

biggest cocoa deliverer is Ivory Coast

human trafficking and child labour usual problem

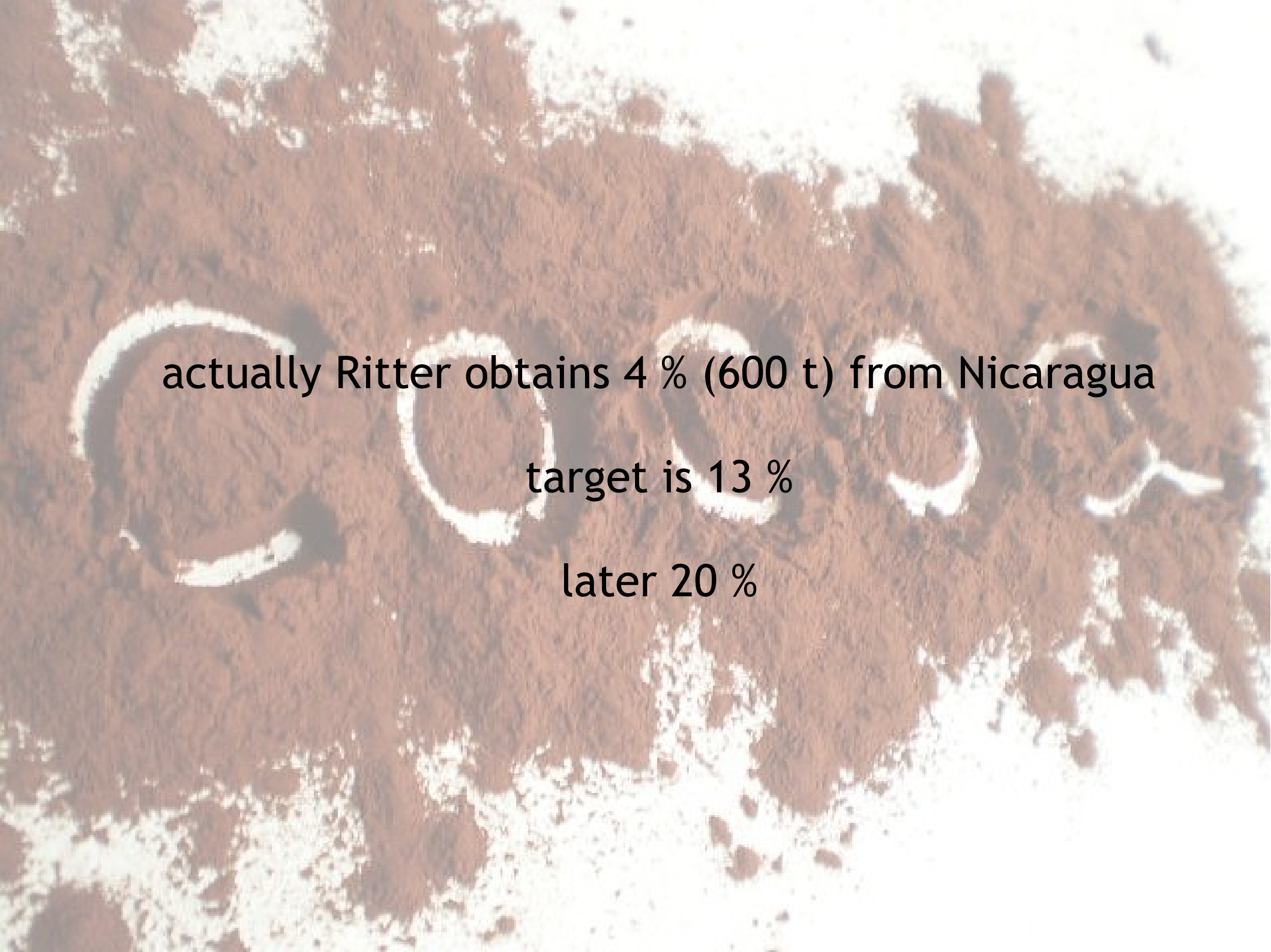
BUT!

Nicaragua

- started engagement in 90s
- farmers deliver to Ritter Sport Nicaragua founded 2001
- works with 21 cooperatives
- 4500 families live on that
- a farmer earns 3.000 \$ p.a., after commissions 1.800 \$
- 80 % of the Nicaraguans have 2 \$ or less per day
- at resource exchanges approx. 2.300 \$ per ton
- Ritter pays 3.500 \$ per ton

Pure Altruism?

- Ritter is biggest buyer in Nicaragua
- cocoa as resource will become rare in future
- they want to obstruct competitors from that market
- become independent from variabilities at exchanges
- become independent from the three big cocoa players:
Cargill, ADM, Barry Callebaut



actually Ritter obtains 4 % (600 t) from Nicaragua

target is 13 %

later 20 %

Q & A

https://github.com/Weltraumschaf/Slides/tree/master/Ritter_Sport