

## Hershey Exceeds Sustainable Cocoa Goals in 2014

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*Company announces accelerated 50 percent target for certified and sustainable cocoa by end of 2015*

The Hershey Company (NYSE: HSY) today announced that 30 percent of its globally sourced cocoa was independently certified and verified. This reflects an accelerated pace for achieving its goal of sourcing [100 percent of its cocoa supply from certified and sustainable cocoa farms by 2020](#). The announcement follows the company's 2013 achievement of sourcing 18 percent certified cocoa globally, nearly double its original goal of 10 percent for the first year of its 2020 commitment.



The Hershey Company announced that 30 percent of its globally sourced cocoa was independently certified and verified in 2014. The company also announced a new target to source at least 50 percent certified cocoa by the end of 2015. (Photo: Business Wire)

the company announced that more than 19,000 cocoa farmers in Cote d'Ivoire will be enrolled in **Learn to Grow** agricultural and community training programs. These efforts have led to an increase in certified farms and verified sustainable cocoa, which will contribute to Hershey's sourcing 100 percent cocoa that is certified and originates from sources that have been independently audited and verified for appropriate farming, labor and environmental practices.

Hershey's 100 percent certified and sustainable cocoa commitment is one part of Hershey's ongoing commitment to support sustainable cocoa farming through its [21st Century Cocoa Sustainability Strategy](#). Hershey's cocoa strategy is part of the broader cocoa-industry efforts through [CocoaAction](#) to

Given its accelerated momentum toward 100 percent certified and sustainable cocoa, Hershey also announced a new target to source at least 50 percent certified cocoa by the end of 2015, reaching its 2016 goal of 40 and 50 percent one year ahead of schedule.

"Sourcing sustainable cocoa is a key part of our 21<sup>st</sup> Century Cocoa Sustainability Strategy, which focuses on programs that improve the livelihoods of cocoa farmers, their families and cocoa communities around the world," said Terry O'Day, Senior Vice President and Chief Supply Chain Officer. "We are proud of our rapid progress in just two years and our alignment with the industry's efforts to address the challenges in cocoa growing regions through the CocoaAction initiative led by the World Cocoa Foundation. Together, the cocoa and chocolate industry can bring training that helps improve livelihoods, gender equality and provide health and farm safety programs to benefit these communities."

Hershey is currently sourcing certified cocoa through three of the world's largest and most recognized cocoa certifications: UTZ Certified, Fair Trade USA and Rainforest Alliance Certified™. During the past year, Hershey has been expanding its work with industry partners to build sustainable farm training through the **Hershey Learn to Grow** program in Ghana, Nigeria and Cote d'Ivoire. In 2014,

improve product, family livelihoods and communities across the cocoa-growing sector in Ghana and Cote d'Ivoire.

For more information about Hershey's [21st Century Cocoa Sustainability Strategy](#) and other ethical cocoa sourcing initiatives, visit Hershey's corporate website at: [www.thehersheycompany.com](http://www.thehersheycompany.com).

### **About The Hershey Company**

The Hershey Company (NYSE: HSY), headquartered in Hershey, Pa., is a global confectionery leader known for bringing goodness to the world through its chocolate, sweets, mints and other great-tasting snacks. Hershey has approximately 13,000 employees around the world who work every day to deliver delicious, quality products. The company, which has more than 80 brands worldwide that drive over \$7.1 billion in annual revenues, includes such iconic brand names as Hershey's, Reese's, Hershey's Kisses, Jolly Rancher and Ice Breakers. Hershey is focused on growing its presence in key international markets while continuing to build its competitive advantage in North America. Additionally, Hershey is poised to expand its portfolio into categories beyond confectionery, finding new ways to bring goodness to people everywhere.

At Hershey, goodness has always been about more than delicious products. For 120 years, Hershey has been committed to good business by operating fairly, ethically and sustainably to make a positive impact on society. This means contributing to a better life for its employees, consumers, communities, and, ultimately, creating a bright future for children in need. This commitment is exemplified by Milton Hershey School, established in 1909 by the company's founder and administered by Hershey Trust Company. The children who attend the school receive education, housing, and medical care — thriving as direct beneficiaries of The Hershey Company's success.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150107005700/en/>

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