

## Ambition 2025: Mondelez International

**Mondelez International is using its scale as the world's largest chocolate maker to drive positive change for the communities on which it depends. Its Cocoa Life programme is an industry-leading, independently verified programme backed by Fairtrade that aims to support sustainable cocoa farmers, their families and their communities.**

Mondelez International's Cocoa Life Programme focuses on transformation in five areas:

- Farming: Facilitating the adoption of improved agricultural practices and providing access to improved planting materials, crop protection and financial services.
- Community: Empowering communities to lead their own development.
- Youth: Encouraging quality education and making cocoa farming a more attractive profession.
- Livelihoods: Improving access to financial services and promoting entrepreneurship and additional income.
- Environment: Maintaining cocoa ecosystems and protecting the landscape.

Cocoa Life generates measurable, independently verified improvements for cocoa farmers and their communities. The programme has reached 92,000 farmers and farmers' incomes have increased by 49% compared to farms outside the programme. Likewise, cocoa yield increased 37% more in Ghanaian Cocoa Life communities than those outside the programme.

# Case Study

**fdf** food & drink  
federation  
passionate about food & drink

In 2016 across Ghana, Côte d'Ivoire and Indonesia, Cocoa Life:

- Trained 74,400 farmers on agricultural practices
- Distributed 2.7 million cocoa seedlings
- Mapped around 115,000ha of cocoa farms
- Supported the activation of 850 Community Action Plans
- Trained 6,400 young people on cocoa related enterprises
- Established 1,200 Village Savings and Loan Associations with 22,300 community members – of which around 80% are women
- Trained 34,700 community members on good environmental practices to conserve ecosystems and farmland

Mondelez is investing \$400m Cocoa Life by 2022 to help 200,000 farmers and to reach one million people in communities in Ghana, Côte d'Ivoire, Indonesia, the Dominican Republic, India and Brazil.

Mondelez has also announced a new relationship between Cadbury and Fairtrade. Fairtrade is now a partner for the whole Cocoa Life programme, which runs across the new Cadbury range. In June, Cadbury Dairy Milk bars became the first to carry the dual Cocoa Life and Fairtrade branding. It is Mondelez's ambition to extend Cocoa Life to its other brands in the future.

*"Without successful farmers and thriving cocoa-growing communities to produce our cocoa, we cannot bring consumers the chocolate they*

# Case Study

**fdf** food & drink  
federation  
passionate about food & drink

*love. Our industry leading programme, Cocoa Life, is truly innovative and designed to have a lasting, transformational impact, empowering current farmers and future generations to create thriving farms which boost entire communities.”*

**Glenn Caton**, President of Northern Europe,  
Mondelēz International

[View Ambition 2025 Progress Report 2017.](#)