



REVISED 3/16/2021

# Easter Chocolate Shopping Guide



MIGHTY EARTH



BE SLAVERY FREE



Easter is the biggest chocolate shopping holiday of the year. What's really going into the chocolate we buy? Be Slavery Free, Green America, INKOTA, Mighty Earth, and National Wildlife Federation surveyed the world's biggest chocolate companies to find out! Some are rising to the challenge of making cocoa sustainable, but others continue to ignore consumer demand for chocolate that's free of **deforestation**, **farmer poverty**, and **child labor**. This guide informs the choices of consumers like you. Together, we can transform the chocolate industry into one that prioritizes people and the planet.

## GOOD EGG AWARDS



alter  
eco



Whittaker's  
SINCE 1896

for greatest improvement  
in sustainable policies

## ROTTEN EGG AWARD



STORCK

(Werther's, Toffifay, Merci)  
for lack of transparency  
and worst-in-class  
policies.

## SCORE KEY



Needs to  
catch up  
with the  
industry



Needs  
more  
work



Starting to  
have good  
policies to  
implement



Leading the  
industry on  
policy

# 2021 Easter Chocolate Shopping Guide | Chocolate Companies & Suppliers

Companies are listed in alphabetical order by category, not by performance

| Company                                  | Popular Product(s) | Due Diligence | Traceability & Transparency | Living Income | Child Labor | Deforestation & Climate | Agroforestry | Overall |
|--|--------------------|---------------|-----------------------------|---------------|-------------|-------------------------|--------------|---------|
| <b>alter eco</b>                         |                    |               |                             |               |             |                         |              |         |
| <b>CH</b><br>CHOCOLATS HALBA<br>Sunray   |                    |               |                             |               |             |                         |              |         |
| <b>TONY'S</b><br>CHOCOLONELY             |                    |               |                             |               |             |                         |              |         |
| <b>Whittaker's</b><br>SINCE 1896         |                    |               |                             |               |             |                         |              |         |
| <b>BARRY CALLEBAUT</b><br>(manufacturer) |                    |               |                             |               |             |                         |              |         |

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|---|--------------------|---------------|-----------------------------|---------------|-------------|-------------------------|--------------|---------|
| <b>Cargill</b>  | (manufacturer)     |               |                             |               |             |                         |              |         |
| <b>CÉMOI</b><br>CHOCOLATIER FRANÇAIS                  | (manufacturer)     |               |                             |               |             |                         |              |         |
| <b>Ecom</b>   | (manufacturer)     |               |                             |               |             |                         |              |         |
| <b>FERRERO</b><br>Kinder<br>Nutella<br>Ferrero Rocher |                    |               |                             |               |             |                         |              |         |
| <b>Lindt</b><br>Lindt & Sprüngli<br>AG                |                    |               |                             |               |             |                         |              |         |

\*Based on latest available KPI's from cocoa season 2018-19

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|   |                    |               |                             |               |             |                         |              |         |
| <br>Cadbury<br>Toblerone<br>Milka                                       |                    |               |                             |               |             |                         |              |         |
|   |                    |               |                             |               |             |                         |              |         |
| <b>Olam</b> (manufacturer)  |                    |               |                             |               |             |                         |              |         |
| <b>Puratos</b> (manufacturer)<br><i>Reliable partners in innovation</i> |                    |               |                             |               |             |                         |              |         |

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|                          |                       |               |                             |               |             |                         |              |         |
| <br>The Hershey Company  |                       |               |                             |               |             |                         |              |         |
| <br>Fuji Oil / Blommer** | <i>(manufacturer)</i> |               |                             |               |             |                         |              |         |
|                          |                       |               |                             |               |             |                         |              |         |
| <br>Chocolatier          |                       |               |                             |               |             |                         |              |         |

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|---|---|---|---|---|---|---|---|---|
| <b>pladis</b><br>McVitie's<br>Godiva<br>Ulker |  |    |    |    |    |    |    |    |
| <b>STOLLWERCK</b><br>Alpia<br>Sarotti         |  |    |    |    |    |    |    |    |
| <b>S&amp;D SUCDEN</b><br>(trader)             |   |   |   |   |   |   |   |   |
| <b>TOUTON</b><br>(manufacturer)               |   |  |  |  |  |  |  |  |
| <b>ITOCHU**</b><br>(trader)                   |   |  |  |  |  |  |  |  |

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|----------------------------|--------------------|---------------|-----------------------------|---------------|-------------|-------------------------|--------------|---------|
| <b>meiji</b> **            |                    |               |                             |               |             |                         |              |         |
| <b>MORINAGA</b> **<br>Dars |                    |               |                             |               |             |                         |              |         |

\*\*Japanese companies were scored separately for a Valentines' Day scorecard release in Japan. Their scoring included additional questions.



cc Olivier Girard/CIFOR

We all want to buy Easter chocolates that are not tainted by deforestation and human rights abuses. With clear guidance on how companies approach protecting people and the planet, we can use our purchasing choices to celebrate the holiday sustainably. **Happy Easter!**

