

REVISED 3/16/2021

# **Easter Chocolate Shopping Guide**









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**

# for greatest improvement in sustainable policies

#### **ROTTEN EGG AWARD**





(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 Dil	Igence Traceability	Parency Living II	Child La	Deforestati	mate Agrofor	Overall
alter eco	SILK VELVET							
CHOCOLATS HALBA Sunray	BRANCHE							
CHOCOLONEIX.	CHOCOLONEIX							
Whittakeris SINCE 1896								
BARRY() CALLEBAUT	(manufacturer)							8

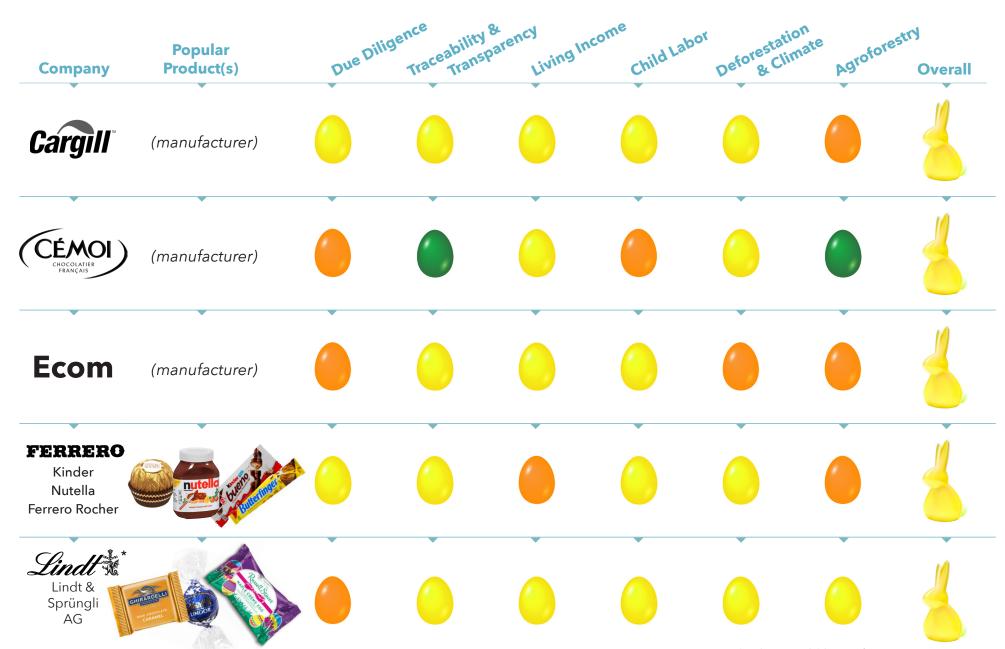












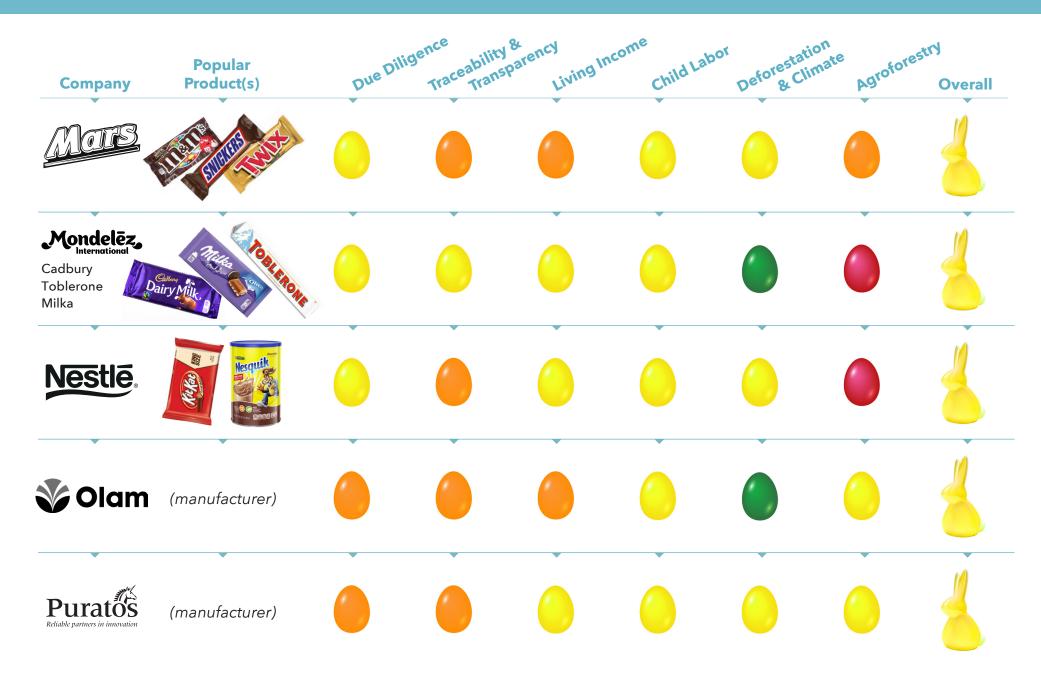








































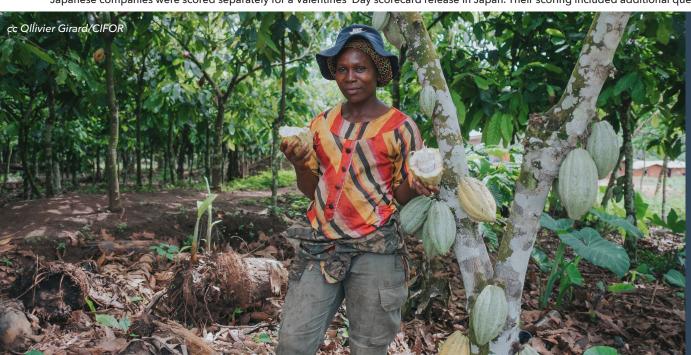






Company	Popular Product(s)	Due Dil	igence Traceability	Living In	come Child La	Deforestati	mate Agrofor	Overall
meiji <sup>**</sup>	meiji milkchocolate 28 mass							
MORINAGA Dars	DARS FAULO							

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



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!











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

### The following companies did not respond to our survey.

Company	Popular Product(s)	Due Dili	gence Transp	Living In	Child Lab	or Deforestatio	n late Agrofore	Overall
RBUCK SALES AND A COFFEE	HOT COCOA  WATER CONTROL OF THE PROPERTY OF TH					$\bigcirc$		
STORCK Werther's Toffifay Merci	Toffifay merci							
Unilever Breyer's, Ben & Jerry's, Klondike	Reyers E							
VALRHONA								