



REVISED 3/16/2021

Easter Chocolate Shopping Guide



MIGHTY EARTH



BE SLAVERY FREE

INKOTA



Green America



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

TONY'S
CHOCOLONELY

Whittaker's
SINCE 1896

for greatest improvement
in sustainable policies

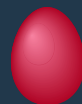
ROTTEN EGG AWARD



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 |
|---|---|---|---|---|---|---|---|---|
| alter eco |  |  |  |  |  |  |  |  |
| CH CHOCOLATS HALBA Sunray |  |  |  |  |  |  |  |  |
| TONY'S CHOCOLONELY |  |  |  |  |  |  |  |  |
| Whittaker's SINCE 1896 |  |  |  |  |  |  |  |  |
| BARRY CALLEBAUT (manufacturer) | |  |  |  |  |  |  |  |

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








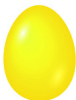
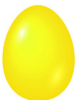

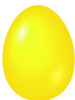




























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|---|---|---|---|---|---|---|---|---|
| Cargill | (manufacturer) |  |  |  |  |  |  |  |
| CÉMOI CHOCOLATIER FRANÇAIS | (manufacturer) |  |  |  |  |  |  |  |
| Ecom | (manufacturer) |  |  |  |  |  |  |  |
| FERRERO Kinder Nutella Ferrero Rocher |  |  |  |  |  |  |  |  |
| Lindt Lindt & Sprüngli AG |  |  |  |  |  |  |  |  |

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












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|--|--|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |
|  Cadbury Toblerone Milka |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  Olam (manufacturer) | |  |  |  |  |  |  |  |
|  Puratos (manufacturer) <small>Reliable partners in innovation</small> | |  |  |  |  |  |  |  |


























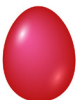


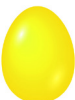










2021 Easter Chocolate Shopping Guide | Chocolate Companies & Suppliers

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|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |
|  The Hershey Company |  |  |  |  |  |  |  |  |
|  Fuji Oil / Blommer** | (manufacturer) |  |  |  |  |  |  |  |
|  General Mills |  |  |  |  |  |  |  |  |
|  GODIVA Chocolatier |  |  |  |  |  |  |  |  |

















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|---|--|---|---|---|---|---|---|---|
| pladis McVitie's Godiva Ulker |   |  |  |  |  |  |  |  |
| STOLLWERCK Alpia Sarotti |   |  |  |  |  |  |  |  |
| S&D SUCDEN (trader) | |  |  |  |  |  |  |  |
| TOUTON (manufacturer) | |  |  |  |  |  |  |  |
| ITOCHU** (manufacturer) | |  |  |  |  |  |  |  |

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|----------------------------|---|---|---|---|---|---|---|---|
| meiji ** |  |  |  |  |  |  |  |  |
| MORINAGA ** 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!**

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The following companies did not respond to our survey.

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|--|---|---|---|---|---|---|---|---|
|  Unilever Breyer's, Ben & Jerry's, Klondike |  |  |  |  |  |  |  |  |
|  VALRHONA |  |  |  |  |  |  |  |  |
|  STARBUCKS COFFEE |  |  |  |  |  |  |  |  |
|  STORCK Werther's Toffifay Merci |  |  |  |  |  |  |  |  |