

# SUMMARIES, DEFINITIONS AND FREQUENTLY ASKED QUESTIONS

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**PLEASE READ THIS DOCUMENT THOROUGHLY  
BEFORE CONTACTING MARS.**

## ▲ **What's the problem with chocolate?**

Approximately 40% of the world's cocoa comes from one country, Cote d'Ivoire, a small country in West Africa. It is estimated that thousands of children working are trafficked and forced to work on the cocoa farms in this country.

Whilst it is not uncommon for children from West Africa to work on family cocoa farms, we are talking about the vast number of children who are bought, sold and forced into child labour against their will.

The cocoa industry has been aware of this issue for a long time and said they would guarantee the end of trafficked labour in the cocoa industry by 2005. They have failed to do this.

Not only have they failed to put an end to the issue of trafficked labour, but they have also gone back on their initial promise by saying they will now only cover half the farms in Ghana and Cote d'Ivoire by 2008. This less ambitious target has only been achieved by changing the definition of certification to be a survey rather than actually confirming that the farms they source from don't use trafficked children.

The only progress that has actually been made is that some pilot projects are now in place, which helps to encourage education and train farmers to be more efficient. But this does not address the real problem, which is to stop the use of trafficked labour.

## ▲ **What's the problem with Mars?**

Mars Inc is one of the biggest global players in the chocolate industry with global sales of approximately \$22 billion and operations in 66 countries. As a company that sources cocoa from Cote d'Ivoire, it could have a major influence on the ethics of sourcing from that country. Despite being part of the Harkin/Engel Protocol, UTZ, the iMPACT program and other schemes (all of which are explained below), Mars could do a great deal more to promote philanthropy and crucially they could demand farm level certification.

This would mean that independent checks are carried out among the cocoa suppliers they use to ensure they are living up to their responsibilities. Doing so would give consumers the assurance they need that the cocoa used in their products is produced without the exploitation of children.

## ▲ **What is the Harkin/Engel Protocol?**

The Harkin/Engel Protocol is the voluntary agreement that the chocolate industry signed up to in 2001 promising immediate action to end the worst forms of child labour. They promised to do it by July 2005 and they failed, then they promised to deliver on 50% of the cocoa growing regions in the Ivory Coast and Ghana by July 2008 – they only did this by changing the promise and only reporting on child exploitation not ending it.

So industry failed in delivering the promise they made, that they would “develop and implement credible, mutually-acceptable, voluntary, industry-wide standards of public certification, consistent with applicable federal law, that cocoa beans and their derivative products have been grown and or processed without any of the worst forms of child labour.”

## ▲ **What is the IMPACT Program?**

Mars is participating in the IMPACT program, which will run for three years in Ghana and Ivory Coast. Together with a group of partners it works in the areas of agriculture, environment education and health. The total investment on the project (it would seem from all partners not just from Mars) is \$4.5 million. This is a good project on a small scale. Considering the global scale of Mars' sales, which are approximately \$22 billion, more is required. It also does not address the crucial issue of independently checked certification, which will give us the assurance that children are not being abused.

## ▲ **What is the International Cocoa Initiative?**

When the Harkin/Engel Protocol was signed, it was agreed that one of the first steps was to set up an independent foundation to fight abusive labour conditions; this is the International Cocoa Initiative, or ICI.

The ICI focuses on building awareness of the need for ending forced child labour and helping communities find solutions to their problems.

So far it has been good work on a small scale, with industry not financing the work in a way that can have any serious impact on the situation in the Ivory Coast, while industry hides behind the ICI, claiming that it is doing all it can.

## ▲ **What is the World Cocoa Foundation?**

The World Cocoa Foundation was established in 2000, prior to the Harkin/Engel protocol and the ICI. They work to improve sustainability in cocoa growing, reduce the impact of cocoa on the environment and build cocoa growing communities so that they can help solve their own problems.

However, the WCF does not challenge the certification process that industry has now redefined just to mean the collection of data by governments on the nature of the problem. This unfortunately gives industry another place to hide. Most major chocolate companies are members of the WCF.

## ▲ **What is UTZ Certified?**

UTZ is an organisation that for years has helped companies sign up to a code of conduct for coffee growers. Now they have started to explore possibilities for a cocoa code of conduct. This code would put an end to trafficking and ensure that independent checks are carried out on cocoa farms to ensure they are living up to their responsibilities. The problem is that this code of conduct isn't up and running yet.

Also, when companies like Mars say they are part of UTZ it means they are making a small contribution towards research. It doesn't however mean that they have committed to buy the cocoa beans when the process is ready.

## ▲ **How do I record a call?**

You are welcome to record your conversation with Mars but it will only be for your personal records. We kindly request that any recordings are not sent on to STOP THE TRAFFIK, the media or any other third parties.

You record calls by Skype or with your mobile phone. Please check your mobile's user manual for the best way to record with your specific phone.

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