

# News Release

**Scaling impact, driving change in cocoa sustainability**

## **Barry Callebaut launches Cocoa Horizons Foundation**

- **Independent, nonprofit Cocoa Horizons Foundation established to improve the livelihoods of cocoa farmers and their communities**
- **Platform for chocolate companies and other contributors to support sustainable cocoa**
- **Traceability from farm to warehouse; transparency on core activities and impact**

*Zurich/Switzerland – September 17, 2015* – Barry Callebaut, the world’s leading manufacturer of high-quality chocolate and cocoa products, today announced the launch of the Cocoa Horizons Foundation, an independent nonprofit organization. The mission of the Foundation is to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity and community development.

In line with its mission, the Foundation has two focal points: On the one hand training farmers in good agricultural practices and supporting them with materials and innovative financing solutions; and on the other hand working with rural communities to improve education opportunities, support child protection, empower women, and provide safe water and basic health services.

For the implementation of its activities, the Cocoa Horizons Foundation relies on Barry Callebaut’s team of experienced field staff working on the ground with cocoa farmers and farming communities as well as trusted external implementing partners and development experts best suited to the objectives of the activities conducted.

### **Scaling impact and driving positive change in cocoa communities together**

The Cocoa Horizons Foundation serves as a new platform for chocolate companies and other contributors to invest in sustainable cocoa. It is funded via three main sources: 1) the purchase of Barry Callebaut’s sustainable HORIZONS cocoa and chocolate products (which are succeeding QPP products); 2) contributions from donors and customers who are inspired to support the mission of the Foundation; and 3) Barry Callebaut’s contributions as part of its CHF 40 million Cocoa Horizons sustainability initiative launched in 2012. The initial annual operational budget is about CHF 10 million, intended to increase over time.

Juergen Steinemann, CEO of Barry Callebaut, comments: “Barry Callebaut’s commitment to sustainability is of long standing and was formalized in our 10-year, CHF 40 million Cocoa Horizons initiative. This contribution will now be channeled towards the independent Cocoa Horizons Foundation and pooled with funds from customers and other contributors that are committed to sustainable cocoa. 25,000 farmers are already enrolled in Cocoa Horizons Foundation activities. We are strongly convinced that, together, we can scale our impact for many more cocoa farmers and their communities.”

Through pooling resources and funds and putting them to the most effective use while helping drive demand for sustainably sourced cocoa, the Foundation aims to scale impact and drive positive change in cocoa communities.

### **Ensuring sustainable and traceable cocoa**

Traceability and transparency are part of the Foundation's DNA. Comprehensive data from registered farms are collected into a data management tool and cocoa is traced from the farm to the warehouse. The Foundation communicates transparently to its contributors on its activities, achievements and impact. A global audit firm audits the foundation annually and verifies its core activities.

For further information about the Cocoa Horizons Foundation, please visit its website at [www.cocoa horizons.org](http://www.cocoa horizons.org) and watch the [introductory animation](#).

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### ***About the Cocoa Horizons Foundation ([www.cocoa horizons.org](http://www.cocoa horizons.org)):***




*The Cocoa Horizons Foundation was formally established on February 25, 2015 in Zurich, Switzerland and is supervised by the Swiss Federal Foundation Supervisory Authority. Its mission is to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity and community development. The Foundation's Board of Directors includes two directors appointed by Barry Callebaut and one independent, external director. The Foundation is audited annually to demonstrate compliance with Swiss federal regulations.*

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### ***About the Barry Callebaut Group ([www.barry-callebaut.com](http://www.barry-callebaut.com)):***

*With annual sales of about CHF 5.9 billion in fiscal year 2013/14, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from the origination and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 9,300 people. The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®. The Barry Callebaut Group is committed to sustainable cocoa production to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the Cocoa Horizons Foundation in its goal to shape a sustainable cocoa and chocolate future.*

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### **Contact**

#### **for the media:**

Jens Rupp  
Head of CSR Communications  
Barry Callebaut AG  
Phone: +41 43 204 03 76  
[jens\\_rupp@barry-callebaut.com](mailto:jens_rupp@barry-callebaut.com)

#### **for investors and financial analysts:**

Evelyn Nassar  
Head of Investor Relations  
Barry Callebaut AG  
Phone: +41 43 204 04 23  
[evelyn\\_nassar@barry-callebaut.com](mailto:evelyn_nassar@barry-callebaut.com)