



## Mondelēz International Launches Cocoa Life in Brazil to Help Combat Climate Change and Ensure Sustainable Cocoa Supply

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- Cocoa Life will bring economic and social development for Brazilian cocoa farmers and their families while reforesting degraded land in the Amazon rainforest.
- Supported by *Lacta*, Brazil's favorite chocolate brand, the initiative will reach at least 1,500 farmers and families in the long term.
- The company will also launch its Health in Action program to promote healthy nutrition and active play to 6,000 children in Cocoa Life communities.

SÃO PAULO, Brazil, Oct. 24, 2018 (GLOBE NEWSWIRE) -- Mondelēz International today announced the expansion of its global cocoa sustainability initiative, Cocoa Life, in Brazil. Cocoa Life aims to create empowered and thriving cocoa farming communities, by helping farmers to become more profitable and sustainable while safeguarding the future of chocolate. Around the world, the initiative is already making progress in five key cocoa origin countries: Ghana, Côte d'Ivoire, Indonesia, India and Dominican Republic.

Mondelēz International has been supporting cocoa production in Brazil since 2014 and will build on this work, and on the learnings from other origins, to fully deploy the Cocoa Life program. In Pará, the company will invest around \$200,000 per year over the next three years to empower cocoa farmers and to nurture thriving and independent cocoa communities. In Bahia, where farmers face a myriad of challenges related to crop management, Cocoa Life will provide guidance on the latest techniques in farm rejuvenation and good agricultural practices to improve yields and the quality of the cocoa produced as well as to mitigate environmental impact. The cocoa beans produced with Cocoa Life support will be part of Mondelēz International supply chain network for its *Lacta* chocolate portfolio.

"We are thrilled about adding Brazil to our Cocoa Life initiative. Brazil is not only a cocoa-growing country but it's also an important chocolate manufacturing hub, home to one of our local heritage brands, *Lacta*, one of the country's favorites and top-selling chocolate brand," says Christine Montenegro McGrath, Chief of Sustainability & Well-being. "Cocoa Life has already made a significant impact in West African cocoa farming communities and we expect it will do the same in Brazil. In addition, the program will also look at contributing to the preservation of the Amazon rainforest and to the community development."

The Cocoa Life launch in Brazil is the result of a collaboration with The Nature Conservancy (TNC) and its "Forest Cocoa" project, which was created to foster low-carbon family-based farming, generate social and economic benefits and engage farmers to commit to zero deforestation targets and an agroforestry-based restoration of degraded areas.

"The partnership with Cocoa Life brings a new perspective to expand our efforts. Indeed, the Pará region, which had one of the highest rates of deforestation in Brazil, has the potential to become an example of sustainable development and restoration in the Amazon Rainforest," says Rodrigo Freire, Vice Coordinator of Restoration for TNC in Brazil. "Over the past five years, we have supported the planting of 450 hectares of cocoa agroforestry-system in the Amazon, benefitting over 120 families in the São Félix do Xingu and Tucumã municipalities in southeastern Pará. Our goal is to reach 1,000 families in the next five years."

In partnership with Forest Cocoa, Mondelēz International has set clear targets for the next three years such as:

- Impact at least 500 farmers,
- Deploy six demonstration plots to share good agricultural practices, promote ecological soil management and good post-harvest practices,
- Transform 1,000 hectares of pasture land into cocoa agroforestry,
- Re-shape 750 hectares of existing cocoa farms with new agro-ecological soil management
- Restore 500 hectares of riparian forest and protect watersheds.

In order to support the community as a whole, the company's Foundation will expand its "Health in Action" ("Ação Saudável") program to Cocoa Life communities in the Pará state. INMED Partnerships for Children (Parcerias para Crianças) will facilitate the program, which promotes healthy nutrition and active play to kids in public schools. The program will also engage the local government in the promotion of well-being and benefit around 6,000 children and another 18,000 people indirectly (parents, teachers and the community in general).

### About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

### About Cocoa Life

Cocoa Life aims to create empowered and thriving cocoa farming communities, reaching more than 200,000 farmers across six countries and benefiting more than a million people by 2022. Mondelēz International's ultimate goal is to sustainably source all the company's cocoa supply, mainly via Cocoa Life. By working in partnership with farmers, NGOs, suppliers and government institutions, Cocoa Life is part of Mondelēz International's Impact for Growth – a commitment to driving business growth with positive change in the world. Follow our progress on [www.cocoalife.org/progress](http://www.cocoalife.org/progress).

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