



September 26, 2013

Mondelez International Launches Cocoa Life Sustainability Program in Indonesia

- 10-Year Partnership with ICCRI and Suppliers Aims to Benefit 50,000 Farmers
- Fifth Country in Company's \$400 Million, 10-year Cocoa Life Sustainability Effort

JAKARTA, Indonesia, Sept. 26, 2013 /PRNewswire/ -- Mondelez International, the world's largest chocolate company with beloved brands such as *Milka*, *Cadbury*, *Toblerone* and *Lacta*, has announced an agreement with the Indonesian Coffee and Cocoa Research Institute (ICCRI) and suppliers Armajaro and Olam to promote sustainable Indonesian cocoa farming, improve cocoa bean quality and support the development of thriving Indonesian cocoa communities.

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(Logo: <http://photos.prnewswire.com/prnh/20121003/MM86695LOGO>)

"A sustainable cocoa supply begins with thriving cocoa communities, and more efficient farming improves farmers' financial security," said Cathy Pieters, Director of Cocoa Life at Mondelez International. "Partnering is key to creating lasting change through our Cocoa Life program. Together with the Indonesian government, our suppliers and other partners, we're empowering cocoa-farming families to create the kind of communities they want to live in, while promoting gender equality."

Indonesia is the third-largest cocoa producer in the world, and the fifth origin country to launch Cocoa Life — Mondelez International's \$400 million, 10-year commitment to improve the livelihoods and living conditions of more than 200,000 cocoa farmers and about one million people in cocoa farming communities around the world. Together with its partners, Mondelez International aims to develop a long-term, high-quality supply of Indonesian cocoa and strengthen the country's position as a leading producer of sustainable cocoa.

Under Cocoa Life, Mondelez International and ICCRI, together with suppliers Armajaro and Olam, will apply their resources and know-how to promote better cocoa farming and processing techniques, thereby boosting productivity, improving farmer incomes and more effectively managing environmental impacts. Plans include farmer training in better agricultural practices and better access to cocoa planting materials. Cocoa Life will also organize community meetings where farming families can discuss their needs and create Community Action Plans to achieve specific development outcomes, such as improving health and nutrition education for the community. Armajaro and Olam will be important partners in helping deliver the program by sourcing cocoa from Indonesian Cocoa Life communities, reflecting their strong commitment to sustainability.

"Indonesia has great potential for cocoa development," said Andi Sitti Asmayanti, Southeast Asia Cocoa Development Manager at Mondelez International. "Through Cocoa Life, we plan to involve more than 50,000 Indonesian farmers. Together, we can help farmers address low productivity and add value to cocoa communities."

[Cocoalife.org](http://www.cocoalife.org) Website Shares Farmers' Stories and Increases Transparency

Mondelez International recently launched www.cocoalife.org to empower farmers to share their stories. As a platform for increased reporting and transparency, [cocoalife.org](http://www.cocoalife.org) shares [progress against goals, measures for success and news about ongoing work in The Dominican Republic, Ghana, Cote d'Ivoire and India](#).

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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