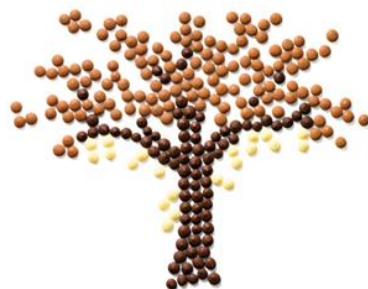


CHOCOLATE AND SUSTAINABILITY

Cocoa is produced under challenging conditions, in some of the poorest countries in the world. It is also an extremely important source of income for millions of farming families. In the Ivory Coast and Ghana for instance, 90% of the farmers rely on cocoa for their primary income.

At York's Chocolate Story, we work closely with Barry Callebaut who supply us with the chocolate that you will eat during your visit. Barry Callebaut recognise that businesses have a responsibility to all stakeholders; from the people who eat the chocolate, to the farmers who grow the cocoa pods.



Growing Great Chocolate™

We also work very closely with Nestlé as the keepers of the Rowntree legacy and the largest chocolate manufacturers still operating in York. Nestlé have developed the Cocoa Plan to support farmers in producing better quality chocolate. The Nestlé Cocoa Plan is only one initiative where quality goes well beyond the products themselves. Throughout the world and across their brands, Nestlé is involved in a broad range of social and environmental initiatives that together can make a real difference.

THE NESTLE COCOA PLAN

This aims to enable farmers to run profitable farms, eliminating child labour, which ensuring a sustainable supply chain for Nestlé cocoa. Along this journey, they are creating value through the supply chain – particularly for farmers and their families. It is a long term plan which aims to achieve great quality cocoa and improves the lives of those who produce it.

Nestlé's main targets are:

- Profitable Farming – Nestlé are helping finance farmers field schools to improve cocoa farming practices and yields.
- Social Conditions – Improving social conditions as part of Nestlé's contribution to eliminate child labour in cocoa farms and provide access to education.
- Supply Chain – In developing a sustainable supply chain.

More information, including a downloadable pack can be found here: www.nestlecocoaplan.com

CALLEBAUT'S GROWING GREAT CHOCOLATE

Since May 1st 2012, Barry Callebaut has shifted its entire production of the 'Finest Belgian Chocolate' to sustainable cocoa. This programme entitled 'Growing Great Chocolate,' champions working alongside with cocoa farmers to ensure sustainable cocoa cultivation for the future. York's Chocolate Story uses this chocolate, produced from sustainable cocoa, for all in-house chocolate production.

The key messages of the programme are:

- Supporting the company's corporate social responsibility program, Growing Great Chocolate™ aims to make cocoa cultivation a sustainable source of income for West African growers. Callebaut® are also working to improve cocoa crops and the earnings of the 60 participating farmer co-operatives, uniting more than 30,000 farmers. Find out more on www.growinggreatchocolate.com
- Growing Great Chocolate™ is in part a response to the growing consumer demand for guarantees about sustainability and origins of the products they purchase. Statistics show that one in two consumers want to know that the products they are buying are ethically sound.

The programme uses a **3-pronged** approach to drive positive change, starting from the source:

1. Supporting the co-operatives in the program and their member farmers in growing more and better quality cocoa beans and ensuring future crops.
2. Through direct partnerships with cooperatives of cocoa farmers, and by guaranteeing a fair price for the cocoa beans, they contribute to a better income for cocoa farmers.
3. Callebaut® engages in improving livelihoods for cocoa farmer families and their access to education, health care and clean water.



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