



Five Years of Cocoa Life Empowering Cocoa Farmers in Indonesia

Trained 37,000+ cocoa farmers to improve the productivity of cocoa

Jakarta, October 28, 2019 – 2019 marks the five years of Cocoa Life in Indonesia. Cocoa Life is a global program initiated by Mondelēz International to ensure the cocoa sustainability by making cocoa farming a business of choice and building communities that take on their own development.

As one of the world’s largest cocoa users, Mondelēz International will source 100% of its cocoa through Cocoa Life for all of its chocolate brands, such as Cadbury Dairy Milk and Toblerone.

This is in line with the company’s global purpose, **Snacking Made Right**, which empowers people to snack right by offering the **right snack**, for the **right moment**, made the **right way**.

Sachin Prasad, President Director of Mondelēz Indonesia, explains, “Through our global purpose, we are committed to make our products sustainable, because our consumers want convenient and delicious snacks made with high-quality ingredients they trust. Globally, 43% of Mondelēz International’s chocolate products are sourced from Cocoa Life.”

Since 2014, Cocoa Life presents in West Sumatra, Lampung, South Sulawesi, and Southeast Sulawesi. Until today, Cocoa Life has successfully trained more than 37,600 cocoa farmers in 296 villages. Other than that, Cocoa Life has also successfully provided financial literacy program to more than 28,600 community members and 15,000 women have participated and received benefit from Village Saving and Loans Association. Since participating in Cocoa Life, farmers acknowledge in average a significant increase of cocoa yield up to 10% and 37% increase of annual income each year. Moreover, cocoa farmers and their families increase income from sources other than cocoa up to three times than before.

“In Tri Tunggal Mulya village, Kab.Pringsewu, where most people work as cocoa farmers, we feel heavily supported by joining Cocoa Life program. Our income increases each year due to increase of cocoa yield from previously only 600-700 kg/hectare to 1,500 kg/hectare, resulted from implementation of cultivation techniques trained by Cocoa Life”, said Sutirun, one of the cocoa farmers participating in Cocoa Life program in Lampung.

Cocoa farmers are continuously trained through effective cocoa cultivation education as well as Good Agricultural Practices adoption, such as protecting cocoa from the danger of climate change, effective utilization of land use, crop techniques, high-quality seeds distribution, and other trainings to improve the quality and productivity of cocoa.

Other than cocoa farmers, Cocoa Life also reaches out to local communities, particularly women in cocoa farming communities by providing training with various purposes, such as to gain financial income and to educate about financial management, child protection, gender equality, as well as



women's empowerment programs. Teenagers and youths are also involved in youth-oriented programs to create business opportunity in cocoa sector.

"Cocoa Life not only focuses on empowering cocoa farmers, but also their families and local communities. Women involved in community programs also feel the benefits from our training program; having additional net income, improving skills on financial management, building up confidence to tell their opinions, and many more. This is such a holistic program to support sustainable cocoa farming. In the future, Cocoa Life plans to continuously widen its program all over Indonesia," explains Andi Sitti Asmayanti, Head of Cocoa Life South East Asia, Mondelez International.

Other than Indonesia, Cocoa Life is also globally present in Ghana, India, Côte d'Ivoire, Dominican Republic dan Brazil.

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About Mondelez International

Mondelez 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. Visit www.mondelezinternational.com or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ) or Dirk Van de Put <https://twitter.com/dirkvandeput>.

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