

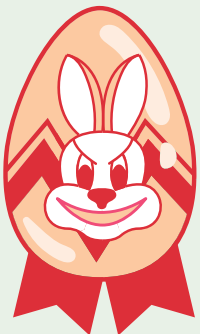


# Easter Chocolate Shopping Guide 2020

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Easter is the largest chocolate shopping holiday of the year. **What's really going into the chocolate we buy?** Mighty Earth, Be Slavery Free, and Green America surveyed the world's biggest chocolate companies to find out! Some chocolate companies are rising to the challenge of making cocoa sustainable, but others continue to ignore consumer demand for deforestation-free and child labor free chocolate. This guide breaks down **company commitments and policies**. It does not assess effectiveness or implementation. Of course, commitments are just a first step. Together, Mighty Earth, Be Slavery Free, and Green America are closely monitoring corporate implementation of these policies, and with your support, **we can transform the chocolate industry into one that prioritizes people and the planet.**

-  Leading the industry on policy
-  Lagging, policy improvements needed
-  Bad policy or no policy



## The Rotten Egg Award goes to ... Godiva!

for lack of responsibility by the company in all areas which are considered best practices in protecting the environment, ending child labour and moving towards a living income for farmers.



## The Good Egg Award goes to ...Tony's Chocolonely!

for greatest improvement in sustainable policies



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| Company   | Chocolate Brands | Supports Regulation | Transparency & Traceability | Deforestation | Agroforestry | Living Income | Child Labor | Score |
|---|------------------|---------------------|-----------------------------|---------------|--------------|---------------|-------------|-------|
| <b>alter eco</b>                                      |                  |                     |                             |               |              |               |             |       |
| <b>Whittaker's</b><br>SINCE 1896                      |                  |                     |                             |               |              |               |             |       |
| <b>TONY'S CHOCOLONELY</b><br>Mini Branche             |                  |                     |                             |               |              |               |             |       |
| <b>CH</b><br>CHOCOLATS HALBA                          |                  |                     |                             |               |              |               |             |       |
| <b>VALRHONA</b>                                       |                  |                     |                             |               |              |               |             |       |
| <b>Lindt</b><br>Ghirardelli<br>Russell Stover         |                  |                     |                             |               |              |               |             |       |
| <b>FERRERO</b><br>Kinder<br>Nutella<br>Ferrero Rocher |                  |                     |                             |               |              |               |             |       |

\* Alter Eco does not source from West Africa. Hence the question is not relevant and was removed from the scoring.

\*\* Commitment to mandatory due diligence is being sought from US, EU and UK companies. Hence the question is not relevant and was removed from the scoring.

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|--|------------------|---------------------|-----------------------------|---------------|--------------|---------------|-------------|-------|
| <b>MARS</b><br>Snicker<br>M&Ms<br>Twix Bar                     |                  |                     |                             |               |              |               |             |       |
| <b>Nestlé</b><br>Nesquik<br>KitKat<br>Butterfinger             |                  |                     |                             |               |              |               |             |       |
| <b>HERSHEY'S</b><br>Reese's<br>Mr. Goodbar<br>Kisses           |                  |                     |                             |               |              |               |             |       |
| <b>Mondelez International</b><br>Cadbury<br>Toblerone<br>Milka |                  |                     |                             |               |              |               |             |       |
| <br><b>morinaga</b><br>Dars                                    |                  |                     |                             |               |              |               |             |       |
| <br><b>GODIVA</b><br>Chocolatier                               |                  |                     |                             |               |              |               |             |       |

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|---------|---------------------|-----------------------------|---------------|--------------|---------------|-------------|-------|
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