

Embargoed Tuesday 27th 00.01 AM

Mars and Fairtrade Announce Collaboration

Maltesers® to switch to FAIRTRADE in Ireland

Maltesers® to carry the FAIRTRADE Mark in Ireland and the UK in 2012, Mars to provide more than US\$1 million annually in Fairtrade Premiums to farmers' co-operatives in West Africa

Dublin, Ireland (27 September 2011) — Mars Chocolate and Fairtrade International today announced a new agreement to introduce the first Fairtrade labelled Mars product and to work together to enable farmers to have sustainable livelihoods through and substantially increased productivity.

As part of the initial phase of the agreement, the first Mars product to carry the FAIRTRADE Mark will be Maltesers®, to appear in stores in 2012 in Ireland and the UK, a move that will contribute more than US\$1 million annually in Fairtrade Premium funds for cocoa farmers to invest in their farms, business organizations and communities.

At the heart of the agreement is a shared ambition to make commodity certification programs that supports sustainable livelihoods for farmers the norm in the cocoa industry. Over the long-term, Mars will explore how best to scale up its purchases of Fairtrade cocoa, and will support Fairtrade's continued efforts to develop measures that would allow more confectionery companies to increase their commitments to purchase more Fairtrade cocoa with the aim of impacting the lives of more cocoa farmers than ever before.

"We're really pleased to be one of the first markets to implement this global agreement with Fairtrade, starting with Maltesers, one of Ireland's biggest and much loved confectionery products" said Betty Quigley, Chocolate Category Director, Mars Ireland. "This global agreement is a big step towards fulfilling our common goal of empowering farmers to build sustainable livelihoods and we're excited to work with Fairtrade on ways to enable certification & sustainability for the whole cocoa sector. This commitment is our recognition of Fairtrade's history of dedication to smallholder farmers and their efforts to enable farmer productivity and income improvements."

In addition, Fairtrade and Mars will work to take advantage of their common interests and expertise to explore how to improve the productivity, quality, labour and community development benefits they can bring to farmers. Cocoa farmers stand to benefit immensely from the partners' combined experience – Mars' expertise in technical support to improve yield and Fairtrade's expertise in building farmer organizations.

Peter Gaynor, Executive Director, Fairtrade Ireland says "This is really good news for cocoa farmers. More than anything else what small farmers need is the news that they will have longer-term contracts for the purchase of their cocoa that give them the confidence to invest for the future. This longer term relationship at predictable prices and with a little extra is what will make the difference for them in the future."

"We're excited about this agreement's potential to transform the lives of thousands of small-scale cocoa farmers," says Rob Cameron, CEO of Fairtrade International. "We've seen how farmers'

organizations can use the additional investment from Fairtrade cocoa sales to tackle the problems they face – from projects to improve their farming methods and the quality of the cocoa they produce, to schooling for their children and health facilities in their villages. But the needs are still so great. That’s why working with Mars is so important – together we have the potential to have real measureable impact on the ground.”

Current annual world production of cocoa is around 3.5 million metric tons, and by 2020 the chocolate confectionery industry will need at least 4.5 million metric tons. To satisfy demand, cocoa farmers need industry support to invest in overcoming the challenges of ageing cocoa trees, low productivity and lack of confidence in cocoa farming among the young. Yet as of 2009, certified cocoa represented just over 1% of total purchases.

Mars was the first major confectionery company to commit to purchasing only certified cocoa. In the future, demand for certified cocoa must be met by an efficient, effective and reliable system of farmer training, auditing and supply chain management. Further, a much greater proportion will need to be certified by 2020 to allow the market to bear additional large-scale certified purchasing commitments, and, more importantly, to have a positive impact on many more of the 5 to 6 million farmers who cultivate cocoa.

Both Mars and Fairtrade believe that empowering farmers to drive change is the most effective way to achieve true sustainability. Fairtrade is working with tens of thousands of cocoa farmers in West Africa and, with the additional income from the Fairtrade Premium, Fairtrade farmers’ groups have hired agronomists, invested in farm-level productivity and built warehousing and processing facilities. They are funding community development by providing clean water, free health insurance and scholarships for children.

Mars is guided by their principle of creating “mutual benefits” for partners throughout the supply chain, including farmers. Apart from committing to sourcing only certified cocoa by 2020, Mars has also released an annotated map of the cocoa genome into the public domain and will invest heavily in Côte d’Ivoire and other major cocoa producing countries over the next decade to provide hundreds of thousands farmers with the tools, material and training necessary to dramatically increase yield and, by extension, farmer income.

Michael Nkonu, Director of Fairtrade Africa, which represents farmers and producers across Africa, says: “We’ve been working hard to support and strengthen our networks of Fairtrade certified cocoa farmers in West Africa. Many farmers in the Ivory Coast region are still struggling to re-establish their lives and build up their farms following the recent troubles. This agreement couldn’t be more timely, and will help enable a better future for farmers.”

About Fairtrade

Fairtrade International is a global non-profit organization that works with farmers and workers to improve lives through fairer trade. We lead the Fairtrade system, develop the Fairtrade Standards and support producers. Fairtrade Ireland awards the Fairtrade Mark, to products which meet international Fairtrade standards. Sales of Fairtrade Mark products in Ireland grew by 17 per cent in 2010 to €138 million. This represents a per capita spend of €30 in 2010 which is one of the highest per capita spends in the world.

For more information see www.fairtrade.ie - Media Enquiries contact Melanie Drea 0860869778

About Mars, Incorporated

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars brands include: Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA CO.™, KLIX® and FLAVIA®; Symbioscience –SERAMIS®, CIRKU™ and COCOAVIA™.

For more information please visit www.mars.com.

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