“Business perspective on sustainability standards”

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‘I like to talk about the future, because that is where I’m going to spend the rest of my life’
There is no pleasure in consuming, if there is no pleasure in growing
Some of our achievements to date

- **largest buyer** of Rainforest Alliance coffee and Fairtrade cocoa
- EU coffee business committed to **100% sustainably sourced coffee by 2015**, with 4C as a minimum standard.
- Our coffee purchases from RA and 4C certified farms **projected to be 35% of the coffee demand** for Kraft Foods Europe by end 2012
- Significant **brand equity growth** in spearhead brands like Kenco
- We are upping our **direct investment** in origins (Vietnam, Brazil)

A juggling act:

- secure supply of quality raw materials
- reduce the impact on the environment
- support the farming communities we rely upon
- generate growth and consumer preference for our brands
Consumers are confused

What prevents you from using sustainably sourced products and services today?

64%: “they are too expensive”

41%: “I’m not sure they are actually better for the environment”

35% “I don’t know enough about them”

From multiple standards to baselines and benchmarking
From premiums to investment in origins

From traceability to transparency
From volume commitments to measurable results

From stakeholder acceptance to thriving Communities
Sustainability standards: our vision

Multiple standards
Premiums
Traceability
Volume commitments
Stakeholder acceptance

Baselines and benchmarks
Investment at origin
Transparency
Measurable results
Thriving farmer communities