

## Cocoa Life Empowers Cocoa Farmers and Communities in Indonesia

- **Boosted cocoa incomes by 37% and cocoa productivity by 10%**
- **Strengthened entrepreneurship and economic resilience through income diversification**
- **Increased community projects by 26% from action plans**

**JAKARTA, Oct. 2, 2017** – Today, Mondelez International, publishes its first outcome assessment for its sustainable cocoa sourcing program, Cocoa Life, in Indonesia. The report demonstrates how Cocoa Life is already making an impact to improve livelihoods among cocoa farmers and communities on the third largest cocoa-producing country in the world.

The report highlights outcomes from 2016 vs. 2015, among the first group of farmers who joined Cocoa Life in Indonesia. Key findings include:

- **Significant growth in cocoa productivity and incomes:** More farmers adopted Good Agricultural Practices and reported increases in average cocoa yields (+10%) and annual cocoa incomes (+37%).
- **Strengthened entrepreneurship and economic resilience:** Farmers diversified their income sources and received triple the amount of income from non-cocoa sources. They also reported having an increased focus on financial management through bank accounts (38% vs. 23%), improved access to loans (+3%) and less food hardship (2% vs. 6%).
- **Greater community advocacy and development:** More community projects were reported (+26%) from action plans created via Cocoa Life.

Cocoa Life aims to develop sustainable livelihoods for cocoa-farming communities. Since its launch in Indonesia in 2013, Cocoa Life has helped farmers improve their farming practices to increase cocoa yields and incomes, supported communities in building action plans and bringing them to life, and focused on reducing the environmental impact of cocoa farming. The program has also promoted women's empowerment and provided training opportunities for youth to work in cocoa farming.



“A sustainable cocoa supply begins with thriving cocoa communities” said Manu Anand, President of Chocolate for Asia, Middle East and Africa (AMEA) at Mondelēz International.

“We’re investing in much more than farming - it’s about empowering cocoa communities as a whole, creating resilience, so the cocoa farming villages become places where people want to live. The findings of this first assessment show the success of our holistic approach.”

Mondelēz International engaged research agency Ipsos to conduct this assessment to evaluate the Cocoa Life’s impact against its 10 global key performance indicators (KPIs). With these on-the-ground learnings, Cocoa Life will continue to scale up its’ efforts by engaging new farmers and communities, adding new interventions, and evolving its approach.

By the end of 2016, the program was operating in more than 132 Indonesian communities and training over 16,100 farmers in agricultural and business skills to help improve cocoa yields, protect the environment and boost farmer incomes. By 2022, the program plans to train more than 40,000 farmers in Indonesia and in turn benefit about 400 local communities, promoting women’s empowerment and education for children.

“I am very encouraged by this first outcome assessment by Cocoa Life and the outcomes of this report for Indonesia. It shows the innovative approach Mondelēz International is taking for its impact framework is working. The statistical methodology used has great potential to best understand the impact of Cocoa Life’s approach to build a more sustainable cocoa supply chain,” added David W. McLaughlin, Vice President of Markets and Food, World Wildlife Fund (WWF) and strategic advisor to Cocoa Life.

More details on the Cocoa Life Indonesia Outcome Assessment can be found [here](#).

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## About Mondelēz Indonesia

Mondelēz Indonesia is part of Mondelēz International, a global leader in chocolate, biscuit, gum, candy, and powdered drink products. Mondelēz Indonesia is proud to have global, iconic brands, such as *Oreo* biscuits, *Kraft* cheese, *Cadbury Dairy Milk* and *Toblerone* chocolate, as well as *Biskuat* biscuits as its local innovative jewel brand. As one of the world's largest chocolate companies, Mondelēz International is committed to contributing to society by investing in sustainable agriculture and promoting cocoa farmer and community empowerment. Since October 2013, the Cocoa Life initiative has started to build sustainable supplies and thriving communities in chocolate key countries, including Indonesia.

Website : [www.mondelezinternational.com](http://www.mondelezinternational.com)  
Facebook : [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational)  
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## About Cocoa Life

Cocoa Life aims to reach more than 200,000 farmers across six countries, benefitting more than a million people. Mondelēz International's ultimate goal is to sustainably source all the company's cocoa supply, mainly via Cocoa Life. By working in partnership with farmers, NGOs, suppliers and government institutions, Cocoa Life answers Mondelēz International's Call For Well-being, which urges employees, suppliers and community partners to join together to develop new approaches that can have a positive impact on the planet and its people. The Call For Well-being focuses on four key areas where the company can make the greatest impact: mindful snacking, sustainability, community and safety. Follow our progress on [www.cocoalife.org/progress](http://www.cocoalife.org/progress).

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