



media release

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Cadbury Dairy Milk to go Fairtrade in 2010

Cadbury Australia and Fairtrade Labelling Australia & New Zealand today announced plans for the nations' favourite chocolate, Cadbury Dairy Milk®, to achieve Fairtrade Certification by Easter 2010. This ground breaking move means cocoa farmers and communities can look forward to a better and brighter future as Fairtrade cocoa sales increase in Ghana and new Fairtrade opportunities open up for cocoa growers in other parts of the world.

This move will more than triple the amount of Fairtrade product sold throughout Australia and is part of Cadbury's ongoing global commitment to Fairtrade. Consumers in Britain and Ireland are now able to buy Cadbury Dairy Milk® Fairtrade Certified™ chocolate in store and today's announcement coincides with confirmation of similar plans for Cadbury Dairy Milk® in New Zealand and Canada.

Fairtrade is a unique, independent system providing farmers with the security of fair minimum prices for their produce and additional investment for social, environmental and economic development in their communities. Fairtrade Executive Director Steve Knapp said Cadbury's commitment to using Fairtrade Certified™ cocoa was a landmark step from a local, market-leading chocolate manufacturer.

"Cadbury's commitment to Fairtrade is life-changing news for cocoa farmers who will be able to sell more of their cocoa as Fairtrade, helping to improve living standards and create a better future for their families and communities," Mr Knapp said.

"Fairtrade Certification enables Australians who buy Cadbury Dairy Milk® to make a real difference for cocoa farmers with every purchase.

"This announcement sets a new standard for the mainstream chocolate industry in Australia and will open up new Fairtrade opportunities for cocoa farmers in our corner of the world," he said.

Managing Director for Cadbury Australia & New Zealand Mark Callaghan said Cadbury's commitment to use Fairtrade Certified™ cocoa made it the first major chocolate manufacturer in Australia to make the change.

"Cadbury is incredibly proud to bring Fairtrade Certified™ Cadbury Dairy Milk, our signature block, to Australian consumers by purchasing Fairtrade Certified™ cocoa" Mr Callaghan said.

"Cadbury has a long tradition of being pioneers in sustainable chocolate production and sourcing Fairtrade Certified™ cocoa is another example of this commitment.

"I'm also incredibly proud that by making this change, we are effectively making Fairtrade Certified™ Cadbury Dairy Milk chocolate available in every part of Australia at no extra cost to our



customers. It's Cadbury Dairy Milk with the same taste, same cost, but extra ethics," he said

Fairtrade Certification of Cadbury Dairy Milk® means Fairtrade and its international partner certification body, FLO-Cert, will independently monitor and audit the supply chain to ensure it meets internationally agreed Fairtrade standards.

Cadbury intends for Fairtrade Certified™ Cadbury Dairy Milk® products to be available, on shelf, for Easter 2010.

To find out more, visit:
www.cadburyfairtrade.com.au