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THE NATION'S FAVOURITE CHOCOLATE:

NOW FAIRTRADE CERTIFIED™ AND ON SHELF THROUGHOUT AUSTRALIA

Cadbury® Dairy Milk™ milk chocolate, the nation's favourite chocolate in Australia is now Fairtrade Certified™ and on sale throughout the country.

As the number one selling chocolate block in both Australia and New Zealand, Cadbury Dairy Milk becoming Fairtrade Certified™ is expected to increase Fairtrade chocolate sales by up to 20 fold, and double last year's total sales of Fairtrade Certified™ products in Australia.

In Ghana, one of the main countries from where Cadbury globally sources its cocoa beans, **45 thousand farmers** and their communities have already benefited from Cadbury's global commitment to Fairtrade, a figure which is expected to increase to up to **one million** farmers within the next ten years through the work of Fairtrade and the Cadbury Cocoa Partnership.

Fairtrade provides farmers with the security of fair and stable prices for their produce and social premiums for investment in economic and local community development. Fairtrade helps these communities through trade not aid.

Speaking on this announcement the Executive Director of Fairtrade Labelling ANZ, Steve Knapp, said,

"From today, lovers of Cadbury Dairy Milk milk chocolate will be able to make their purchase in the knowledge that they are supporting a brighter future for very small scale cocoa farmers, their families and their villages. This is a real milestone for Fairtrade and for cocoa growers in Ghana. While Fairtrade Certified™ Cadbury Dairy Milk milk chocolate will create a step-change in awareness of Fairtrade in Australia, the real impacts will be in Ghana where it will potentially transform the lives and opportunities for thousands of people in cocoa-growing communities."

"Cadbury is leading the way, listening to consumers and demonstrating that major chocolate manufacturers can make a real difference by helping to tackle poverty and empowering poor and disadvantaged cocoa farmers. We actively encourage other manufacturers in Australia and New Zealand to follow Cadbury's lead"

Aussie Olympic hero, Libby Trickett, has joined forces with Fairtrade and Cadbury and is helping educate the nation about the benefits of buying Fairtrade Certified™ products. As a Cadbury Fairtrade ambassador, Libby recently traveled more than 15,000km to Ghana to learn first hand about the difference Fairtrade Certification™ can make.

Speaking about the trip Libby said:

"Experiencing first hand the difference Fairtrade makes was both inspiring and overwhelming. Something as simple as having a well built in a village means for the children of that community, instead of walking for hours every day to collect water, they can go to school. Fairtrade empowers these communities and for the first time they can plan for a future. Choosing which chocolate to treat yourself with has a direct impact on these people's lives."

In research released today by Fairtrade Labelling Australia and New Zealand, the Fairtrade movement in Australia is shown to be growing rapidly with awareness and engagement on the rise for the sixth year running.



Sales of Fairtrade Certified™ products have risen by 50 per cent with a 30 per cent increase in Australian businesses now licensed to trade in Fairtrade Certified™ products. This has contributed to 2009 retail sales in Australia exceeding \$36 million, up from \$23 million in 2008.

Research released by Cadbury shows that three quarters (75 per cent) of Australians polled said they would buy a product which helped to provide clean drinking water, build schools and buy essential farming tools for farmers and workers in developing countries. On understanding more about the positive difference Fairtrade makes, the number of Australians polled who stated they would, or would consider, changing their purchasing decisions jumped to 93 per cent.

Amanda Banfield, Director of Marketing for Cadbury said: "Cadbury has been committed to ethical sourcing for over a century. By securing Fairtrade certification for Cadbury Dairy Milk milk chocolate products, we honour that heritage and are now making it much easier for consumers to choose Fairtrade. They can now enjoy the taste of the Cadbury Dairy Milk milk chocolate they've always loved, knowing they are also helping improve the lives of cocoa farming communities in developing countries."

For further information or materials, product samples, imagery, Ghana imagery or interview opportunities with Libby Trickett, Fairtrade or Cadbury please contact:

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About Fairtrade

Fairtrade is a unique certification and labelling system which seeks to address imbalances in trading relationships, help unstable markets to develop and counter injustices present within conventional trade. Unlike any other certification schemes, Fairtrade empowers producers, tackles poverty and promotes development. Globally through a groundswell of consumer support, Fairtrade has achieved significant market share across many products in 20 countries over the last 20 years. In 2009, Australian and New Zealand retail sales of Fairtrade Certified & Labelled products grew by over 50% to just over AU\$50 million and in the last six years since the first Fairtrade Certified & Labelled products went on sale in both countries, cumulative retail sales figures have surpassed AU\$120 million.

- Currently more than five million people – farmers, producers, workers and their families – across 58 developing countries in Africa, Asia, Oceania, Latin America and the Caribbean benefit from the Fairtrade system.
- A product is Fairtrade Certified if it carries the Fairtrade Label – an easy way for consumers to recognise and choose products that have met internationally agreed Fairtrade Standards.
- Fairtrade delivers a better deal for farmers and producers in the developing world through:
 - The Fairtrade Price - Fairtrade is a third party certification system providing developing country farmers and producers with a designated fair price for their produce, helping protect them from damaging fluctuations in world market prices.
 - The Fairtrade Premium – The Fairtrade system provides these farmers and producers with an additional sum of money for investment in social, economic and environmental development - helping them grow their businesses and invest in their communities by building roads, schools and hospitals.
 - Environmentally sustainable farming methods
 - Security of long-term contracts
 - Improved working conditions
 - Support in gaining knowledge and skills needed to operate successfully in the global economy

For more on the difference Fairtrade makes for developing country farmers and their communities visit www.fairtrade.com.au



The Cadbury logo, featuring the word "Cadbury" in a blue, cursive script font.

About Cadbury

Cadbury is Australia's leading and most popular confectionery maker with an outstanding portfolio of chocolate and lolly brands. Famous Cadbury brands include Cadbury® Dairy Milk™, Old Gold®, Cherry Ripe®, Crunchie®, Freddo®, Caramello® Koala, Pascall® and The Natural Confectionery Company®.

Fairtrade Certified™ Cadbury Dairy Milk milk chocolate is made at our Claremont factory in Tasmania and our Ringwood factory in Melbourne.

In 2009, Cadbury was named Reader's Digest Most Trusted Brand for the sixth successive year, and also named Australia's Top Brand in the 2010 Nielsen Top Brands report. Cadbury became part of Kraft Foods in February of this year.

For more information on Cadbury Australia please visit: www.cadbury.com.au