

Chief Executive Officer

Cadbury Australia

Reply Paid 200

Ringwood VIC 3134

To whom it may concern,

I have recently been horrified to learn that the chocolate manufactured by your company, and that I purchase and enjoy, is made from cocoa grown using child exploitation and slavery. While I understand the complexities of this issue and appreciate that your company has been involved in some good work, it is clear that much more needs to be done and can be done, and so I call upon your conscience and decency to take stronger action to address this issue.

Approximately 70% of the cocoa beans used to make the world's chocolate comes from West Africa, mainly the Ivory Coast and Ghana. Child trafficking and exploitation is common in this region. It is estimated that in the Ivory Coast's cocoa industry alone, more than 100,000 children work under "the worst forms of child labour," and that about 10,000 are slaves. They receive little or no pay and there is no hope of ever going to school. Some media reports have claimed that in the worst cases children as young as six are being forced to work 80-100 hours a week, enduring beatings and malnutrition on top of back-breaking work.

As the Ivory Coast produces 43% of the world's cocoa, it is likely almost half the chocolate products sold in Australia could be linked to child slavery. In the last financial year, Victorian chocolate manufacturers alone imported 3 million kilograms of Ivory Coast cocoa paste.

As a chocolate consumer and customer of your company I am utterly appalled at this situation. I will be taking personal action by purchasing more Fair Trade chocolate in the future. Fair trade is ethically certified, supports local farmers in impoverished regions and invests in the development of their communities.

As a manufacturer of chocolate products you have an imperative moral responsibility to address this issue; not only because it is the right thing to do but because your profits are implicitly linked with the abuse of human rights occurring within the chocolate industry. There are several key things your company has the power to do which would be a crucial contribution to the global effort tackling this horrific problem.

- 1) Increase the number of your products meriting Fair Trade certification with the view to certifying your entire cocoa supply.
- 2) Sign the Traffik Free Chocolate Pledge at www.stophetraffik.org.au/chocolate/
- 3) Increase your financial commitment to programs such as the International Cocoa Initiative and the IMPACT program.
- 4) More proactively support independent certification schemes, such as by committing to buying UTZ certified cocoa beans once this project starts.

For more information you could contact Oxfam, World Vision, Stop The Traffik or The Australian Fair Trade Association which, among other prominent organisations and persons, are all campaigning to overcome this abhorrent situation.

I most strongly urge you to take the steps necessary to enact these important and effective measures. Conscience demands it.

Yours faithfully,