

Kraft has pioneered the sustainable production of coffee and cocoa beans for use in mainstream brands

- 1993** Pioneered the first coffee sustainability programme, targeted at improving Peruvian Coffee quality
- 2000** Formed a public-private partnership in Vietnam supporting 2,000 farmers
- 2003** Launched our collaboration with the Rainforest Alliance
- 2005** Launched our first brands using 100% coffee and cocoa from Rainforest Alliance Certified™ farms: Jacques Vabre (France), Gevalia Ekologiskt (Sweden)
Splendid (Italy) and Kenco Sustainable Development (UK)
- 2005** Set up a public-private partnership in Ecuador for sustainably produced cocoa from Rainforest Alliance Certified™ farms, supporting 2300 cocoa farmers
- 2006** Yuban launched a full line of coffees using beans from Rainforest Alliance Certified™ farms
- 2006** Bought the first Ethiopian coffee from Rainforest Alliance Certified™ farms, blending it into EU coffees
- 2006** Formed a public-private partnership in the Côte d'Ivoire for sustainably produced cocoa from Rainforest Alliance Certified™ farms, supporting more than 350 cocoa farmers.



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- 2006 Jacobs Milea, made using 100% coffee from Rainforest Alliance Certified™ farms, launched in Germany**
- 2006 McDonald's Europe signed agreement to launch Kraft-branded coffees sourced from Rainforest Alliance Certified™ farms.**
- 2007 Saimaza brand in Spain launched new coffee using only beans from Rainforest Alliance Certified™ farms.**
- 2007 Jacobs Nachhaltige Entwicklung, made only with beans from Rainforest Alliance Certified™ farms, launched in Germany**
- 2007 First crops of sustainably grown cocoa beans available and blended into our chocolate products**
- 2008 Jacobs Espresso coffee beans, made only with beans from Rainforest Alliance Certified™ farms, launched in Greece**
- 2008 Kenco announced that it will convert its entire freeze-dried coffee range to beans from Rainforest Alliance Certified™ farms by 2010**

