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PRESS RELEASE

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Indonesian Ambassador Hosts Industry Leaders at World Cocoa Foundation Chocolate Fest

June 22, 2011, Washington, DC – His Excellency Dr. Dino Patti Djalal, Ambassador of the Republic of Indonesia to the United States, hosted other diplomats, government representatives, and leaders from the chocolate industry at the first annual World Cocoa Foundation (WCF) Chocolate Fest at the Indonesian Embassy in Washington, DC. The event featured traditional Indonesian cuisine followed by a chocolate dessert buffet.

Indonesia is the world's third largest cocoa producing country. Ambassador Djalal commended WCF for its work in support of cocoa farmers and their families, saying, "The work of the World Cocoa Foundation and the involvement of its member companies in programs like the PEKA Cocoa Improvement Project, which aims to increase revenue and improve productivity and quality standards for farming communities in Aceh, is especially important."

WCF Chairwoman Anne Alonzo, Vice President for Global Public Policy, Kraft Foods, said, "We are honored that the Indonesia Ambassador to the U.S. hosted this significant cocoa industry gathering. We applaud the Government of Indonesia's effort to develop its agriculture sector and the availability of key commodities. As an industry, we especially seek the opportunity to support efforts to boost cocoa production and fermentation."

WCF President Bill Guyton, who will travel to Indonesia next week to participate in the 5th Indonesian International Cocoa Conference, added, "We are pleased to be working in partnership with our member companies and the Indonesian government to support cocoa farmers, their families, and their communities."

Sponsors for the Chocolate Fest event included WCF members Kraft Foods, The Hershey Company, Mars Incorporated, Cargill, and Dependable Distribution Services. Proceeds from the event benefit WCF programs supporting cocoa farming communities in Indonesia and Southeast Asia.

The **World Cocoa Foundation** (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. These efforts help increase the supply of cocoa and help guarantee chocolate lovers access to their favorite products. WCF's membership includes cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80% of the global cocoa market. For more information, visit www.worldcocoa.org.

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