

Educating Today's Youth:

Here and Abroad

A child's home life and income level affect his or her chance of receiving the education necessary for success in the "real world."

Providing our nation's youth with the skill sets and knowledge they'll need later in life, regardless of socio-economic backgrounds, should be the responsibility of citizens, politicians and businesses alike; but additionally, many companies are also taking great strides to improve educational facilities abroad.

Dole, the world's largest producer of fresh fruits and vegetables, supports the Philippines through its partnership in an Adopt-a-School program which allows businesses to adopt schools in need. The Starbucks Foundation funds literacy programs in the U.S., Canada and other communities where Starbucks has stores. The company also created the Starbucks China Education Program, which includes an initiative to train teachers in rural areas in China.

Here in the states, PepsiCo, which has a long history of commitment to educational programs, donated \$1 million last year to the United Negro College Fund (UNCF) to help provide scholarships to students at colleges all over the country.

The Hershey Company's largest shareholder is actually a school for underprivileged children. Founded by Milton Hershey, the company's creator, it is now in its 100th year and has touched the lives of thousands of children who otherwise would not have been able to afford private education.

"The school is completely free, and every child admitted comes from dire poverty, from true social and financial need," says Jody Cook, Hershey's director of product publicity.

Milton and his wife established a trust to fund the school and left their entire fortune to the cause. "For 100 years, without consumers knowing it, every time they have enjoyed a Hershey chocolate, they've been supporting this school," explains Cook.

Educational initiatives at home and abroad are a means for companies to help better the lives of underprivileged children and improve the communities they serve... so go ahead and indulge in a soda pop or chocolate bar—it could be for a good cause.

Sweet Sustainability:

Improving the Lives of Cocoa Farmers

Approximately 70 percent of the world's cocoa comes from West and Central Africa. Improving the livelihoods of the cocoa-farming families in the region is essential to the long-term sustainability of the cocoa sector.

The World Cocoa Foundation (WCF) is committed to promoting economic and social development and environmental stewardship in all 15 cocoa-producing countries around the world, including these regions.

The foundation, established in 2000, boasts nearly 70 member companies from the Americas, Europe, Asia and Africa. WCF actively supports a range of farm-level programs harnessing sustainable agriculture practices to improve the quality of life for the millions of small family farmers growing this unique crop. The Cocoa Livelihoods Program is an example of agriculture programs managed by WCF.

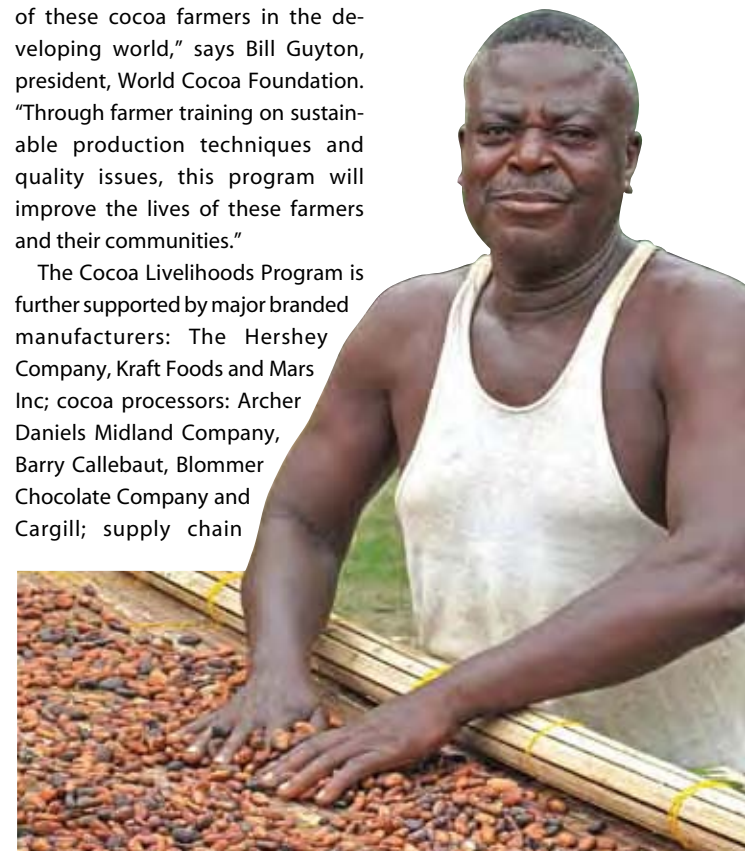
This program was developed through a collaborative partnership between WCF, the Bill & Melinda Gates Foundation and 12 cocoa companies. Between 2009 and 2014, the program will work with approximately 200,000 cocoa-farming households in Cameroon, Côte d'Ivoire, Ghana, Liberia and Nigeria to reach the program's goal of doubling the income of one-third of Africa's cocoa

farmers with small family farms.

"We know from experience that cocoa can play a significant, positive role in increasing the family incomes of these cocoa farmers in the developing world," says Bill Guyton, president, World Cocoa Foundation. "Through farmer training on sustainable production techniques and quality issues, this program will improve the lives of these farmers and their communities."

The Cocoa Livelihoods Program is further supported by major branded manufacturers: The Hershey Company, Kraft Foods and Mars Inc; cocoa processors: Archer Daniels Midland Company, Barry Callebaut, Blommer Chocolate Company and Cargill; supply chain

managers and allied industries: Armajaro, Ecom-Agrocacao, Noble Resources S.A., Olam International Ltd. and Starbucks Coffee Company; as well as the German Ministry for Economic Cooperation and Development (BMZ). Additionally, representatives from each national government are partners and advisors.



The World Cocoa Foundation Encouraging Sustainable, Responsible Cocoa Growing



For more information, please visit www.worldcocoafoundation.org • wcf@worldcocoa.org