

Nestlé UK Ltd

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Nestlé

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02 August 2016

DIRECT LINE: 0800 000030

Dear Miss S Burton

DATE

DIRECT FAX: 01904 603461

Thanks so much for getting in touch - it was great to hear from you! It is always nice when our younger consumers contact us.

Following on from the success of 4 Finger Kit Kat becoming the first chocolate biscuit to go Fairtrade back in 2010, from January 2013 our 2 Finger Kit Kat also became Fairtrade making it the first mainstream brand in the biscuit aisle to gain Fairtrade certification. It also became the UK and Ireland's second most popular Fairtrade product after bananas.

We will continue to work with Fairtrade to build relationships with additional co-ops to increase the supply of high quality Fairtrade cocoa from the Cote d'Ivoire, as part of our global Cocoa Plan.

Our Fairtrade cocoa beans come from the Ivory Coast, a country in West Africa which has had many problems over the years including civil wars, poverty and bad harvests. Nestlé has been buying cocoa beans from the Ivory Coast for over 50 years and we are working really hard with the Fairtrade Foundation to increase the amount of Fairtrade cocoa beans so we can increase the number of Fairtrade products.

But in addition to Fairtrade, Nestlé supports the cocoa farmers and communities through a project called The Cocoa Plan. Please have a look at [www.nestlecocoaplan.com](http://www.nestlecocoaplan.com) for more information but in brief, The Cocoa Plan is about:

1. Improving the quality and quantity of cocoa by giving farmers 12 million stronger cocoa plants, each one producing more cocoa
2. Giving farmers training to teach better farming methods – such as pruning of trees and drying of beans
3. Nestlé buying beans directly from farms where possible so they get more money for their crops
4. Working with people like the International Cocoa Initiative, World Cocoa Foundation and Fairtrade to build new schools in the country to improve education

We understand it is frustrating not more of our products are Fairtrade but we are working to try and change this and our Cocoa Plan is doing lots to support the farmers and communities in the Ivory Coast.

Thank you so much for the interest you have shown in our company.

Yours sincerely

Lynne Baxter  
Contact Centre Executive  
Consumer Engagement Services

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