

News Release

Supporting on-the-ground cocoa sustainability activities

Barry Callebaut's Cocoa Horizons Truck reaches 10,000 km milestone – over 30,000 villagers visited

- **Cocoa Horizons truck brings farmer training in good agricultural practices, child protection awareness, medical attention and evening entertainment**
- **In less than one year, the truck travelled 10,000 km, visiting 33,000 people across 63 villages, and provided more than 4,000 people with free medical consultations**

Zurich/Switzerland, December 15, 2014 – The Barry Callebaut Group, the world's leading manufacturer of high-quality chocolate and cocoa products, announces that its Cocoa Horizons Truck passed the symbolic milestone of 10,000 km and reached 33,000 participants, less than a year after the start of its journey into remote cocoa growing areas of Côte d'Ivoire. Last week, the truck passed the 10,000 km mark between the villages of Obrouayo and N'Drikro, in southwestern Côte d'Ivoire.

A unique concept to bring farmer training, education and health to remote communities

The Cocoa Horizons Truck is equipped with modern communication material powered by solar energy. It acts as a stage where Barry Callebaut's own training experts animate farmer training sessions in good agricultural practices, literacy training and child labor sensitization programs, in addition to evening entertainment. Where needed, a nurse is also on board to provide basic health care, such as medical consultations and common medicines. More than 4,000 people have already benefited from such a medical visit.

Hervé Beerens, responsible at Barry Callebaut for the Cocoa Horizons Truck project, explained why the truck is so popular: "The shows are accessible to everyone and we welcome every member of the village, men and women, young and old. The topics are very diverse, presented in a way that is both easy to understand and fun. During an event, the enthusiasm spreads across the crowd and makes the message stick in the heart and mind of the audience".

More than 30 Barry Callebaut employees working on the ground with cocoa farmers

The truck supports the impact and adoption of Barry Callebaut's sustainability programs. It is part of the Group's 10-year Cocoa Horizons sustainability initiative which includes a Cocoa Centre of Excellence, 23 model farms and 550 farmer field schools, cascading training to tens of thousands of cocoa farmers across Côte d'Ivoire.

"As part of our Cocoa Horizons activities in Côte d'Ivoire, we have more than 30 Barry Callebaut employees on the ground who are directly working with more than 30,000 farmers," said Anke Massart, Barry Callebaut's General Manager Cocoa Horizons. "With the Cocoa Horizons Truck, we have scaled up our activities in order to accelerate our drive towards a more sustainable cocoa sector".

For more information about the Cocoa Horizons Truck please visit our [website](#).

Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 5.9 billion (EUR 4.8 billion / USD 6.5 billion) in fiscal year 2013/14, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs more than 50 production facilities worldwide and employs a diverse and dedicated global workforce of over 9,300 people.

The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these Gourmet customers are Callebaut® and Cacao Barry®.

The Barry Callebaut Group is committed to sustainable cocoa production through its “Cocoa Horizons” initiative to help ensure future supplies of cocoa as well as improve farmer livelihoods.

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