
HERSHEY'S®

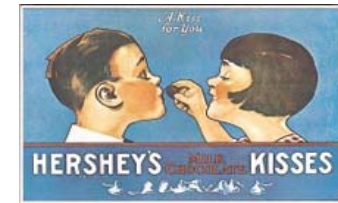
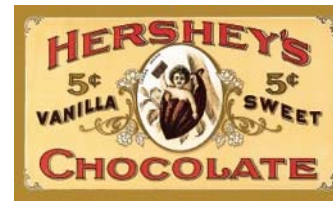


The Hershey Company

Milton S. Hershey



The Hershey Company was founded in 1894 by Milton S. Hershey, whose imagination, strong work ethic and concern for others are reflected in the company's **commitment to consumers, community, shareholders and children**. Milton Hershey's spirit can also be seen in how we inspire and reward our employees.



Hershey, a global company...

- \$7.1 billion net sales (proj) in 2014
 - 100% of sales are confection
 - Majority of the product portfolio is chocolate
- ~ 14,000 employees around the world
- Products available in over 70 countries around the world



Align Current Programs with CocoaAction Objectives



- New trees
- Fertilizer
- Community development
- Engage governments
- Digital delivery
- Key Performance Indicators



HERSHEY'S COCOA
SUSTAINABILITY
STRATEGY



CocoaLink Successfully Piloted in Ghana Ready to Scale Up and Help Enable CocoaAction

“As originally intended, COCOBOD, a dependable partner throughout the pilot phase of CocoaLink, now takes over the management.”

...Ghana Cocoa Board
March 18, 2014



Hershey's Learn to Grow – Ghana

Identify LTG Framers For CocoaAction



2014

- 1,467 farmers
- One growing region
- 500+ CocoaLink users
- Community training
- GPS mapping
- Yield improvement over baseline = 300kg/ha
- No food crops

2018

- 22,000 farmers
- Five growing regions
- 20,000+ CocoaLink users
- Women training programs
- Customized farm business plan
- Yield improvement over baseline = 650kg/ha
- Food crop (e.g. cassava or plantain)



Cocoa Sustainability Challenges

- Translating plans into action
- Aligning with...
 - Governments
 - Donors
 - Suppliers
 - Competitors
 - NGOs
- Measuring impact

