The Future Of Chocolate: Major Brands Adopting Fair Trade

Nowadays, a lot of people take care of where their food come from, how the raw materials are produced, if farmer use pesticides during the culture and more, they are sensible to the child labor. That is why the brands have to hardly be careful to all this points to take care of their brand images.

More fair-trade chocolate production

Kit Kat is one of the most popular Faire trade products in the chocolate industry since 2010, and past February Nestlé Kit Kat become the first brand using 100% fair trade cacao. is the first brand with. Kit Kat cacao is cultivated in Ivory, one of the poorest country in the world, where more that 40% of the Mondial cacao is produced. Kit Kat guarantees to around 5,000 Ivorian farmers to be paid with a salary that will allow them to cover a sustainable production and also allow them to invest in development projects: build school, provide healthcare. In order to have better living conditions. They named this plan: Cacao Plan. They extend The Nestlé Cacao Plan to all other countries that produce Cacao for their chocolates of biscuits.

Milka decided to take the same way by joining the Mondelez's Cacao Life sustainable program by the end of 2019. The two brands want to to go deeper by taking part of the reduction of the deforestation, reduction of the water use in agriculture and abolish child labor by helping the cities to build school in rural areas.

Kinder is not involved in the production of fair trade cacao, they decided to focus themselves on the production of sustainable palm oil, which is the main ingredient in all of their products.

The current plan for the both brands, is to train intensively farmer to be more and more sustainable with their culture practices and have a lower impact on the planet health.

In a communication plan show and marketing their engagement they launched a collaboration with Good-Loop an ethical video platform here customers watch ads online of Cacao Plan farm sustainability. This little films help the consumer to understand its impact on education, farmer's lives and child labor by buying Kit Kat products.

What about plastic?

On an other side, the chocolate industry use a lot of plastic packaging, all the chocolate tablet Milka, the Kit Kat's chocolate bar or the Kinder Bueno's are packed in plastic, which pollute a lot because it is not at all reusable. ….. tons of plastic each year. This huge plastic production and use affect directly our planet and specialy oceans: now we know that around 700 species are threatened by plastic.

To respond to this crucial problematic, they decided to start in Japan which is the biggest market for the brand: around 4 million of their chocolate bars are sold each day.. They

developed an eco-friendly packaging for the mini Kit Kat’s bars by replacing plastic by origami paper. So customer can reuse it to turn it in art origami, a symbol of hope. They wanted to go further by developing this innovation on for all of their bar products and hope a reduce of 400 tons of plastics in the future years.

Kit Kat take clearly in consideration the planet pollution crisis by implement actions to quickly reduce their impact on the climate and plastic pollution and be a fair trade brand that respect farmer and the technics of culture. Milka start to join this way by providing faire trade products. And we can say that Kinder is not yet fully involved in this process, but it will be probably for them an obligation.