




# Easter Chocolate Shopping Guide

Easter is the largest chocolate shopping holiday of the year, but what's really going into the chocolate we buy? Mighty Earth's recent investigations found that chocolate companies' cocoa is driving deforestation worldwide, destroying biodiverse rainforest habitats for chimpanzees and other endangered animals. Our examination of the latest company commitments shows significant improvement in policy since our investigation - though every company has a huge amount of work to do to implement these policies.

But while some companies are rising to the challenge, many others continue to ignore consumer demand for deforestation-free

chocolate. 24 major companies have recently signed a pledge to take action on West Africa cocoa, embrace best practices, and end deforestation there, working together with the governments of Ivory Coast and Ghana. A few leading companies have taken it one step further, to embrace deforestation-free cocoa policies worldwide. Even fewer are stepping up to the plate and committing to only forest-friendly, shade-grown cocoa known as 'agroforestry'. This guide breaks down company commitments.

Of course, commitments are just a first step. Mighty Earth is closely monitoring corporate implementation of these policies and will report on those in the future.





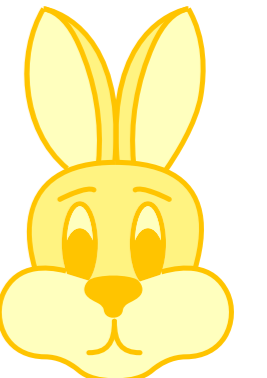




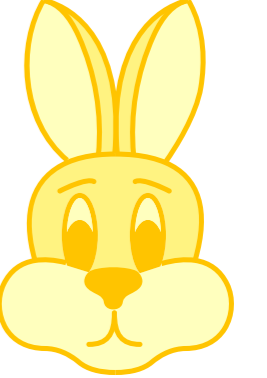




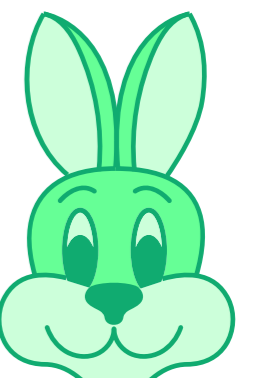
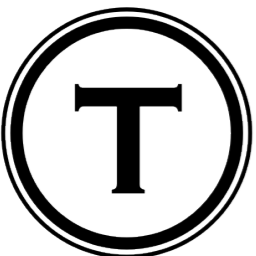



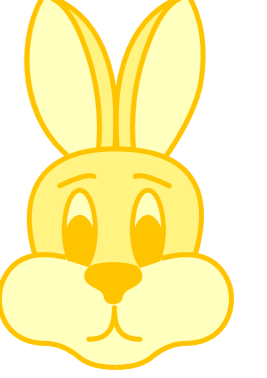

-  Leading the industry on policy
-  Lagging, policy improvements needed
-  Bad policy or no policy

Chocolate Company	Brands	Improving West African cocoa	Agroforestry for all cocoa worldwide	Deforestation-free cocoa worldwide	Overall Score
<b>HERSHEY'S</b>					
<b>CHOCOLATS HALBA</b>					
<b>Nestlé</b>					
<b>Unilever</b>					
<b>M&amp;S</b>					
<b>Mondelēz International</b>					
<b>FERRERO</b>					
<b>pladis</b>					
<b>GODIVA Chocolatier</b>					
<b>Lindt</b>					
<b>meiji</b>					
<b>Blommer CHOCOLATE</b>					
<b>LOTTE</b>					
<b>General Mills</b>					
<b>Whittaker's</b>					
<b>STARBUCKS COFFEE</b>					
<b>ITOCHU</b>					
<b>morinaga</b>					
<b>VALRHONA</b>					

# Retailers Shopping Guide

Retailer	Improving West African cocoa	Agroforestry for all cocoa worldwide	Deforestation-free cocoa worldwide	Overall Score
				
				
				
				
				
				
				

# Cocoa Suppliers

Supplier	Improving West African cocoa	Agroforestry for all cocoa worldwide	Deforestation-free cocoa worldwide	Overall Score
				
				
				
 TOUTON				
 CHOCOLATIER FRANÇAIS	