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Sustainability Experts To Host Panel Discussion On Nurturing The Next Generation Of Cocoa Farmers

NORTHFIELD, Ill., Sep. 28 /CSRwire/ - /PRNewswire/ - Sustainability experts will gather on October 4 before the launch of the *Chocolate Around the World* exhibit at The Field Museum in Chicago for a panel discussion on nurturing the next generation of cocoa farmers. World Cocoa Foundation, the poverty-fighting organization CARE, The Chicago Council on Global Affairs and Kraft Foods are hosting the event.

Panelists will share their perspectives on why and how cocoa can become an attractive business for the next generation of cocoa farmers. They will discuss how governments, the cocoa and chocolate industry and farmers themselves can play a role to improve farmer incomes and support thriving village communities.

Mary Ellen Johnston, Regional Director for Concern Worldwide U.S., will moderate the panel. Concern is a non-governmental, international humanitarian organization that has an on-the-ground presence in 25 of the world's poorest countries.

Panel experts include Bill Guyton, President of the World Cocoa Foundation (WCF); Yaa Peprah Agyeman Amekudzi, Director of the Cadbury Cocoa Partnership of Kraft Foods, Ghana; and Late Lawson-Lartego, Director of the Economic Development Unit at CARE.

Kraft Foods is committed to improving the livelihoods of cocoa farmers and promoting cocoa sustainability. Today, 40-50 million people around the world depend on cocoa for their livelihood. Industry, governments and cocoa farmers are working together to promote the long-term stability and success of this crop, starting with the well-being of farmers and their families.

Through grassroots programs in Africa, the World Cocoa Foundation and its members create meaningful partnerships that drive positive change and empower the next generation of cocoa farmers. WCF's Empowering Cocoa Households with Opportunities and Education Solutions (ECHOES) Alliance aims to strengthen cocoa-growing communities by expanding opportunities for youth and young adults through education. WCF's Cocoa Livelihoods Program (CLP) works at increasing farmer incomes through agricultural and business training.

About Kraft Foods

The company and the Kraft Foods Foundation have donated more than \$1 billion in cash and food to hunger-relief organizations over the past 25 years. Through support of partners, including Save the Children, Feeding America, INMED Partnerships for Children, Charities Aid Federation and CARE, the company and Foundation support programs in 46 countries and on almost every continent.

Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands *Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia, Tang* and *Trident* – generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business with estimated revenue of \$32 billion and a high-margin North American grocery business with estimated revenue of \$16 billion, based on 2010 financial results, adjusted for divestitures. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit kraftfoodscompany.com and facebook.com/kraftfoodscorporate.

About The World Cocoa Foundation

The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. These efforts help increase the supply of cocoa and help guarantee chocolate lovers access to their favorite products. WCF's membership includes cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80% of the global cocoa market. For more information, visit www.worldcocoa.org.

About CARE

Founded in 1945 with the creation of the CARE Package, CARE is a leading humanitarian organization fighting global poverty. CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to lift whole families and entire communities out of poverty. Last year CARE worked in 87 countries and reached 82 million people around the world. To learn more, visit www.care.org.

[About The Chicago Council on Global Affairs](#)

The Chicago Council on Global Affairs, founded in 1922, is a prominent, independent and nonpartisan organization committed to influencing the discourse on global issues through contributions to opinion and policy formation, leadership dialogue, and public learning. Long known for its studies of American public opinion on foreign policy matters, the Council is expanding its contributions to discussions of critical global issues through studies, task force reports, and leadership dialogue. Recent Chicago Council reports include task forces focused on rethinking U.S. agriculture policies to better align them with market opportunities and international obligations, examining the future of Chicago as a global city, and increasing the engagement of Muslim Americans in U.S. civic and political life. For more information visit thechicagocouncil.org.

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SOURCE: Kraft Foods