

The Nestlé situation concerning Kit Kat and Fairtrade

Nestlé has informed the Fairtrade Foundation that, after 10 years of sourcing Fairtrade cocoa and sugar for its Kit Kat bars, it will end its Fairtrade commitment and promote their own Cocoa Plan on packs.

As the Town Council rep on Fairtrade Portishead I ask Portishead Town Council to write to Mark Schneider, CEO of Nestle, at their headquarters in York deploring this action.

A draft letter is below.

Dear Mr Schneider,

RE: KIT KAT BARS

On behalf of Portishead Town Council and Portishead Fairtrade, I am writing to ask you to reconsider the decision to cease buying cocoa from Cote d'Ivoire and cane sugar from Fiji and Malawi for use in Kit Kats, as this would result in local producers losing the Fairtrade premium.

The average income per day for cocoa farmers is £0.74. It would cost Nestle less than £0.01 per Kit Kat to maintain the Fairtrade premium to producers. Farmers supplying cocoa and sugar for use in Kit Kats receive almost £2m in Fairtrade premium per year. Typically, this money is invested in health care, children's education, clean water pumps, solar powered electricity, better farming techniques, and women's empowerment as well as paying cash directly to farmers.

Helping people to help themselves is a good thing and it is within your power to retain these premiums that the farmers earn through their hard work.

The councillors and community in this Town very much hope that such a major decision will be reviewed and consideration given to the moral obligations that as human beings we owe to one another.

Yours sincerely,