

Nidar commits to sustainably sourced UTZ certified cocoa

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Amsterdam, June 22 - Nidar, one of the leading manufacturers of chocolates to the Norwegian marketplace, has committed to UTZ CERTIFIED cocoa for their products. This was agreed upon when both parties signed a cocoa agreement yesterday. The cooperation between Nidar and UTZ CERTIFIED fits the trend in which companies commit to upcoming markets and take responsibility in sourcing sustainably produced products.

The first batch of UTZ CERTIFIED cocoa will arrive at Nidar's plant in the autumn of 2010. By the end of 2015 the entire volume is to be fully sustainably sourced. With this, the company is making a significant commitment towards improving the livelihoods of farmers and taking responsibility towards consumers.

"We are excited to welcome Nidar as part of the UTZ CERTIFIED Cocoa Program. Nidar's clear commitment shows that sustainability is about to leave the niche it has been in until now and that responsible production will be soon the standard. More and more cocoa growing communities will receive training in good agricultural practices which will result in higher quality and lower costs",
comments Han de Groot, executive director of UTZ CERTIFIED.

About UTZ CERTIFIED



UTZ CERTIFIED Good Inside is a sustainability program dedicated to creating an open and transparent marketplace for agricultural products. Besides coffee UTZ CERTIFIED has

developed sustainability models for the production of cocoa and tea, and offers traceability services for palm oil. UTZ CERTIFIED's vision is to achieve sustainable agricultural supply chains in which farmers are trained to be professionals. The industry takes responsibility by demanding and sourcing sustainably grown products and consumers buy products that meet their standard for social and environmental responsibility. More information: utzcertified.org.

About Nidar

Nidar is the leading supplier of confectionary to the Norwegian market. Nidar has a proud brand legacy, and produces chocolate and other sweets. Nidar was founded 1912 and has approximately 500 employees today. Both the development and the production of Nidar's sweets take place in Trondheim, Norway. More information: www.nidar.com