



UTZ CERTIFIED sustainability program pays off

Consumption sustainable coffee increases by 35 percent

Amsterdam, 27 July – During the first half of this year, the consumption of sustainably sourced coffee increased by 35 percent compared to the same period last year. This shows from the sales figures of UTZ CERTIFIED *Good Inside*. The increase means an improvement in working conditions and an improvement in the competitive position of UTZ CERTIFIED coffee farmers all over the world. Farmers are trained in improving their social, environmental and business practices leading to increased quantity and quality of their coffee and also a stronger position on the world market.

The sales of UTZ CERTIFIED coffee increased to 59.323 metric tons by the end of June 2010. That is almost 16.000 metric tons more than was sold during the same period last year.

Brazil biggest supplier sustainable coffee

Of all UTZ CERTIFIED coffee around 34 percent of the total coffee sales, almost 20.000 metric tons, originates from Brazil. This makes Brazil the biggest supplier of certified coffee within the UTZ sustainability program. Vietnam holds second place with 13.195 metric tons (22 percent of UTZ CERTIFIED coffee sales). Honduras, Colombia and Guatemala are respectively in third, fourth and fifth place.

Top five production countries	Total UTZ CERTIFIED coffee sold in metric tons from January – June 2010
1. Brazil	19.828
2. Vietnam	13.195
3. Honduras	11.690
4. Colombia	3.388
5. Guatemala	2.910

First certified cocoa to enter market

In addition to the coffee program, UTZ CERTIFIED has also developed a sustainability program for the production of cocoa. Through the cocoa program, farmers are trained to become professional and responsible businessmen. In the first six months of 2010, farmers in the Ivory Coast were the biggest cocoa producers with 11.784 metric tons of UTZ CERTIFIED cocoa. Several UTZ partners including FrieslandCampina, Mars, Baronie, Heinz and Albert Heijn have launched or will launch their first products produced with UTZ CERTIFIED cocoa this year.

Working towards a sustainable tea market

Important steps have been taken in the UTZ CERTIFIED tea program as well. Pickwick, one of the most popular tea brands in the Netherlands, committed to using only UTZ CERTIFIED tea for their Pickwick English Tea Blend. Sara Lee, owner of the Pickwick brand, bought 2 metric tons of sustainably produced tea. That's one third of the entire purchasing volume of Sara Lee Europe. The certification of the English tea blend is an important first step in further sustaining the tea market.

About UTZ CERTIFIED

UTZ CERTIFIED *Good Inside* is a market oriented sustainability program and is one of the largest programs for sustainable coffee. Besides coffee, UTZ CERTIFIED has developed sustainability models for the production of cocoa and tea, and offers traceability services for palm oil. Within the UTZ CERTIFIED program farmers are trained to use cost efficient and environmentally and socially responsible farming practices. Examples of this are a sustainable use of land, the exclusion of environmentally harmful pesticides and the compliance with labor laws. This way farmers become professional and responsible entrepreneurs and sustainable agricultural supply chains can be achieved. The industry takes responsibility by demanding and sourcing sustainably grown products. Consumers can enjoy their favorite brand whilst knowing it was produced in a way which meets their standard for social and environmental responsibility. More information: www.utzcertified.org.

Press release



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