

Despite increasing consumer pressure; solid growth in sustainable beverages and commitments **Over 13,3 billion cups of UTZ Certified coffee sold in first half of 2012**

Amsterdam, July 26 – Sales of UTZ Certified coffee reached a total of 1,561,717 bags of 60 kg in the first six months of 2012. Tea has already reached 1,5 million kilos and cocoa is still booming with a current sales volume of 59,8 million kilos. These figures reflect a steady growth in availability of UTZ Certified products. Even though pressure is increasing on consumer purchasing and the current economic slowdown has had an impact on coffee prices and demand, we are still seeing solid growth in sustainable beverages and commitment from partners.

Commitments of UTZ Certified partners provide a good insight in market developments. However strong the pressure is on the consumer purchases, business is still committing to sustainably produced products. In the last six months several existing UTZ partners extended their commitments to sourcing UTZ certified coffee, cocoa or tea, and new partners joined the program.

Industry invests

The commitment of new and existing partners is crucial to the success of the UTZ program. UTZ Certified works together with industry to drive change; where industry invests in and rewards sustainable production and consumers can enjoy and trust the products they buy. We welcome our new partners like KLM, now serving UTZ certified coffee on their worldwide flights. Griesson - de Beukelaer purchases only UTZ Certified cocoa for all their branded chocolate & biscuit products and the Finnish Panda chocolate bars are now carrying the UTZ Certified label. Leading Colombian tea supplier Agrícola Himalaya S.A launched UTZ Certified tea products as the first private company in Colombia. One of the most famous brands for desserts in The Netherlands, Mona, now buys UTZ Certified cocoa for all their chocolate desserts and Bahlsen, the number one in the German market for sweet biscuits, switched a large part of their product range to 100% UTZ Certified cocoa.

Ford Foundation supports UTZ

Not only industry supports UTZ in its efforts towards making sustainable farming the norm. UTZ Certified is proud to announce it has received a generous grant, assigned by the Ford Foundation. This grant will be dedicated to further stimulate sustainable supply chains while including small-scale farmers, and measuring the impact of the sustainability program. Because these industry partners and stakeholders invest in UTZ Certified, we are able to help more and more farmers, workers and their families to fulfill their ambitions.

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Note to the editors. Not for publication.

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