

Why boycott Nestlé Fairtrade KitKat?

- Nestlé is not a Fairtrade company - less than 3% of its cocoa is certified Fairtrade
- Nestlé has still not delivered on a promise to end child slavery in the rest of its cocoa supply chain
- Nestlé is the target of a boycott for pushing baby milk in breach of international standards
- Nestlé latest strategy is to tell mothers its formula is the 'natural start' and 'protects' their babies. Breastfeeding is the real natural start. Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, are more likely to die.



ABOVE: Nestlé has been taken to court in the US over child labour and slavery in its cocoa supply chain (photo: ILRF).



'Globally, breastfeeding has the potential to prevent about 800,000 under-five deaths per year if all children were optimally breastfed'

World Health Organisation, 2013



See www.babymilkaction.org for further information and action ideas



Here are 10 facts Nestlé executives do not want you to know. You can help to call them to account.

1. Nestlé is not a Fairtrade company – the Fairtrade mark is awarded by the Fairtrade Foundation to specific products. According to Nestlé it purchases 9,600 tonnes of cocoa a year through the Fairtrade scheme for KitKat. Its total cocoa purchase is about 365,000 tonnes. So just 2.6% of Nestlé's cocoa is certified as Fairtrade.
2. Legal action has been taken by US campaigners on behalf of former child slaves who worked on farms supplying Nestlé and other companies. The Business and Human Rights Resource Centre reported in December 2013 that despite Nestlé trying to have the case thrown out of court it will now go ahead: *'The plaintiffs allege that they were forced to work long hours without pay, kept in locked rooms when not working and suffered severe physical abuse by those guarding them. The plaintiffs allege that the companies aided, abetted or failed to prevent the torture, forced labour and arbitrary detention that they had suffered as child slaves.'*
3. In 2001 Nestlé agreed to the *Harkin-Engel protocol* for ending child slavery in its cocoa supply chain within 5 years, but has failed to deliver.
4. Nestlé uses its Fairtrade Partners' Blend coffee to pretend it has changed how it treats coffee farmers. Launched in 2005, only 0.1% of coffee farmers dependent on Nestlé are involved. Nestlé is accused of driving down prices for the rest.
5. Nestlé systematically violates the *International Code of Marketing of Breastmilk Substitutes*. The Code and other Resolutions were adopted by the World Health Assembly to ensure that mothers are not discouraged from breastfeeding and that breastmilk substitutes are used safely if needed. The World Health Organisation *Status Report*, published 2013, says: *'Globally, breastfeeding has the potential to prevent about 800,000 under-five deaths per year if all children 0-23 months were optimally breastfed'*
6. Nestlé promotes its formula with logos claiming it is the *'natural start'* and *'protects'* babies. Executives at the highest level defend this practice.
7. The International Baby Food Action Network (IBFAN) *Breaking the Rules 2014* monitoring report documents violations from around the world. Nestlé said 90% of the violations in its profile comply with its own policies, which are not in line with the rules.
8. Nestlé drives down standards for the baby food industry as a whole. Nestlé entered the UK in 2012 with the takeover of the SMA brand and is targeting health workers with events at hotels to bypass restrictions many health facilities have on company representatives meeting with staff.
9. Nestlé's Global Public Affairs Manager has admitted Nestlé is *'widely boycotted'* - in fact, it is one of the four most boycotted companies on the planet, according to an independent survey.
10. The boycott has stopped some Nestlé malpractice and with your support we can force Nestlé to remove its *'natural start'* and *'protect'* claims from formula labels, stop all violations and accept our four-point plan for saving lives and ending the boycott.

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Nestlé makes a profit while others count the cost.

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