

# Why boycott Nestlé Fairtrade KitKat?

• **Nestlé is not a Fairtrade company - only 1% 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 - telling mothers its formula 'protects' their babies, when...**

**"Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year."**

**UNICEF**

See [www.babymilkaction.org](http://www.babymilkaction.org) for further information and action ideas.



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

**BELOW: Formula in Malawi, one of the world's poorest countries, with a 'protect' logo.**



**BABY MILK ACTION**



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

1. Nestlé Fairtrade KitKat benefits the 6,000 farmers who are in the scheme, but millions of people outside the scheme are dependent on Nestlé. In 2001 Nestlé agreed to the Harkin-Engel protocol for ending child slavery in its cocoa supply chain within 5 years. It has been taken to court by US campaigners for failing to deliver. Only 1% of Nestlé's cocoa is certified as Fairtrade.
2. Nestlé launched Fairtrade Partners' Blend coffee in 2005 and, as with KitKat, uses it to pretend it has changed how it treats farmers. Only 0.1% of coffee farmers dependent on Nestlé are involved and Nestlé is accused of driving down prices for the rest.
3. Nestlé violates the *International Code of Marketing of Breastmilk Substitutes* more than any other company. The Code and other Resolutions were adopted by the World Health Assembly to ensure that mothers are not discouraged from breastfeeding and to ensure breastmilk substitutes are used safely if they are needed. UNICEF says: "Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year." (State of the World's Children 2001).
4. Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and in poor settings they are more likely to die. Yet in April 2009 executives rolled out a new global strategy promoting its formula with logos claiming it 'protects' babies.
5. Nestlé drives down standards for the baby food industry as a whole. In 2007 its competitors tried to stop it advertising infant formula in supermarkets in South Africa, but Nestlé defended its strategy before the Advertising Standards Authority, which it part funds. Now all companies may start advertising.
6. The International Baby Food Action Network (IBFAN) launched its *Breaking the Rules* monitoring report with documented examples of violations from 67 countries in November 2007. The report contains many examples of Nestlé's aggressive promotion of formula and inappropriate marketing of baby foods.
7. A former employee in Pakistan, Syed Aamar Raza, has exposed corrupt practices, including bribing of doctors, implicating staff at the highest level of the company. Aamar says he was threatened when he raised this with managers.
8. At a European Parliament Public Hearing into Nestlé malpractice in Pakistan in November 2000 UNICEF's Legal Officer commented that Nestlé's Instructions are weaker than the Code and Resolutions. UNICEF has called on it to change them.
9. Nestlé refuses to debate in public with Baby Milk Action having lost a series in 2001-2004. Baby Milk Action has invited Nestlé to participate in a public tribunal with an in-depth examination of claim and counter claim and the chance to call expert witnesses. Nestlé has refused.
10. 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. The boycott has stopped some Nestlé malpractice and with your support we can force Nestlé to remove its 'protect' claims from formula labels and accept our four-point plan for saving lives and ending the boycott.

[www.babymilkaction.org](http://www.babymilkaction.org)

**Nestlé makes a profit while others count the cost.**