



Roadmap: Mars Snacking

Background

At the 2022 General Meeting of the German Initiative on Sustainable Cocoa (GISCO), members decided to publish individual roadmaps with commitments and milestones as well as progress reports on these commitments.

The individual roadmaps are based on the [GISCO roadmap](#) which lists the goals, targeted indicators and recommendations for action on the focus topics of certified cocoa/cocoa from company programmes, traceability, deforestation/agroforestry, child labor and living income.

These public individual commitments complement the annual monitoring process carried out in cooperation with the ISCOs (European Initiatives for sustainable cocoa), give visibility of the members' contributions to the [GISCO objectives](#) and strengthen individual accountability.

Commitments

- [Traceability](#)
- [Certified cocoa and cocoa from company programmes](#)
- [Deforestation/Agroforestry](#)
- [Child Labour](#)
- [Living Income](#)

Comment of the member on the roadmap:

Traceability

Commitment (submitted in December 2022):

By 2025, 100% of cocoa sourced will be traceable from farm to first supplier point of purchase.

Milestone 1:

By 2023, 100% of cocoa we buy for our Mars Wrigley factories in Europe is traceable from farm to first supplier point of purchase, on a mass balance basis.

Milestone 2:

By 2025, 100% of cocoa sourced will be traceable from farm to first supplier point of purchase.

Progress (submitted in December 2024):

Mars achieved Milestone 1 in 2023. 100% of the volume of cocoa purchased for in-house production for our European factories is traceable from farm to first point of purchase.*

In 2023, Mars achieved 72% of our cocoa as traceable from farmer group to first point of purchase, by sourcing through our Responsibly Sourced Cocoa (RSC) program.*

*Mars manufactures products with cocoa ingredients sourced using the Mass Balance Method. Under this method, cocoa sourced under our RSC program may be mixed with conventional cocoa during processing, shipping, and manufacturing. These figures cover Mars Wrigley cocoa manufacturing.

Challenge:

Mars aims to meet these commitments in the time frames set out, but these commitments and/or deadlines cannot be guaranteed given the complex global social nature of the issues and the numerous stakeholders involved.

Certified cocoa and cocoa from company programmes

Commitment (submitted in December 2022):

By 2025, 100% of cocoa will be sourced through the Mars Responsibly Sourced Cocoa (RSC) program.

When we say “Responsibly Sourced Cocoa” we mean cocoa that has been produced and sourced in compliance with the Mars RSC Specification. This specification requires, among other things, that suppliers:

- Ensure farms that supply RSC cocoa are verified by independent third-party standards such as Rainforest Alliance and Fairtrade or a third-party verifying against the Mars RSC Specification.
- Not only have a written human rights policy that describes the supplier’s commitment and approach to eradicating child labor and forced labor but have set up child labor monitoring and remediation systems (CLMRS) covering at-risk cocoa-producing households.
- Have RSC farm plots polygon mapped—tracing the entire perimeter of a farm rather than just one GPS location point to increase transparency and traceability.

Milestone 1:

From 2023, 100% of the cocoa for our direct factory operations in Europe will be sourced through Mars’ Responsibly Sourced Cocoa Program.

Milestone 2:

By 2025, 100% of cocoa will be sourced through the Mars Responsibly Sourced Cocoa Program.

Progress (submitted in December 2024):

Mars achieved Milestone 1 in 2023.

As of Jan 2023, the Responsibly Sourced Cocoa Program produces the equivalent of 100% of the annual cocoa required for Mars direct factory operations in Europe, outside of Russia.*

In 2023, Mars sourced the equivalent of 82% of the annual cocoa requirements of its Mars Wrigley direct factory operations through its Responsibly Sourced Cocoa Program. This includes 76% of cocoa volume that is certified through Rainforest Alliance, 3% certified through Fairtrade, and 3% through the Mars Third-Party Verification Program.*

*Mars manufactures products with cocoa ingredients sourced using the Mass Balance Method. Under this method, cocoa sourced under our RSC program may be mixed with conventional cocoa during processing, shipping, and manufacturing. These figures cover Mars Wrigley cocoa manufacturing.

Challenge:

Mars aims to meet these commitments in the time frames set out, but these commitments and/or deadlines cannot be guaranteed given the complex global social nature of the issues and the numerous stakeholders involved.



Deforestation/Agroforestry

Commitment (submitted in December 2023):

By 2025, achieve a deforestation and conversion-free supply chain for the cocoa we source (as defined by the [Accountability Framework Initiative](#)), with farm plots polygon mapped by tracing the perimeter of the farm plot, to increase transparency and traceability from the farm to the first supplier point of purchase.

By 2025, as part of Mars commitment to the Cocoa and Forest Initiative (CFI), support the distribution and planting of multi-purpose trees for on-farm restoration via agroforestry, including:

- Support distribution and planting of 3.4 million multi-purpose trees in Ivory Coast
- Support distribution and planting of 2.6 million multi-purpose trees in Ghana
- Train farmers and producer organizations in Good Agriculture Practices (GAPs)

Milestone 1:

2022: CFI commitments: Mars Action Plans.

Milestone 2:

Achieve deforestation- and conversion-free supply chain for 100% of the cocoa we source by 2025.

Achieve polygon mapping for all farms in our Responsibly Sourced Cocoa Program by 2025.

Progress: (submitted in December 2024):

Mars achieved Milestone 1 in 2023. Mars developed new CFI action plans in partnership with our suppliers, outlining our activities and investments in the three pillars of the Cocoa & Forests Initiative until 2025.

Mars's Responsibly Sourced Cocoa Program requires cocoa to be deforestation- and conversion-free. In 2023, 82% of the cocoa that Mars purchased was through the Responsibly Sourced Cocoa Program.*

In 2023, 90% of the farm plots in the Responsibly Sourced Cocoa Program were polygon mapped.

*Mars manufactures products with cocoa ingredients sourced using the Mass Balance Method. Under this method, cocoa sourced under our RSC program may be mixed with conventional cocoa during processing, shipping, and manufacturing. These figures cover Mars Wrigley cocoa manufacturing.

Challenge:

Mars aims to meet these commitments in the time frames set out, but these commitments and/or deadlines cannot be guaranteed given the complex global social nature of the issues and the numerous stakeholders involved.

Child Labour

Commitment (submitted in December 2023):

CLMRS: 100% of at-risk families in our cocoa supply chains in West Africa covered by Child Labor Monitoring and Remediation Systems (CLMRS) by 2025

Women's Social and Economic Empowerment: Expand CARE's Village Savings and Loans Associations (VSLAs) to help empower women and men economically and socially, reaching more than 60,000 individuals in cocoa communities in Cote d'Ivoire and Ghana by 2025.

Help to improve access to safe, quality education for youth in cocoa farming communities.

Milestone 1:

2025: 100% of at-risk families in our cocoa supply chains in West Africa are covered by a CLMRS.

Milestone 2:

2025: Expand CARE's Village Savings and Loans Associations (VSLAs) to help empower women and men economically and socially, reaching more than 60,000 individuals in cocoa communities in Cote d'Ivoire and Ghana by 2025.

Progress (submitted in December 2024):

CLMRS:

84% of our cocoa volume produced and sourced in West Africa had Child Labor Monitoring and Remediation Systems (CLMRS) in place, which are implemented by suppliers. This represents the supply covered by the Responsibly Sourced Cocoa program in West Africa.

Women's Social and Economic Empowerment:

- Since 2020, Mars has invested an additional \$10 million in our partnership with CARE through the Women for Change program in West Africa. By the end of 2023, the program reached over 90,000 members—over 75% of whom are women—and resulted in over \$11.3 million in total savings and credits and \$7.1 million in loans by VSLA groups.
- In 2023, GrowHer Kakao - a three-year program supported by The German Agency for International Cooperation (GIZ) and Mars, implemented by a consortium consisting of Grow Asia, Mars Wrigley, Save the Children and Partnership for Sustainable Agriculture Indonesia (PisAgro) established 44 VSLAs in 40 villages, generating a total of €21,663 in funds for loans used for investments, education and approved activities.

Access to Quality Education:

- Mars was a financial contributor and partner on CLEF - the Child Learning and Education Facility. CLEF is a coalition dedicated to enhancing access to and the quality of education in cocoa-growing regions of Côte d'Ivoire by constructing school infrastructure, training teachers in effective pedagogical practices, and engaging parents in their children's learning. The coalition is led by the Ivorian Government in collaboration with the cocoa and chocolate industry and philanthropic foundations. CLEF aims to impact the lives of over 4 million children.
- In Ghana, Mars partnered with Lead for Ghana to fund the deployment of 34 fellows to 11 schools in 10 cocoa-growing communities, positively impacting the lives of more than 2,700 students in classes taught by fellows.



Challenge:

Mars aims to meet these commitments in the time frames set out, but these commitments and/or deadlines cannot be guaranteed given the complex global social nature of the issues and the numerous stakeholders involved.

Living Income

Commitment (submitted in December 2024):

Help to increase income and improve livelihoods for cocoa farming families, with ~15,000 smallholder farmers in Côte d'Ivoire, Ghana and Indonesia.

- In Côte d'Ivoire, by 2030, through the Livelihood Ecosystem Advancement Program (LEAP) pilot program in partnership with the Fairtrade Foundation and Ecookim, support an estimated 5,000 participating farmers.
- In Ghana, by 2025, through the Cocoa Yiedie "Test & Learn" Pilot in partnership with Livelihoods Fund, Solidaridad, I4DI and Touton, identify effective intervention bundles that will accelerate farmers' transition to a decent living income.
- In Indonesia, by 2026, through the Advancing Cocoa Agroforestry Towards Income, Value and Environment (ACTIVE) pilot program in collaboration with the Institute for Development Impact and under the USAID Global Development Alliance, support approximately 9,000 participating farmers.

Milestone 1:

By 2026, support approximately 9,000 participating farmers through the ACTIVE program in Indonesia.

Milestone 2:

By 2030, support an estimated 5,000 farmers in the LEAP program in Côte d'Ivoire.

Progress (submitted in December 2026):

In 2023, LEAP directly reached more than 1,700 members out of the total cooperative member population of nearly 5,400, who indirectly benefitted from the project's work on cooperative strengthening.

In 2023, under the Cocoa Yiedie Program – more than 1,000 cocoa farmers in Western Ghana received access to services – including farm coaching services, short- and long-term financing at a concessional interest rate for cocoa farm investments, and professional labor services for key activities including pruning, weeding, spraying, harvesting and tree replanting. A sub-set of farmers were eligible for certain micro-interventions, such as cash incentives for Good Agricultural Practice adoption, interest rebates for on-time loan repayment, more frequent / intensive coaching, and access to a replanting bundle with compensation for lost earnings from cocoa. The results of these interventions on adoption, yield, and income will be available in 2025.

More than 2,100 farmers participated in comprehensive cocoa agroforestry training facilitated by ACTIVE in 2023. Training covered diversified farming, non-cocoa Good Agricultural Practices, family decision-making and financial literacy while prioritizing increasing women's participation.

Challenge:

Mars aims to meet these commitments in the time frames set out, but these commitments and/or deadlines cannot be guaranteed given the complex global social nature of the issues and the numerous stakeholders involved.