

# 2015 Progress Report

We've set specific well-being goals and are holding ourselves accountable. Here's a look at some of the progress we made in 2015. [Learn more in our full report.](#)

Goal achieved

## WELL-BEING SNACKS\*

GOAL: 25% of revenue by 2020



**25.5%**  
of revenue from **Better Choices** products\*\*



**25.5%**  
increase in whole grains across our portfolio, meeting our 2020 goal ahead of schedule



**68%**  
nearly two-thirds to our goal of front-of-pack calorie labeling globally by the end of 2016



**+26%**  
increase in **Portion Control** products, exceeding our 2020 goal



\*Measured per 2012 baseline

\*\*2012 revenue baseline restated due to coffee divestiture/removal of Venezuela operations from financial reporting; we remain on target, and going forward, intend to further increase our Better Choice options

## SUSTAINABILITY\*



**21%**  
of cocoa sustainably sourced; all ultimately will be sustainably sourced mainly through Cocoa Life



**76,700** farmers and **795** communities participating in Cocoa Life

**100%**  
of palm oil is RSPO; achieved in 2013



**90%** of palm oil sourced was traceable back to the mill



**75%**  
of Western European biscuits made with Harmony wheat, achieving our 2015 goal



**17%**  
of incoming water usage reduced, exceeding our 2015 goal of 15% reduction\*\*



Reduced net waste in facilities worldwide, nearly **5x** our 2015 goal\*\*



Reduced greenhouse gases by **19%** exceeding our 2015 goal of 15% reduction\*\*



Eliminated **107** MILLION POUNDS of packaging, exceeding our 2015 goal by **114%\*\***



**68%**  
of production volume from Zero Waste to Landfill sites, exceeding our 2015 goal of 60%\*\*



\*2015 marked the end of measurement for the environmental footprint goals since 2010 baseline

\*\*Measured per tonne of production

## SAFETY

On target to achieve world class safety performance

**13%** reduction in lost time injury frequency rate\*

**21%** reduction in total incident rate for all employees\*



**100%**  
of our manufacturing sites are now FSSC 22000 certified



\*2015 compared to 2014

## COMMUNITIES

Allocated **78%** of our \$50 million USD commitment to healthy lifestyle community partnerships

