

2014 Progress Report

We've set specific well-being goals and are holding ourselves accountable. Here's a look at some of the progress we've made in 2014. Learn more in our [full report](#).

Goal achieved

MINDFUL SNACKING*

GOAL
25% of revenue by 2020



22.4%
of revenue from Better Choices products; goal 25% by 2020



23%
increase in whole grains across our portfolio; close to our 25% increase goal by 2020



46%
nearly halfway to our goal of front-of-pack calorie labeling globally by 2016



Mindful Portion products grew **16%** since 2012; on our way to increase these options 25% by 2020

*Measured per 2012 baseline

SUSTAINABILITY



12%
of cocoa sustainably sourced; all ultimately will be sustainably sourced

38,000 farmers and **500** communities participating in Cocoa Life



60%
of Western European biscuits made with Harmony wheat; on target to reach 75% by 2015



100%
of palm oil is RSPO



70% of palm oil sourced was traceable back to the mill



Reduced net waste in facilities worldwide,
57% nearly **4x** our 2015 goal*



Reduced greenhouse gas emissions by **16%** exceeding our 2015 goal of 15% reduction*



Eliminated **89** MILLION POUNDS
of packaging, exceeding our 2015 goal by **78%**



48%
of production from Zero Waste to Landfill sites; nearly at our goal of 60% by 2015*

*Measured per tonne of production

SAFETY

On target to achieve world class safety performance

26% reduction in lost time injury frequency rate*

24% reduction in total incident rate for all employees*



90%
of manufacturing sites are FSSC 22000 certified — nearly at goal to have all certified by 2015

*2014 compared to 2013

COMMUNITY

Allocated **64%** of our \$50 million USD commitment to healthy lifestyle community partnerships

