



**Mars, Incorporated:
Partnering in the Cocoa Sector**

AIARD Annual Meeting

June 2, 2008

MARS

Who we are

Mars, Incorporated is one of the world's leading food manufacturers.

- Privately-held, family owned business
- Global headquarters in McLean, VA
- More than 43,000 associates around the world
- Operations in over 65 countries
- \$22+ billion in annual sales
- Symbol of excellence; owner of some of the world's favorite brands, including M&M'S® Brand, SNICKERS® Brand, UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs and WHISKAS® Brand Food for Cats.





Quality

The consumer is our boss, quality is our work and value for money is our goal.

Responsibility

As individuals, we demand total responsibility from ourselves; as associates, we support the responsibilities of others

Mutuality

A mutual benefit is a shared benefit; a shared benefit will endure.

Efficiency

We use resources to the full, waste nothing and do only what we can do best.

Freedom

We need freedom to shape our future; we need profit to remain free.





- Mars has led the way with decades of cocoa research
 - **plant breeding**
 - **farmer training**
 - **health research**
 - **superior processing techniques**
- Mars Center for Cocoa Research (Brazil)
- Created deeper understanding of cocoa's critical role in the rainforest environment, and how to grow the crop for the benefit of the farmer, the producers and the environment.

Commitment to our Partners

- **Recognize Mars' strengths, leverage those of our partners**
- **Convene experts whose goals are aligned with our own**
- **Design partnerships that have mutually beneficial outcomes/deliverables**
- **WCF brought Mars, Incorporated and Alcorn State together**
- **Alcorn State University was particularly well qualified to support this initiative in Ghana**