

## Mouths to feed

### Mars strives to eliminate child hunger in the US

As a food company, it makes sense for Mars to be concerned about those who go without enough food. That is why Mars US has partnered with America's largest charitable hunger-relief organization to feed hungry children in this country through a program called Kids Café.

Mars US has invested over \$1 million in Kids Café, which is a program of America's Second Harvest, a network of over 200 food banks and food rescue organizations. By providing meals to low-income children at 1,600 sites across the country – such as Boys and Girls Clubs, churches or public schools – Kids Café serves three quarters of the 12 million children living in “food insecure” households every year.

Vincent Howell, president of Mars Food US says that the driving force behind Mars participation in Kids Café is the principle that Mars successes should be mutually beneficial to the company as well as to communities where Mars operates, and everyone involved. “In line with our Mutuality Principle,” Howell said, “we have decided to expand our community involvement and actively join the fight to eliminate hunger with a particular focus on providing nutritious meals for kids.”

As a direct result of a contribution by Mars Food US, a new Kids Cafe will open in September 2007 near the company's Greenville, Mississippi site providing additional opportunities to help those in need through the meals and through associate contributions and volunteer efforts.

## Tea time for sustainability

### Mars launches sustainable tea, supporting Malawi communities

In August 2007, Mars Drinks division introduced a sustainable tea to its beverage offerings, called Malawi Garden. The tea is one of two sustainable drinks Mars has launched for use in its Flavia drinks machine in recent years, in response to consumer demand and in keeping with the company's environmental and social commitments.

The leaves for Malawi Garden tea come from the Kawalazi tea plantation, located in the Nkhatabay district along the lakeshore valley of Northern Malawi. Operated by the Kawalazi Estate Company Limited, the plantation employs close to 2,600 people, making it the largest employer in northern Malawi.

When consumers chose Malawi Garden tea they are supporting not only the wages of these 2,600 workers, but also a number of community development projects aimed at improving their lives. The projects range from water supply improvement, to the building of local schools and a forestry program.

In addition, Mars Drinks directly supports sustainable development projects for the community. With the help of Mars, the plantation will greatly expand the annual distribution of seedlings to 120,000 for the reforestation of 60 hectares. This is already underway, with eucalyptus seedlings recently distributed to and planted by farmers. And not too soon, as deforestation is a critical problem in Malawi and much of Africa. Over the past several decades, over half of Malawi's forests have disappeared, causing fertile soil to erode away.

Mars Drinks is also involved in improving the plantation's two existing medical clinics and equipping them with the ability to test patients for diseases such as Cholera, Hepatitis and Typhoid. Voluntary HIV/AIDS testing and blood grouping will also be possible for plantation employees and the surrounding community. In a nation with a life expectancy of an appalling 40 years and with an estimated 14 to 30 percent of the population carrying HIV, Mars believe that supporting the Kawalazi health clinic is critical.

The Republic of Malawi, in southeast Africa, is one of the world's most impoverished and indebted nations. With about 80 percent of the labor force working in agriculture and tea being the second biggest export crop, sustainable tea farming takes on great significance for Malawians.

## Working classes

### Mars supports entrepreneurs and professionals of the future

Mars Middle East F.Z.E. is supporting the INJAZ al-Arab program, a non-profit organization aimed at educating and inspiring young people to be successful in the global economy. Each year private sector employees from around the world volunteer to train students in essential business management skills across disciplines including competition analysis, marketing, and understanding macroeconomic factors. INJAZ al-Arab launched its pilot-phase programs in cooperation with the Ministry of Education, to fully expand by the next academic year. More than 11 companies in the United Arab Emirates support this new initiative.

“Mars is proud to be involved in a program that enables us to use our industry expertise and experience, and help the youth of today become entrepreneurs and qualified professionals of tomorrow,” said Ahmed Bayoumi, General Manager of Mars Middle East. “We’re glad to contribute towards shaping the future of our next generation.”

Mars Middle East delivered its first lectures to eleventh grade students from Sheikh Mohamed Bin Rashid High School in 2007. The lecture was held at Mars Middle East headquarters in Jebel Ali, and followed by a tour through the company’s factory where the students learned about chocolate manufacturing. Mars associates also shared their professional experiences and success stories with students to offer insight into careers in the private sector.

Given the success of the program as described by all participants, Mars plans to and is proud to continue engaging students going forward.