



turkish delight

In recent years, our trade with Turkey has grown rapidly. We currently source around 95% of our hazelnuts and some 50% of our raisins and sultanas from the country. You could say, a little bit of Turkish delight goes into every Cadbury Dairy Fruit and Nut bar.

Our pilot study included visits to Istanbul, Ankara, the nut-growing regions along the northern coast, and the raisin-growing region around Izmir. During the course of the study we undertook wide-ranging discussions not only with business partners, but also international agencies, non-governmental organisations and others. We found that most of the farms are family-run, with little casual labour, and that when children do work on them they usually do so at holiday times and out of school hours. The fruit and nut processing plants we visited are well run businesses with a passion for product quality and their own clear commitment to key areas of our HRET Policy such as core labour rights.

The general view of all those consulted was that our trade with Turkey has helped to raise standards in production and grow a trade that brings real economic benefits to the rural economy. Since our visit, we've purchased a 51% interest in Kent, Turkey's leading sugar confectionery company, and look forward to playing a growing role in the country's economy.

Earning consumer trust Our core purpose is to work together to create brands people love. Part of that is living up to the trust which millions of consumers place in us.

Working with business partners We are working closely with our business partners to brief them on our HRET Policy, to learn how they manage these issues, and to share best practice. This is part of our ongoing commitment to build mutually beneficial relationships with our partners that live out our principles and

standards. In particular, the nature of our beverages business (where, for example, we sell our concentrate to bottlers who add the fizz and manage the distribution) means we've invested in deep and long-term partnerships to deliver the beverages people love, based on consistent shared values.

We are committed to providing a range of high quality, wholesome products which not only provide small moments of pleasure, but are also marketed truthfully, labelled clearly, and meet the highest food safety standards. We make honesty, integrity and openness the bedrock of all our advertising, promotions and other public communications. We take special care to avoid any suggestion of exploiting the inexperience of children or undermining the responsibility or judgement of parents or other carers.

training traders in qwa qwa

Since 1992, Cadbury South Africa has sponsored a Trader Training Program to help traders up and down the country. In its early stages the programme revolved around face-to-face workshops on the basics of retailing. Traders with no formal training would go along to their local community, school or church hall to learn how to work out margins, plan stock purchases and display products effectively and safely. Workshops were held as far afield as a community hall in the mountains of Qwa Qwa, in the Free State.

The workshops ran for five years and trained over 7,000 traders. Then in 1997, a radio phone-in programme took over. The Cadbury Small Business Advice Program ran once a fortnight on three community radio stations. Not only did it open up the advice to a wider audience, it also broadened the scope of the help on offer to cover all topics affecting small businesses.



variety is the spice of life We know that no matter how big we get, we should never underestimate the strength of the local brands which people have grown up with. People in different places tend to have different tastes. By respecting each business's unique culture and allowing local managers to take control and accountability, we are better equipped to understand and meet local consumer demands. So, as well as international brands such as Cadbury Dairy Milk and Schweppes Tonic, we make a very wide

range of brands rooted in local traditions and unique to particular areas – from Bim Bim in Egypt to Wedel in Poland, from Beldent in Argentina to Tom Tom in Nigeria. Large and small, international and local – we nurture a diverse family of brands people love.

delighting our consumers

Our largest business unit, Dr Pepper/Seven Up (DPSU) has won two significant endorsements for its passion for consumers.

In 2001, for the fourth year running it was rated top in the Beverages-Soft Drinks section of the ACSI (American Consumer Satisfaction Index). This prestigious index, sponsored by the University of Michigan Business School and American Society for Quality, interviews over 70,000 randomly selected respondents annually to gather its results.

DPSU has also received an A rating for consumer services and been placed in the top ten companies by PlanetFeedback, the online consumer feedback service. "DPSU now joins a select list of companies that work overtime to delight and satisfy our users", said PlanetFeedback founder, Peter Blackshaw.

serving our customers As with our business partners, we strive for mutual benefit with our customers. We work with both large and small retailers to make sure our

products are what consumers want, and that they're in tip-top condition, in a range of formats and presented effectively. Not only do our marketing and sales teams receive training and

adhere to Our Business Principles, but we also invest in building long-term relationships with shops. Cadbury India, for example, invested in a new cooler cabinet system for retailers to ensure the confectionery didn't warp and wilt in the heat.

