

... sustainable cocoa farming  
protects flora & fauna



# Doing the right thing

Sustainability Report 2020 – Compact Version

**Ritter**  
**SPORT**

# What motivates us

We have waited 30 years for today's consumers. They understand that sustainability and consumer enjoyment are not contradictory and that pleasure with responsibility can create an added value for everyone involved.

Malte Dammann, Director Marketing




We are investing in sustainability because we are convinced it is the right thing to do. But we are very grateful for this new awareness. Users who want to know the facts provide us with support whenever we take suppliers and business partners to task, and they help us to query our own actions critically and to be better.


# Sustainability at a glance

■  In an effort to develop **long-term, economically viable solutions for transparent and sustainable value-added chains**, the company attributes a particular focus to the important raw materials cocoa, hazelnuts, milk powder, palm fats and packaging materials.

■  Alfred Ritter GmbH & Co. KG has been sourcing **100 per cent certified sustainable cocoa** for its entire Ritter Sport range since 2018.

■  The chocolate manufacturer has been processing **100% sustainably grown, RSPO-certified palm fats** of the higher “segregated” level since 2020.

■  One cornerstone in the cocoa-sourcing strategy is represented by the **company's own farm, El Cacao**.

■  In 2019, Alfred Ritter GmbH & Co. KG reached its **first interim goal** on its way to carbon neutrality: **carbon-neutral production at its site in Waldenbuch**.

■  The company also relies on **long-term partnerships** with cocoa farmers in Latin America and West Africa.

# Long-term partnerships

Merit Buama has been tapping and maintaining contacts between Alfred Ritter GmbH & Co. KG and cocoa farmers and suppliers in the countries of origin since 2018:



We want to know exactly where our cocoa comes from, who grows it and under what conditions. Our commitment began in Nicaragua 30 years ago. We have transferred the experience and knowledge gained from this collaboration into a long-term strategy with 25 clearly defined social, economic and ecological goals. These criteria must be met by all of our cocoa suppliers in the future.



El Cacao:  
A good place  
for cocoa,  
people and  
nature

## “OUR COCOA”: Collaboration with cocoa farmers

64 %

of our cocoa sourcing is already supported by programmes offered by Alfred Ritter GmbH & Co. KG with cocoa producer organisations.



100 %

For all cocoa sourcing, long-term partnerships with cocoa producers and their organisations are established and supported by programmes.



2020

2025

**Good news from El Cacao, Ritter Sport's own farm in Nicaragua**, where cocoa has been grown in a sustainable agroforestry system since 2012. This mixed form of cultivation creates ideal conditions for high-quality cocoa, conserves the soil and encourages biodiversity. Planting has meanwhile been completed and the yield curve is steadily rising:

40 t

2019

300 t

2020



Cocoa beans



# Packaging from renewable raw materials

Alfred Ritter GmbH & Co. KG is constantly on the lookout for the best alternative packaging options, with a particular focus on paper. Why?

Katja Binder, Head of Packaging Design:

For paper, recycling circuits are already established and in use all over the world. Waste paper also has a real value for consumers. Another advantage of paper concerns the origin of raw materials, where paper is far ahead of plastic in terms of transparency. Our 'InPaper' prototype in January 2020 was the first step in this regard. In 2021, we will launch a bag made of paper and then further implement this strategy step by step.



Our aim:  
From 2025, all Ritter Sport packaging is to have been converted to paper-based solutions.



# On our way to climate neutrality

Our vision is to be completely carbon-neutral. But this will entail us looking beyond our own location and moving step-by-step along the value-added chains for our raw materials. The aim here is to evaluate where we can reduce or offset emissions – so that in the end, all of our products are completely carbon-neutral.

Sustainability Manager Georg Hoffmann



Carbon-neutral  
production  
at the Walden-  
buch site

2019

Carbon-  
neutral  
company

2020



CO<sub>2</sub> compensation certi-  
ficates from the reforestation  
of the company's own cocoa  
farm El Cacao in Nicaragua  
offset unavoidable emissions  
from chocolate production  
to a large extent and are  
supplemented by purchased  
certificates

2021



Carbon-neutral pro-  
ducts along the entire  
value chain from the  
origin of the raw ma-  
terials to production  
in Waldenbuch and  
onto the supermarket  
shelf

2025



# “Chocolate must not be a zero-sum game”

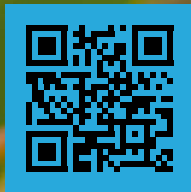
With voluntary obligations alone, it will take decades to improve the conditions for cultivating raw materials around the world – but there isn't that much time left, claims Asmus Wolff. Therefore, the Managing Director Supply Chain regards binding regulations for transparency in the supply chain to be indispensable.

That's why the company is building on win-win relationships. For example, Alfred Ritter GmbH & Co. KG benefits from premium cocoa by investing in efficient and sustainable cultivation methods which are gentle on resources – and, at the same time, the increase in quality and yield helps small cocoa farmers to achieve higher incomes and a livelihood over the long term.

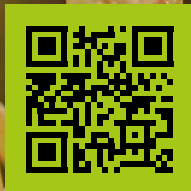
We can only be successful over the long term if we operate in a sustainable manner. And the lever for sustainability is most effective directly when it comes to sourcing raw materials, as they account for most of our responsibility in terms of the value-added chain for chocolate.



Asmus Wolff is responsible for raw material sourcing and production as well as the requisite technology and IT.



Website



Sustainability Report

