



European Wheat Sustainability Program Harmony Expands to Cover 100% of EU Brands by 2022

Harmony will progressively impact the entire European biscuit brand portfolio; the program already includes 1,700 farmers producing 177,000 tons of wheat

ZURICH – June 5, 2018 – Mondelēz International announced today its ambition to expand the Harmony program, the company’s European sustainable wheat sourcing approach, to 100% of its biscuit brands in the European Union by 2022, as part of the company’s commitment to reduce its end-to-end environmental impact.

By extending the program, the annual production of wheat under the sustainable conditions set out by the Harmony charter will reach 282,000 tons by 2022, covering the volume of wheat used in the company’s entire European biscuit production. Harmony covers the *LU* brands, Oro, LiGA and Fontaneda today, and will be extended to cover biscuit brands such as belVita, Milka Biscuits and Barni. [regions/countries to insert reference to local brands that will be in scope].

“European consumers increasingly equate high quality products with sustainable production. They are more and more aware of the impact of their food choices on the environment and have high expectations of manufacturers to take their share of responsibility,” said Hubert Weber, Executive Vice President and President Europe, Mondelēz International. “As Europe’s largest baker of biscuits, Mondelez International can play a role in tackling challenges like climate change and resource shortages by promoting sustainable farming practices and improving biodiversity in our supply chain. And in doing so, we contribute to creating in Europe a fairer, more transparent and integrated supply chain, in which good quality for consumers means a good impact on farmers and society”.

The Harmony program, first launched 10 years ago in France, champions biodiversity and good environmental practices in wheat production in Europe. Co-created along the wheat supply chain with farmers, cooperatives, and millers, the program seeks the commitment of partner farmers close to the biscuit plants to follow sustainable practices in the cultivation and processing of wheat in return for a premium on their crop. Harmony farmers choose to conserve water, care for the soil, protect biodiversity and reduce carbon emissions, and stand to increase income by doing so.

“Wheat farming in particular is vulnerable to climate change and that’s why we created Harmony. The program will support a community of farmers in Europe and help to guarantee a supply of sustainably grown wheat for the future from European farms,” said Romeo Lacerda, President Biscuits, Mondelēz Europe.

Today, 1,700 farmers, 13 millers and 21 cooperatives in France, Spain, Poland, the Czech Republic, Belgium and Italy participate in the Harmony program, producing 177,000 tons of wheat in 2017. Currently, 75 percent of Mondelēz International's biscuits in Western Europe are made with Harmony wheat, or 60 percent across Europe as whole.

A partnership-led approach

The Harmony program was developed with the help of NGOs, agronomists, environmental specialists and research organizations, and is audited every year to ensure that Harmony practices are respected. Underpinned by a Charter of sustainable practices, the program seeks to:

- prevent the usage of pesticides and fertilizers by encouraging the selection of resilient wheat varieties and through crop rotation and care for soil;
- avoid unnecessary treatments;
- reduce carbon emissions, especially through the reduction of fertilizer use;
- preserve the quality of water
- preserve local biodiversity: 3% of the wheat-growing fields are dedicated to flower borders or hedges that provide pollen and nectar all year long to pollinators

“Harmony is much more than an agreed set of sustainable wheat farming practices,” Lacerda said. “It’s a movement that connects everyone involved in our supply chain with others seeking to increase the positive impact we can make on our environment. By bringing NGOs and farmers together to work on biodiversity, for example, we can implement farming practices that are both effective and pragmatic. In doing so, we can act as a catalyst for positive change.”

To date, Harmony farmers in Europe have sown 1,026 hectares of flowers around the Harmony fields and around 16,9 million bees and 32 species of butterflies were observed in Harmony fields. The program has also led to a 20% reduction in pesticide use in Harmony fields, between 2009 and 2016¹.

Harmony key figures

- 1,700 farmers, 13 millers and 21 cooperatives in France, Spain, Poland, the Czech Republic, Belgium and Italy
- 39,000 hectares of Harmony wheat sown each year
- 177,000 tons of Harmony wheat harvested per year
- 1,026 hectares of flowers grown around the Harmony fields
- -20% of phytosanitary products used between 2009 and 2016 in the Harmony fields according to the Treatment Frequency Index in France
- 75% of the biscuits sold within Western Europe contain Harmony wheat, or 60% across the EU as a whole.

¹ source: the TFI (Treatment Frequency Index) for the 2009-2016 Harmony campaigns, compared with the 2008 national average for wheat (French Ministry of Agriculture)

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *beVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

