Mars, Incorporated: Partnering in the Cocoa Sector
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.
Our Principles

**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.
Commitment to Sustainability

• 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