

**KRAFT FOODS - Profits: 2,6 billion USD (2007)** 

#### ALTRIA - PHILIP MORRIS

Altria Group is the parent company of Kraft Foods, Philip Morris International, Philip Morris USA and Philip Morris Capital Corporation. In addition, Altria Group has a 28.7% economic and voting interest in SABMiller. P.M. is one of the biggest producer of cigarettes in USA and number one in Germany. **MARLBORO** yields 62% of their turnover of tobacco products. End of March 2007, the Altria Group spun off 88.1% stake to Altria shareholders. Kraft Foods is now an independent publicly held company.

#### **ALTRIA (PHILIP MORRIS) on its way to the top:**

1985 takeover GENERAL FOODS 1988 takeover KRAFT 1990 takeover swiss JACOBS SUCHARD 2000 takeover NABISCO, merging with KRAFT 2007 KRAFT becomes independent spin-off

#### JACOBS SUCHARD

Since 1987 J.S. controlls 10% of the annual exported cacao worldwide. Through the takeover by PHILIP MORRIS 1990 world's biggest producer of coffee and sweets emerged. At the same time PHILIP MORRIS aquired Also FREIA MARABOU - a Scandinavian confectionery maker - to expand overseas as its business was heavily dependent in the United States. Since 1991 J.S. is leader of the coffee market holding 25%. A better name for "Jacobs Krönung" would be "crown of exploitation" of coffee producing and trading countries.

#### **KRAFT FOODS**

Kraft, a subsidiary of Altria (Philip Morris), has products in 99 percent of all American households, making it the leading US food company and the world's second largest food conglomerate. Kraft Foods is the second largest food and beverage company in the world. They focus on five core food industries including snacks, beverages, cheese, grocery, and convenient meals. When Kraft Foods made its way to the stock-market as second largest in the history of the US with a volume of 8,7 billion USD. In 1993, Philip Morris aquired NABISCO (snacks and cereals) while selling its ice cream division to Unilever, and its Birdseye unit to Dean Foods. In 2000, Philip Morris acquired Nabisco Holdings for \$18.9 billion and merged the company with Kraft Foods the same year. It was not before March 2007 that Kraft Foods became an independent brand again, owned by the Altria (formerly Philip Morris) shareholders. In July 2007, the company bought Groupe Danone's biscuit (cookie) and cereal division for 7.2 billion USD.

#### **Kraft Foods and GE Food Alert**

Kraft's most notable offenses include the broad use of genetically engineered crops and limited efforts to ensure a higher standard of living for coffee farmers.



GMO critics argue that bioengineered products have been prematurely rushed onto the market without sufficient testing. Kraft foods contain unlabeled GMOs, and the company has fought to prevent the passing of labeling requirements. After StarLink corn—a variety not approved for human consumption—was discovered in Kraft's products by GE Food Alert in the fall of 2000, the company recalled millions of boxes of taco shells and, to avoid further contamination, switched to non-engineered white corn in its corn-based taco products. Kraft also called for stricter regulation of engineered crops. Despite their strong statements and moves to avoid GE corn in some products, Kraft continues to use questionable genetically engineered ingredients in many of its other products.

#### **Kraft Foods: Not Fair Trade**

According to Oxfam's report, "Kraft failed to ensure a decent price was paid to farmers" however, the report also states "Kraft worked with others in the coffee industry to address the coffee crisis."

#### **Kraft Foods and Worker Rights**

In 2006 Trade unions in South Africa have called for a boycott of Kraft for refusing to recognize or negotiate with the Food and Allied Workers Union. The Congress of South African Trade Unions (COSATU) called its members to boycott products manufactured by Kraft Foods in support of the 384 members of the Food and Allied Workers Union on strike.

### JACOBS SUCHARD

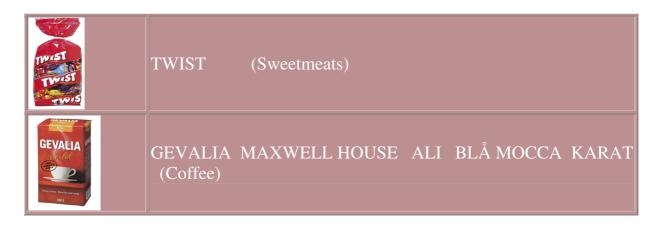
JACOBS ROOMING ROOMING	JACOBS (Coffee)
	ONKO
	KAFFEE HAG
kaba	KABA
	SUCHARD (Chocolate)
Milka	MILKA
	TOBLERONE
	LILA PAUSE
<b>D</b> afim	DAIM
	VAN HOUTEN (Cacao)
	LINDT&SPRÜNGLI
	TRUMPF
	STOLLWERCK

## **KRAFT FOODS**

reis-fit	REIS FIT
PHILADELPHIA	PHILADELPHIA
	KRAFT (Tomato Ketchup, Miracel Whip)
Mirácoli	MIRACOLI
18 TACO	TACO BELL On 2.10.2000 US Kraft Foods had to recall all products of the brand 'Taco Bell' from supermarkets nationwide. Traces from a non-accepted transgen maize plants were found in the Taco maize flat cakes. It was the first time on the world, that transgenetic food had to be recalles by the producer. After an investigation made by the ministry for agriculture, the whole harvest of this variety of maize had to be repurchased from the companies.

# KRAFT FOODS NORDIC (Danmark, Norway, Sweden, Finland, Estland)

Estrella ORIGINAL	ESTRELLA (Chips, Tortilla Chips, Dipmixes)
	FREIA (Chocolate)
	MAARUD (Chips)
	KONG HAAKON
	OBOY (Cacao)
Marabou Cocos	MARABOU (Chocolate): ALADDIN BREJK CO-CO DAIM JAPP M MJÖLKCHOKLAD NOBLESSE NONSTOP SCHWEIZER NÖT



move up



