



# KRAFT & JACOB SUCHARD BOYCOTT

## 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. controls 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 acquired 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 acquired 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 (Coffee)
	ONKO
	KAFFEE HAG
	KABA
	SUCHARD (Chocolate)
	MILKA
	TOBLERONE
	LILA PAUSE
	DAIM
	VAN HOUTEN (Cacao)
	LINDT&SPRÜNGLI
	TRUMPF
	STOLLWERCK

# KRAFT FOODS

	REIS FIT
	PHILADELPHIA
	KRAFT (Tomato Ketchup, Miracel Whip)
	MIRACOLI
	<p>TACO BELL</p> <p>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 recalled 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.</p>

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

	ESTRELLA (Chips, Tortilla Chips, Dipmixes)
	FREIA (Chocolate)
	MAARUD (Chips)
	KONG HAAKON
	OBOY (Cacao)
	<p>MARABOU (Chocolate):</p> <p>ALADDIN BREJK CO-CO DAIM JAPP M</p> <p>MJÖLKCHOKLAD NOBLESSE NONSTOP</p> <p>SCHWEIZER NÖT</p>

	<p>TWIST (Sweetmeats)</p>
	<p>GEVALIA MAXWELL HOUSE ALI BLÅ MOCCA KARAT (Coffee)</p>

[move up](#)

