

## Mars Changing How It Does Business One Year From Launch Of \$1b Sustainable In A Generation Plan

**1 October 2018 – Johannesburg** – Mars Multisales Africa, a division of Mars Incorporated (Mars), a global family owned food, well known for producing global brands such as M&M's®, Snickers®, Pedigree®, Whiskas®, Royal Canin®, Orbit® & Airways® gum, Royco® and many more, is proud to announce the progress made on the company's global "[Sustainable in a Generation](#)" Plan.

"When this programme launched globally last year, we were inspired by the ambitious vision of Mars," said Brian Ayling, General Manager of Mars Multisales Africa. "We've implemented various programmes in South Africa, across the continent and globally to make sure we're playing our part to reach these important goals."

This plan is designed to make tangible, scientifically-based changes to the way Mars Incorporated does business globally. To achieve these changes, Mars **will invest \$1 billion** over the next few years to accelerate progress against urgent threats to sustainability.

This plan focuses on three key areas:

- **Healthy Planet** – Reducing the environmental impacts of business based on scientific metrics laid out in the by the United Nations and compliant with Paris Agreement targets
- **Thriving People** – Focusing on human rights and improving the working lives of everyone involved in the Mars value chain
- **Nourishing Wellbeing** – Making sure that all products contribute to the health and happiness of consumers and their pets

Since the implementation of this plan, Mars has hit a number of key global milestones.

- Nearly 100% of coffee, palm oil and rice are now sourced sustainably, with tremendous strides in fish and cocoa sourcing on the near term horizon.
- Mars has maintained their pledge of zero waste to landfill from direct operations, and renewable energy will cover demand from direct operations in 10 countries by the end of the year.
- Finally, more than 93% of Mars manufacturing sites have been reached by a human rights due diligence programme, and 3,500 women in cocoa farming areas have been granted savings and loans programmes.

"The results of the plan on a global level are astounding," continued Ayling. "However, we're also incredibly proud of the changes we have enacted locally that are making a huge difference for the lives of South Africans and for our local associates. "

To reach sustainability goals, Mars Multisales Africa partnered with Mpact to implement a revolutionary new modular packaging policy designed not only to **cut costs** and **increase packing efficiency**, but **to reduce waste** and **cut down on manufacturing emissions as well**. Through the use of this packaging model, Mars Multisales Africa has saved more **than 355 tonnes of paper**, and enough water to supply more than **235 households per year**. We are also very proud to say that all our local and regional manufacturing facilities are **Zero Waste to Landfill** sites.

Beyond this, we continue to find solutions to address water scarcity at our Food manufacturing plant in Cape Town. When faced with the prospect of Day Zero due to prolonged drought, the Cape Town plant implemented a system of boreholes, tanks, and Ozone and UV treatments designed to keep the plant sustainable and independent from the city's water supply. The system was also able to generate enough fresh water to supply all of the local associates water needs as well, should Day Zero occur.

"These actions are just the start of a strong commitment to sustainability," concluded Ayling. "We are excited to do our part to substantially transform the world we live in to a more sustainable one within our lifetime."