



May 31, 2011

Kit Crawford and Gary Erickson
Owners and Co-CEOs
Clif Bar & Company
1451 66th Street
Emeryville, CA 94608-1004

Dear Ms. Crawford and Mr. Erickson,

I am writing on behalf of the Food Empowerment Project and our supporters. We are a non-profit food justice organization based in San José, California. Since the late 1990s I have been an avid consumer of Clif Bars, then LUNA Bars and finally Builder Bars. Not only because you make good, healthy, vegan products, but because of the ethics of your company.

That is why those of us at Food Empowerment Project were surprised to learn that your company would not disclose the country of origin from where your chocolate is sourced. Our organization is working to increase awareness of child slavery in the cacao industry and have contacted dozens of companies to find out from where their chocolate is sourced.

When we, along with many of our supporters and your customers, inquired, we were told: "We actually don't give origins for any of our ingredients due to the highly competitive nature of organic sourcing."

As the owners of a company (and a socially conscious one at that), I am sure you are aware of the difficulties companies face when they are not transparent about their supplier's practices. Concerns about competition have not prevented other socially conscious companies from providing us with the information regarding the origin of the chocolate used in their products – we do not ask for the names of the supplier – we simply want to know where the cacao comes from.

We would appreciate Clif Bars disclosing the country of origin for its chocolate as well as avoiding the buying of chocolate from places such as the Ivory Coast or Ghana where child slavery has been found.

Again, I have been a longtime supporter of your company, and I really hope we can open a dialogue on this issue. I can be reached via email at lauren@foodispower.org or by phone at 530.848.4021.

Thank you for your consideration.

Sincerely,

lauren Ornelas
Founder/Director

cc: Sue Hearn, Public Relations Director