July 23, 2013

Kevin Cleary, CEO
Clif Bar & Company
1451 66th Street
Emeryville, CA 94608-1004

To Clif Bar, Inc.:

On behalf of the undersigned, we request that Clif Bar reveal the countries of origin for its cacao and show its true commitment to corporate transparency.

Your own website states: "We have put in place responsible sourcing goals, practices and policies to communicate our values and expectations for suppliers to act ethically and responsibly."[1] You also discuss the importance of traceability: "Our program ensures we know where our ingredients come from."

While these seem like the claims of a transparent company, your actions prove that you are not standing behind your words.

We are not asking Clif Bar to release proprietary information, the names of your suppliers, or the entirety of your supply chain. The only information we are requesting is the country of origin of your cacao. In today's world, transparency is vital for consumers. Provenance is a growing concern, and without it, consumers may find themselves inadvertently supporting behaviors they don't believe in, that are internationally illegal, and that are highly unethical.

As you know, 70% of the world's cacao comes from West Africa.[2] According to a March 2011 study by Tulane University, there are now more than 1.8 million children in West Africa working on cacao farms where they "are frequently involved in hazardous child labor."[3] These children are taken from their families, forced into dangerous and difficult labor, beaten, and often starved.

This is not an issue to hide behind by claiming the information is proprietary.

Sincerely,

FOOD EMPOWERMENT PROJECT
Because your food choices can change the world

WORKSAFE
safety, health, and justice for workers

ORGANIC CONSUMERS ASSOCIATION

INTERNATIONAL LABOR RIGHTS FORUM
ILRF
www.laborrights.org

COMMUNITY FOOD & JUSTICE COALITION

CALIFORNIA AGAINST SLAVERY

[1] http://www.clifbar.com/responsible-sourcing/
[2] http://www.state.gov/j/tip/rls/tiprpt/2007/82813.htm
[3] *Oversight of Public and Private Initiatives to Eliminate the Worst Forms of Child Labor in the Cocoa Sector in Côte d'Ivoire and Ghana*, Payson Center for International Development and Technology Transfer, Tulane University, March 31, 2011.