



Six weeks after launching **STOP THE TRAFFIK's** campaign [March on Mars](#), Mars made an announcement. They have promised to make their GLOBAL product range **traffik free by 2020**, starting with Galaxy bars in the UK and Ireland next year.

**Mars are giving us a short term commitment with Galaxy bars while we keep asking for evidence of long term, global change.**

### **STOP THE TRAFFIK chocolate campaign developments:**

#### **July 2008:**

Verkade committed to 100% Fair Trade cocoa and sugar in their chocolate bars in Netherlands from autumn 2008

#### **February 2009:**

Swiss Noir committed to Fair Trade cocoa in their chocolate bars in Netherlands from March 2009

#### **March 2009:**

Cadbury committed to Fair Trade Dairy Milk in the UK and Ireland

#### **April 2009:**

Mars committed to traffik free (Rainforest Alliance) Galaxy in the UK and Ireland from 2010 and across whole product range globally by 2020

**STOP THE TRAFFIK congratulates Verkade, Swiss Noir, Cadbury and MARS**