

Hershey's kisses not so sweet

Written by Administrator

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I am not a huge chocolate fan, but I must admit that I love Hershey's kisses, especially the hugs. They are small and offer a swirl of white and milk chocolate that makes me smile. We even have a cookie recipe at home that incorporates them into shortbread. What I can't stomach is the thought of forced and child labour that mostly likely goes into each hug and kiss that Hershey's markets to us.

There is a [clever campaign](#) in the United States that is allowing consumers to take action to send a strong and clear message to Hershey's that we want change. Raise the Bar is asking consumers to use their collective power to send Hershey's the message that we won't stand for it anymore. There are [several ways to participate](#) .

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So why all the fuss? Hershey's [sources most of its chocolate](#) from West Africa where forced labour, human trafficking and abusive child labour practices are rampant. Add to that that Hershey's will not identify its cocoa suppliers so it is impossible for consumers to ensure that they are ethical and sustainable cocoa producers. In its [corporate sustainability report](#)

, Hershey's tries to distract by pointing out the donations it makes to children's charities. What's the point in being a child advocate when you are slapping your own kids around at home?

Raise the Bar is asking Hershey's to trace its supply chain to the farm level and to source only from farms that can verify their practices through third parties. Not too much to ask if it will help eliminate human suffering and change communities by offering employment that allows families to obtain the necessities in life, including education not labour for their children.

No more Hershey's until they make real change. So next time I am in the mood for some chocolate, I think I'll stick to fair trade and sustainable options.

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