

Call to Action:**Insist Hershey's Denounce Trump's Actions Against the Environment**

*Join Progressive Action, Global Exchange (PAGE)-Abidjan in a social media campaign on **Thursday, May 25 at 11:00 am EST (15h GMT)**. This document includes 1) information about our cause and 2) instructions on how to participate in our campaign.*

Introduction:

Over the last decade, climate change has had a major impact on West African cocoa farmers who grow cocoa, a crop that is highly sensitive to changing weather patterns. In the face of the Trump administration's dangerous stance on the environment, Hershey needs to speak up on behalf of their cocoa farmers and for climate action.

PAGE-Abidjan is pressuring Hershey's to publicly denounce Trump's harmful stance on the environment as he considers climate change regulation rollbacks, budget cuts to environmental programs, and withdrawal from the Paris Agreement.

Additional information:

The Hershey Company is a major American confectionary manufacturer and large consumer of cocoa, the key ingredient in chocolate. Meanwhile, West Africa is the world's largest cocoa-producing region and contributes 75% of total global supply. Côte d'Ivoire alone produces the majority (40%) of the world's cocoa. Like all major chocolate manufacturers, Hershey's is primarily dependent on Côte d'Ivoire for its cocoa supply.

Climate change has brought dry temperatures and erratic rains to West Africa, and suffering cocoa crops have meant lower production. Ivorian cocoa farmers make as little as \$0.50/day—far below Côte d'Ivoire's poverty line. If Trump doesn't fight climate change, the livelihoods of Ivorian cocoa farmers (and a million others working in cocoa in West Africa) will suffer even greater blows.

Big businesses have [spoken out](#) against Trump's approach to climate change. Mars, the world's leading chocolate company, issued a [statement](#) denouncing Trump's stance on the environment.

We want Hershey's to do the same. It's time for the company to defend the environment and highlight the impact Trump's regressive stance on climate change would have on cocoa farmers.

A statement from Hershey's, the type of major U.S. company Trump supports through his "America First" agenda, would represent important pushback to the Trump administration's assault on climate change initiatives, like withdrawal from the Paris Agreement and cutting funds to organizations that conduct environmental research and develop environmental policy.

What is the Hershey Company?

The Hershey Company, commonly called Hershey's, is the largest chocolate company in the US and the fourth largest in the world. Hershey's has been criticized for lagging behind its competitors in fair trade and sustainability measures, but recent efforts have positioned them as a stronger advocate for supporting farmers and fighting climate change:

- Hershey's has committed itself to sourcing 100% certified and sustainable cocoa by 2020.
- Hershey's was a key partner in the World Cocoa Foundation Sustainable Trade Initiative, which works in part to improve cocoa farmer incomes, alleviate poverty, and advance food security in cocoa-producing countries.
- In 2015, Hershey's signed the Obama administration's American Business Act on Climate Pledge to take more aggressive action on climate change through manufacturing practices. Hershey's cited goals to reduce its environmental impact and greenhouse gas emissions by 50% by 2025.

The Problem

Below are key reasons why Trump is a threat to the environment:

Presidential Executive Order on Promoting Energy Independence and Economic Growth:

- Calls for the reversal of the Clean Power Plan and other Obama-era measures to reduce U.S. greenhouse gas emissions and avert catastrophic increases to global temperatures.
- Rescinds the Climate Action Plan calling for U.S. leadership in promoting climate resilience in developing countries.

Budget to Make America Great Again:

- Calls for a 30% cut to the Environmental Protection Agency (EPA)
 - The EPA has over fifty initiatives dedicated to combating climate change. Trump's cuts call for the elimination of valuable climate change research programs and partnerships, the aforementioned Clean Power Plan, and many additional anti-pollution initiatives that regulate greenhouse gas emissions
 - The U.S. is the world's second-largest producer of greenhouse gases, which are responsible for global warming. The EPA may be a domestic program, but climate change is a global problem—one to which the US is a major contributor. When the EPA regulates the US' effect on global warming, we make key strides towards fighting climate change—and therefore the rising temperatures that are affecting cocoa crops.

Potential Withdrawal from Paris Agreement:

- The Paris Agreement, initiated by Obama in 2015, is the world's first comprehensive climate agreement.
 - Signed by nearly 200 countries, the treaty prompts participants to commit to climate action and set goals for reducing carbon emissions. Many worry a U.S. withdrawal would undermine the deal and prompt other signees to back away from the goals they set for themselves.
- While Trump has repeatedly vowed to withdraw from the Paris Agreement, the administration recently announced it will make a decision in late May after the G7 summit in Italy.

Pressuring Hershey's on Social Media

We want to send as many messages as possible to Hershey's on Thursday, May 25. We'd like everyone to post on social media at **11:00 am EST (15h GMT)** so we can be trending. If this isn't possible for you, however, please join us at whatever time you are able!

Feel free to use our examples below or adapt them to your liking. On Thursday, use the hashtag #HersheySpeakUp in your tweets and posts!



Twitter (tag us at @PAGEinAbidjan and we'll retweet you!)

.@Hersheys climate change will ruin #cocoa farmers' livelihoods. Denounce Trump's anti-environment agenda! #HersheySpeakUp

.@Hersheys we're waiting for you to say no to EPA cuts—climate change will hurt W African cocoa crop & farmers #HersheySpeakUp

.@Hersheys, we see your sustainability commitments and want you to denounce climate change policy rollbacks! #HersheySpeakUp

.@Hersheys, over 2 million W African #cocoa farmers depend on you to stand up for their crop against #Trump #HersheySpeakUp

.@Hersheys, @MarsGlobal did why don't you? Stand up against #Trump climate change policy rollbacks! #HersheySpeakUp



Facebook (tag us @PAGEinAbidjan and we'll like your post!)

Post on Hershey's wall [here](#). A link to our Facebook event is [here](#).

Hershey's, back up your sustainability commitments and stand up for cocoa farmers and the environment! Don't let the Trump administration take away our crucial climate action programs! #HersheySpeakUp

Hershey's, Trump's regressive stance on climate change would harm your farmers and your bottom line— why so silent? You say you care about our planet and West African cocoa farmers, so stand up to the Trump administration and demand they protect the environment! #HersheySpeakUp

Email

Send this message to Jeff Beckman, Director of Corporate Communications (jbeckman@hersheys.com) and/or Beatrice Moulianitaki, Head of Sustainable Sourcing (bmoulianitaki@hersheys.com)

Dear **[INSERT NAME HERE]**,

I am writing to ask The Hershey Company to stand up for its West African cocoa farmers and the environment by publicly denouncing the Trump administration's cuts to climate change research and initiatives.

Global warming has already significantly lowered cocoa output and affected the livelihoods of the 800,000 struggling cocoa farmers in Côte d'Ivoire, your largest source of cocoa. If nothing is done to change Trump's stance on the environment, the effects of climate change will only worsen, further threatening the livelihoods of cocoa farmers in Cote d'Ivoire and elsewhere in West Africa.

Trump's intent to avoid pursuing climate action will exacerbate the impact of climate change on cocoa production just when major American chocolate companies are working to create sustainable cocoa supply chains in West Africa. Furthermore, lower cocoa production would significantly affect your bottom line. Speaking out against Trump is in your and your farmers' best interests.

Your sustainability initiatives suggest a commitment to the environment and cocoa farmers, so back up these initiatives with action. Denounce proposed Trump administration climate change policy rollbacks and cuts to the EPA, and insist the US remain in the Paris Agreement.

Thank you,

[YOUR NAME HERE]

Who are we?

We're the Abidjan, Côte d'Ivoire chapter of Progressive Action, Global Exchange (PAGE), an international group of Americans and global citizens concerned about and acting against the rise of hate, inequality, bigotry, and exclusion in the US and the world. Learn more about PAGE-Abidjan at @PAGEinAbidjan on [Twitter](#) and on [Facebook](#). For information about the PAGE organization, see our [website](#) and follow on [Facebook](#) at @EngagewithPAGE and on [Twitter](#) at @PAGEofDemocracy.