



Sustainable Supply Chain Management in the chocolate industry

By Oliver Thomas

Grin Verlag GmbH Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 214x151x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Supply, Production, Logistics, printed single-sided, grade: 1,0, Leipzig Graduate School of Management, course: Logistik, language: English, abstract: Sustainability has become a significant issue in many companies as it affects their reputation among customers. At the same time, outsourcing and globalization have resulted in the spreading out of supply chains across continents. Therefore, the focus of implementing sustainability has shifted from the single organization to the entire supply chain. This is of particular importance for chocolate manufacturers with their multinational supply chains as they are held responsible by the public for any irregularities which happen in their supply chain. Chocolate brand owners have been confronted with increasing criticism and pressure from politics and public due to the lack of sustainability in their supply chain. A current example is the TV documentary Schmutzige Schokolade, a film about child labor on cocoa farms in Ivory Coast, for which the Danish filmmaker Miki Mistrati blames the chocolate manufacturers. The film, which was broadcasted on ARD on October,...

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