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Fair World Project Launches New Podcast, For a Better World, with Season 1 Covering the Complicated Issues Behind the Ingredients in Nestlé’s Kit Kat Bar

New Podcast Features Interviews with Farmers, Workers, and Advocates for Just, Equitable, Fair Trade Supply Chains Discussing Ingredients in Everyday Items

PORTLAND, OR – Fair trade advocacy group Fair World Project (FWP) has launched For a Better World, a new podcast featuring deep investigational analysis of the environmental and social costs of commonly used consumer items and their corresponding supply chains. Each season will focus on a particular product and the supply chains issues surrounding it. Listeners can expect to hear detailed storytelling about the origins of ingredients, many of which have complicated histories of exploitation, along with interviews about the farmer and worker-led movements fighting for equitable food and farming systems. Season 1 of the For a Better World podcast features seven episodes and begins February 2, 2021. New episodes will be released for this season every other Tuesday until April 27.

“What would it take to build a fairer food and farming system? That’s the question that drove us to launch For a Better World,” says Dana Geffner, Executive Director of Fair World Project, and host of the podcast. “It’s clear that the status quo is not working for most of us, or for our planet. My hope is that by looking at the choices that built our current system and hearing from the people who are creating new alternatives, we can connect the dots between our everyday actions and the change we want to make.”

The first season, “Nestlé’s Kit Kat Unwrapped”, starts at Nestlé’s decision to drop fair trade certification for their KitKat bar manufactured for the UK market. From there, it traces the key ingredients, chocolate, sugar, and palm oil, while asking critical questions of what this decision means for the people most impacted. This season also features several one-on-one interviews that continue the conversations and follow up on the story. Nestlé is frequently in the headlines for their human rights abuses and destructive environmental practices. Currently, Nestlé is facing a lawsuit before the US Supreme Court, Nestlé USA and Cargill v. Doe, for their responsibility and operational complicity in the forced labor and child labor in their West African cocoa supply chains. The first episode, “Chocolate: A Crisis of Capitalism” is now available on across all major platforms.

“This series is about more than just a chocolate bar—it’s about balancing the scales of power, addressing climate change, and asking critical questions about our food system,” says Jenica Caudill, Operations and Communications Coordinator of Fair World Project and producer of For a Better World. “In each episode, we’ll take you around the world to break down the main ingredients of an everyday product and meet some of the farmers, workers, and activists involved along the supply chain. We center the voices of people who are building alternative models rooted in justice that can heal the earth, and how we relate to each other through our shared humanity.”

To listen to the For a Better World podcast trailer and view the full press kit, please visit: http://bit.ly/ForABetterWorldPodcastPressKit2021

Listeners may download and subscribe to For a Better World through Apple Podcasts, Spotify, Google Podcasts, Stitcher, Tune In, and more; as well as through the Fair World Project website. To listen to the first episode (transcripts available), please visit: https://fairworldproject.org/podcasts/season-1/episode-1/

Fair World Project believes in paying people for sharing their time, energy, and expertise, especially those who have contributed to the podcast. The show has set up a stipend fund, available to all guests interviewed for the making of For a Better World. To support the stipend fund, donate through Patreon, please visit: https://patreon.com/ForABetterWorldPodcast
Fair World Project (FWP) is a 501c3 non-profit organization whose mission is to protect the use of the term “fair trade” in the marketplace, expand markets for authentic fair trade, educate consumers about key issues in trade and agriculture, advocate for policies leading to a just economy, and facilitate collaborative relationships to create true system change. FWP also produces the podcast, For a Better World. For further information, visit: http://www.fairworldproject.org.