

UK's Pip & Nut joins Tony's Open Chain to end exploitation of cocoa

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UK's fastest-growing, all-natural, nut-based butter and snack brand, Pip & Nut has announced that it will now source the cocoa for its confectionary nut butter cups through Tony's Open Chain. As a Mission Ally, Pip & Nut is committing to Tony's Open Chain 5 sourcing principles, rigorous sourcing standards, robust traceability, paying the Living Income Reference Price for cocoa, and building long-term partnerships with partner cooperatives to support farmers and develop thriving cocoa communities.

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Pippa Murray, CEO and Founder of Pip & Nut said, "As a B-Corp we have an important role to play in championing ethical and sustainable sourcing across our supply chain. We've already started with our biggest ingredients – our nuts – by becoming one of only four participants in the Sustainable Agriculture Initiative Platform which seeks to reduce greenhouse gas emissions and protect against drought and the climate crisis through regenerative agriculture.